

Amendment No. 1

COMMITTEE/SUBCOMMITTEE ACTION

ADOPTED	<u>    </u>	(Y/N)
ADOPTED AS AMENDED	<u>    </u>	(Y/N)
ADOPTED W/O OBJECTION	<u>    </u>	(Y/N)
FAILED TO ADOPT	<u>    </u>	(Y/N)
WITHDRAWN	<u>    </u>	(Y/N)
OTHER	<u>    </u>	

1 Committee/Subcommittee hearing bill: Health & Human Services  
 2 Committee

3 Representative Costello offered the following:

4  
 5 **Amendment (with title amendment)**

6 Remove everything after the enacting clause and insert:

7 Section 1. Paragraph (b) of subsection (2) of section  
 8 288.0001, Florida Statutes, is amended to read:

9 288.0001 Economic Development Programs Evaluation.—The  
 10 Office of Economic and Demographic Research and the Office of  
 11 Program Policy Analysis and Government Accountability (OPPAGA)  
 12 shall develop and present to the Governor, the President of the  
 13 Senate, the Speaker of the House of Representatives, and the  
 14 chairs of the legislative appropriations committees the Economic  
 15 Development Programs Evaluation.

Amendment No. 1

16 (2) The Office of Economic and Demographic Research and  
17 OPPAGA shall provide a detailed analysis of economic development  
18 programs as provided in the following schedule:

19 (b) By January 1, 2015, and every 3 years thereafter, an  
20 analysis of the following:

21 1. The entertainment industry financial incentive program  
22 established under s. 288.1254.

23 2. The entertainment industry sales tax exemption program  
24 established under s. 288.1258.

25 3. VISIT Florida and its programs established or funded  
26 under ss. 288.122, 288.1226, 288.12265, ~~and~~ 288.124, and  
27 288.924.

28 4. The Florida Sports Foundation and related programs  
29 established under ss. 288.1162, 288.11621, 288.1166, 288.1167,  
30 288.1168, 288.1169, and 288.1171.

31 Section 2. Subsection (2) of section 288.901, Florida  
32 Statutes, is amended to read:

33 288.901 Enterprise Florida, Inc.—

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

38 (a) Increase private investment in Florida;

39 (b) Advance international and domestic trade  
40 opportunities;

Amendment No. 1

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

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

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

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

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

50 (h) Market the state as a health care destination by using  
51 the medical tourism initiatives as described in s. 288.924 to  
52 promote quality bundled health care services in this state.

53 Section 3. Paragraph (c) of subsection (4) of section  
54 288.923, Florida Statutes, is amended to read:

55 288.923 Division of Tourism Marketing; definitions;  
56 responsibilities.—

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

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

60 1. At a minimum, the marketing plan shall discuss the  
61 following:

62 a. Continuation of overall tourism growth in this state.

63 b. Expansion to new or under-represented tourist markets.

64 c. Maintenance of traditional and loyal tourist markets.

65 d. Coordination of efforts with county destination  
66 marketing organizations, other local government marketing

## Amendment No. 1

67 groups, privately owned attractions and destinations, and other  
68 private sector partners to create a seamless, four-season  
69 advertising campaign for the state and its regions.

70 e. Development of innovative techniques or promotions to  
71 build repeat visitation by targeted segments of the tourist  
72 population.

73 f. Consideration of innovative sources of state funding  
74 for tourism marketing.

75 g. Promotion of nature-based tourism and heritage tourism.

76 h. Promotion of medical tourism for bundled health care  
77 services, as provided under s. 288.924.

78 ~~i.h.~~ Development of a component to address emergency  
79 response to natural and manmade disasters from a marketing  
80 standpoint.

81 2. The plan shall be annual in construction and ongoing in  
82 nature. Any annual revisions of the plan shall carry forward the  
83 concepts of the remaining 3-year portion of the plan and  
84 consider a continuum portion to preserve the 4-year timeframe of  
85 the plan. The plan also shall include recommendations for  
86 specific performance standards and measurable outcomes for the  
87 division and direct-support organization. The department, in  
88 consultation with the board of directors of Enterprise Florida,  
89 Inc., shall base the actual performance metrics on these  
90 recommendations.

91 3. The 4-year marketing plan shall be developed in  
92 collaboration with the Florida Tourism Industry Marketing

Amendment No. 1

93 Corporation. The plan shall be annually reviewed and approved by  
94 the board of directors of Enterprise Florida, Inc.

