

HB 1223

2014

1 A bill to be entitled

2 An act relating to medical tourism; amending s.
3 288.901, F.S.; requiring Enterprise Florida, Inc., to
4 collaborate with the Department of Economic
5 Opportunity to market this state as a health care
6 destination; amending s. 288.923, F.S.; requiring the
7 Division of Tourism Marketing to include in its 4-year
8 plan a discussion of the promotion of medical tourism;
9 creating s. 288.924, F.S.; requiring the plan to
10 promote national and international awareness of the
11 qualifications, scope of services, and specialized
12 expertise of health care providers in this state and
13 to include an initiative to showcase qualified health
14 care providers; requiring a specified amount of funds
15 appropriated to the Florida Tourism Industry Marketing
16 Corporation to be allocated for the medical tourism
17 marketing plan; requiring the Florida Tourism Industry
18 Marketing Corporation to create a matching grant
19 program; specifying criteria for the grant program;
20 requiring that a specified amount of funds
21 appropriated to the Florida Tourism Industry Marketing
22 Corporation be allocated for the grant program;
23 providing an effective date.

24
25 Be It Enacted by the Legislature of the State of Florida:
26

27 Section 1. Subsection (2) of section 288.901, Florida
 28 Statutes, is amended to read:

29 288.901 Enterprise Florida, Inc.—

30 (2) PURPOSES.—Enterprise Florida, Inc., shall act as the
 31 economic development organization for the state, using ~~utilizing~~
 32 private sector and public sector expertise in collaboration with
 33 the department to:

34 (a) Increase private investment in Florida;

35 (b) Advance international and domestic trade
 36 opportunities;

37 (c) Market the state both as a probusiness location for
 38 new investment and as an unparalleled tourist destination;

39 (d) Revitalize Florida's space and aerospace industries,
 40 and promote emerging complementary industries;

41 (e) Promote opportunities for minority-owned businesses;

42 (f) Assist and market professional and amateur sport teams
 43 and sporting events in Florida; ~~and~~

44 (g) Assist, promote, and enhance economic opportunities in
 45 this state's rural and urban communities; and

46 (h) Market the state as a health care destination by using
 47 the medical tourism initiatives as described in s. 288.924 to
 48 promote quality health care services in this state.

49 Section 2. Paragraph (c) of subsection (4) of section
 50 288.923, Florida Statutes, is amended to read:

51 288.923 Division of Tourism Marketing; definitions;
 52 responsibilities.—

53 (4) The division's responsibilities and duties include,
 54 but are not limited to:

55 (c) Developing a 4-year marketing plan.

56 1. At a minimum, the marketing plan shall discuss the
 57 following:

58 a. Continuation of overall tourism growth in this state.
 59 b. Expansion to new or under-represented tourist markets.
 60 c. Maintenance of traditional and loyal tourist markets.
 61 d. Coordination of efforts with county destination
 62 marketing organizations, other local government marketing
 63 groups, privately owned attractions and destinations, and other
 64 private sector partners to create a seamless, four-season
 65 advertising campaign for the state and its regions.

66 e. Development of innovative techniques or promotions to
 67 build repeat visitation by targeted segments of the tourist
 68 population.

69 f. Consideration of innovative sources of state funding
 70 for tourism marketing.

71 g. Promotion of nature-based tourism and heritage tourism.
 72 h. Promotion of medical tourism, as provided under s.
 73 288.924.

74 ~~i.h.~~ Development of a component to address emergency
 75 response to natural and manmade disasters from a marketing
 76 standpoint.

77 2. The plan shall be annual in construction and ongoing in
 78 nature. Any annual revisions of the plan shall carry forward the

79 concepts of the remaining 3-year portion of the plan and
 80 consider a continuum portion to preserve the 4-year timeframe of
 81 the plan. The plan also shall include recommendations for
 82 specific performance standards and measurable outcomes for the
 83 division and direct-support organization. The department, in
 84 consultation with the board of directors of Enterprise Florida,
 85 Inc., shall base the actual performance metrics on these
 86 recommendations.

