

By Senator Bean

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1 A bill to be entitled
2 An act relating to medical tourism; amending s.
3 288.0001, F.S.; requiring an analysis of medical
4 tourism in the Economic Development Programs
5 Evaluation; amending s. 288.901, F.S.; requiring
6 Enterprise Florida, Inc., to collaborate with the
7 Department of Economic Opportunity to market this
8 state as a health care destination; amending s.
9 288.923, F.S.; requiring the Division of Tourism
10 Marketing to include in its 4-year plan a discussion
11 of the promotion of medical tourism; creating s.
12 288.924, F.S.; requiring the plan to promote national
13 and international awareness of the qualifications,
14 scope of services, and specialized expertise of health
15 care providers in this state, to promote national and
16 international awareness of certain business
17 opportunities to attract practitioners to destinations
18 in this state, and to include an initiative to
19 showcase qualified health care providers; requiring a
20 specified amount of funds appropriated to the Florida
21 Tourism Industry Marketing Corporation to be allocated
22 for the medical tourism marketing plan; requiring the
23 Florida Tourism Industry Marketing Corporation to
24 create a matching grant program; specifying criteria
25 for the grant program; requiring that a specified
26 amount of funds appropriated to the Florida Tourism
27 Industry Marketing Corporation be allocated for the
28 grant program; providing an effective date.
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30 Be It Enacted by the Legislature of the State of Florida:

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32 Section 1. Paragraph (b) of subsection (2) of section
33 288.0001, Florida Statutes, is amended to read:

34 288.0001 Economic Development Programs Evaluation.—The
35 Office of Economic and Demographic Research and the Office of
36 Program Policy Analysis and Government Accountability (OPPAGA)
37 shall develop and present to the Governor, the President of the
38 Senate, the Speaker of the House of Representatives, and the
39 chairs of the legislative appropriations committees the Economic
40 Development Programs Evaluation.

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

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

46 1. The entertainment industry financial incentive program
47 established under s. 288.1254.

48 2. The entertainment industry sales tax exemption program
49 established under s. 288.1258.

50 3. VISIT Florida and its programs established or funded
51 under ss. 288.122, 288.1226, 288.12265, ~~and~~ 288.124, and
52 288.924.

53 4. The Florida Sports Foundation and related programs
54 established under ss. 288.1162, 288.11621, 288.1166, 288.1167,
55 288.1168, 288.1169, and 288.1171.

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

58 288.901 Enterprise Florida, Inc.—

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

63 (a) Increase private investment in Florida;

64 (b) Advance international and domestic trade opportunities;

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

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

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

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

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

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

77 Section 3. Paragraph (c) of subsection (4) of section
78 288.923, Florida Statutes, is amended to read:

79 288.923 Division of Tourism Marketing; definitions;
80 responsibilities.—

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

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

84 1. At a minimum, the marketing plan shall discuss the
85 following:

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

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

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88 c. Maintenance of traditional and loyal tourist markets.

89 d. Coordination of efforts with county destination
90 marketing organizations, other local government marketing
91 groups, privately owned attractions and destinations, and other
92 private sector partners to create a seamless, four-season
93 advertising campaign for the state and its regions.

94 e. Development of innovative techniques or promotions to
95 build repeat visitation by targeted segments of the tourist
96 population.

97 f. Consideration of innovative sources of state funding for
98 tourism marketing.

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

100 h. Promotion of medical tourism, as provided under s.
101 288.924.

102 i.h. Development of a component to address emergency
103 response to natural and manmade disasters from a marketing
104 standpoint.

105 2. The plan shall be annual in construction and ongoing in
106 nature. Any annual revisions of the plan shall carry forward the
107 concepts of the remaining 3-year portion of the plan and
108 consider a continuum portion to preserve the 4-year timeframe of
109 the plan. The plan also shall include recommendations for
110 specific performance standards and measurable outcomes for the
111 division and direct-support organization. The department, in
112 consultation with the board of directors of Enterprise Florida,
113 Inc., shall base the actual performance metrics on these
114 recommendations.

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

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

119 Section 4. Section 288.924, Florida Statutes, is created to
120 read:

121 288.924 Medical tourism.—

122 (1) MEDICAL TOURISM MARKETING PLAN.—The Division of Tourism
123 Marketing shall include within the 4-year marketing plan
124 required under s. 288.923(4) specific initiatives to advance
125 this state as a destination for quality health care services.
126 The plan must:

127 (a) Promote national and international awareness of the
128 qualifications, scope of services, and specialized expertise of
129 health care providers throughout this state;

130 (b) Promote national and international awareness of
131 medical-related conferences, training, or business opportunities
132 to attract practitioners from the medical field to destinations
133 in this state; and

134 (c) Include an initiative that showcases selected,
135 qualified providers offering bundled packages of health care and
136 support services for defined care episodes. The selection of
137 providers to be showcased must be conducted through a
138 solicitation of proposals from Florida hospitals and other
139 licensed providers for plans that describe available services,
140 provider qualifications, and special arrangements for food,
141 lodging, transportation, or other support services and amenities
142 that may be provided to visiting patients and their families. A
143 single health care provider may submit a proposal describing the
144 available health care services that will be offered through a
145 network of multiple providers and explaining any support

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146 services or other amenities associated with the care episode.
147 The Florida Tourism Industry Marketing Corporation shall assess
148 the qualifications and credentials of providers submitting
149 proposals. To the extent funding is available, all qualified
150 providers shall be selected to be showcased in the initiative.
151 To be qualified, a health care provider must:

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

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

157 3. Be a recipient of the Cancer Center of Excellence Award,
158 as provided in s. 381.925, within the recognized 3-year period
159 of the award, or have a current national or international
160 recognition in another specialty area if the recognition is
161 given through a specific qualifying process; and

162 4. Meet other criteria as determined by the Florida Tourism
163 Industry Marketing Corporation in collaboration with the Agency
164 for Health Care Administration and the Department of Health.

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

170 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
171 Industry Marketing Corporation shall create a matching grant
172 program to provide funding to local or regional economic
173 development organizations for targeted medical tourism marketing
174 initiatives. The initiatives must promote and advance Florida as

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175 a destination for quality health care services. Selection of
176 recipients of a matching grant shall be based on the following
177 criteria:

178 (a) The providers involved in the local initiative must
179 meet the criteria specified in subsection (1).

180 (b) The local or regional economic development organization
181 must demonstrate an ability to involve a variety of businesses
182 in a collaborative effort to welcome and support patients and
183 their families who travel to this state to obtain medical
184 services.

185 (c) The cash or in-kind services available from the local
186 or regional economic development organization must be at least
187 equal to the amount of available state financial support.

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

192 Section 5. This act shall take effect July 1, 2015.