95 Section 4. Section 288.924, Florida Statutes, is created  
96 to read:

97 288.924 Medical tourism for bundled health care services.-

98 (1) MEDICAL TOURISM MARKETING PLAN.-The Division of  
99 Tourism Marketing shall include within the 4-year marketing plan  
100 required under s. 288.923(4) specific initiatives to advance  
101 this state as a destination for quality bundled health care  
102 services. The plan must:

103 (a) Promote national and international awareness of the  
104 qualifications, scope of services, and specialized expertise of  
105 health care providers throughout this state;

106 (b) Promote national and international awareness of  
107 medical-related conferences, training, or business opportunities  
108 to attract practitioners from the medical field to destinations  
109 in this state; and

110 (c) Include an initiative that showcases selected,  
111 qualified providers offering bundled packages of health care and  
112 support services. The selection of providers to be showcased  
113 must be conducted through a solicitation of proposals from  
114 Florida hospitals and other licensed providers for plans that  
115 describe available services, provider qualifications, and  
116 special arrangements for food, lodging, transportation, or other  
117 support services and amenities that may be provided to visiting  
118 patients and their families. A single health care provider may

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Amendment No. 1

119 submit a proposal describing the available health care services  
120 that will be offered and explaining any support services or  
121 other amenities associated with the care. The Florida Tourism  
122 Industry Marketing Corporation shall assess the qualifications  
123 and credentials of providers submitting proposals. To be  
124 qualified, a health care provider must:

125 1. Have a full, active, and unencumbered Florida license  
126 and ensure that all health care providers participating in the  
127 proposal have full, active, and unencumbered Florida licenses;

128 2. Have a current accreditation that is not conditional or  
129 provisional from a nationally recognized accrediting body;

130 3. Be a recipient of the Cancer Center of Excellence  
131 Award, as provided in s. 381.925, within the recognized 3-year  
132 period of the award, or have a current national or international  
133 recognition in another specialty area if the recognition is  
134 given through a specific qualifying process; or

135 4. Meet other criteria as determined by the Florida  
136 Tourism Industry Marketing Corporation in collaboration with the  
137 Agency for Health Care Administration and the Department of  
138 Health.

139 Section 5. Section 624.27, Florida Statutes, is created to  
140 read:

141 624.27 Application of code as to direct primary care  
142 agreements.—

143 (1) As used in this section, the term:

Amendment No. 1

144 (a) "Direct primary care agreement" means a contract  
145 between a primary care provider and a patient, the patient's  
146 legal representative, or an employer, which meets the criteria  
147 in subsection (4) and does not indemnify for services provided  
148 by a third party.

149 (b) "Primary care provider" means a health care provider  
150 licensed under chapter 458, chapter 459, or chapter 464 or a  
151 primary care group practice which provides medical services to  
152 patients which are commonly provided without referral from  
153 another health care provider.

154 (c) "Primary care service" means the screening,  
155 assessment, diagnosis, and treatment of a patient for the  
156 purpose of promoting health or detecting and managing disease or  
157 injury within the competency and training of the primary care  
158 provider.

159 (2) A direct primary care agreement does not constitute  
160 insurance and is not subject to this code. The act of entering  
161 into a direct primary care agreement does not constitute the  
162 business of insurance and is not subject to this code.

163 (3) A primary care provider or an agent of a primary care  
164 provider is not required to obtain a certificate of authority or  
165 license under this code to market, sell, or offer to sell a  
166 direct primary care agreement.

167 (4) For purposes of this section, a direct primary care  
168 agreement must:

169 (a) Be in writing.

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Amendment No. 1

170 (b) Be signed by the primary care provider or an agent of  
171 the primary care provider and the patient, the patient's legal  
172 representative, or an employer.

173 (c) Allow a party to terminate the agreement by written  
174 notice to the other party after a period specified in the  
175 agreement.

176 (d) Describe the scope of primary care services that are  
177 covered by the monthly fee.

178 (e) Specify the monthly fee and any fees for primary care  
179 services not covered by the monthly fee.

180 (f) Specify the duration of the agreement and any  
181 automatic renewal provisions.

182 (g) Offer a refund to the patient of monthly fees paid in  
183 advance if the primary care provider ceases to offer primary  
184 care services for any reason.

185 (h) State that the agreement is not health insurance.

186 Section 6. This act shall take effect July 1, 2015.

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189

**T I T L E A M E N D M E N T**

190

Remove everything before the enacting clause and insert:

191

An act relating to bundled health care services; amending s.

192

288.0001, F.S.; requiring an analysis of medical tourism for

193

bundled health care services in the Economic Development

194

Programs Evaluation; amending s. 288.901, F.S.; requiring

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Enterprise Florida, Inc., to collaborate with the Department of

COMMITTEE/SUBCOMMITTEE AMENDMENT

Bill No. CS/HB 7047 (2015)

Amendment No. 1

196 Economic Opportunity to market this state as a health care  
197 destination; amending s. 288.923, F.S.; requiring the Division  
198 of Tourism Marketing to include in its 4-year plan a discussion  
199 of the promotion of medical tourism for bundled health care  
200 services; creating s. 288.924, F.S.; requiring the plan to  
201 promote national and international awareness of the  
202 qualifications, scope of services, and specialized expertise of  
203 health care providers in this state, to promote national and  
204 international awareness of certain business opportunities to  
205 attract practitioners to destinations in this state, and to  
206 include an initiative to showcase qualified health care  
207 providers; creating s. 624.27, F.S.; providing definitions;  
208 specifying that a direct primary care agreement does not  
209 constitute insurance and is not subject to the Florida Insurance  
210 Code; specifying that entering into a direct primary care  
211 agreement does not constitute the business of insurance and is  
212 not subject to the code; providing that a certificate of  
213 authority is not required to market, sell, or offer to sell a  
214 direct primary care agreement; specifying criteria for a direct  
215 primary care agreement; providing an effective date.

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