87 3. The 4-year marketing plan shall be developed in
 88 collaboration with the Florida Tourism Industry Marketing
 89 Corporation. The plan shall be annually reviewed and approved by
 90 the board of directors of Enterprise Florida, Inc.

91 Section 3. Section 288.924, Florida Statutes, is created
 92 to read:

93 288.924 Medical tourism.-

94 (1) MEDICAL TOURISM MARKETING PLAN.-The Division of
 95 Tourism Marketing shall include within the 4-year marketing plan
 96 required under s. 288.923(4)(c) specific initiatives to advance
 97 this state as a destination for quality health care services.

98 The plan must:

99 (a) Promote national and international awareness of the
 100 qualifications, scope of services, and specialized expertise of
 101 health care providers throughout this state; and

102 (b) Include an initiative that showcases selected,
 103 qualified providers offering bundled packages of health care and
 104 support services for defined care episodes. The selection of

105 providers to be showcased must be conducted through a
106 solicitation of proposals from Florida hospitals and other
107 licensed providers for plans that describe available services,
108 provider qualifications, and special arrangements for food,
109 lodging, transportation, or other support services and amenities
110 that may be provided to visiting patients and their families. A
111 single health care provider may submit a proposal describing the
112 available health care services that will be offered through a
113 network of multiple providers and explaining any support
114 services or other amenities associated with the care episode.
115 The Florida Tourism Industry Marketing Corporation shall assess
116 the qualifications and credentials of providers submitting
117 proposals. To the extent funding is available, all qualified
118 providers shall be selected to be showcased in the initiative.
119 To be qualified, a health care provider must:
120 1. Have a full, active, and unencumbered Florida license
121 and ensure that all health care providers participating in the
122 proposal have full, active, and unencumbered Florida licenses;
123 2. Have a current accreditation that is not conditional or
124 provisional from a nationally recognized accrediting body;
125 3. Be recognized as a Cancer Center of Excellence under s.
126 381.925 or have a current national or international recognition
127 in another specialty area, if such recognition is given through
128 a specific qualifying process; and
129 4. Meet other criteria as determined by the Florida
130 Tourism Industry Marketing Corporation in collaboration with the

131 Agency for Health Care Administration and the Department of
132 Health.

133 (2) ALLOCATION OF FUNDS FOR MARKETING PLAN.—Annually, at
134 least \$3.5 million of the funds appropriated in the General
135 Appropriations Act to the Florida Tourism Industry Marketing
136 Corporation shall be allocated for the development and
137 implementation of the medical tourism marketing plan.

138 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
139 Industry Marketing Corporation shall create a matching grant
140 program to provide funding to local or regional economic
141 development organizations for targeted medical tourism marketing
142 initiatives. The initiatives must promote and advance Florida as
143 a destination for quality health care services.

144 (a) Selection of recipients of a matching grant shall be
145 based on the following criteria:

146 1. The providers involved in the local initiative must
147 meet the criteria specified in subsection (1).

148 2. The local or regional economic development organization
149 must demonstrate an ability to involve a variety of businesses
150 in a collaborative effort to welcome and support patients and
151 their families who travel to this state to obtain medical
152 services.

153 3. The cash or in-kind services available from the local
154 or regional economic development organization must be at least
155 equal to the amount of available state financial support.

156 (b) Proposals must be submitted by November 1 of each

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157 | year. Funds must be equally divided among all selected
158 | applicants.

159 | (4) ALLOCATION OF FUNDS FOR MATCHING GRANTS.—Annually, at
160 | least \$1.5 million of the funds appropriated in the General
161 | Appropriations Act to the Florida Tourism Industry Marketing
162 | Corporation shall be allocated for the matching grant program.

163 | Section 4. This act shall take effect July 1, 2014.