

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.—

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
 65 opportunities;

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

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

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

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

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

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

78 Section 3. Paragraph (c) of subsection (4) of section

79 | 288.923, Florida Statutes, is amended to read:

80 | 288.923 Division of Tourism Marketing; definitions;
81 | responsibilities.—

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

84 | (c) Developing a 4-year marketing plan.

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

87 | a. Continuation of overall tourism growth in this state.

88 | b. Expansion to new or under-represented tourist markets.

89 | c. Maintenance of traditional and loyal tourist markets.

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

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

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

100 | g. Promotion of nature-based tourism and heritage tourism.

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

102 | 288.924.

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

105 standpoint.

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

116 3. The 4-year marketing plan shall be developed in
 117 collaboration with the Florida Tourism Industry Marketing
 118 Corporation. The plan shall be annually reviewed and approved by
 119 the board of directors of Enterprise Florida, Inc.

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

122 288.924 Medical tourism.—

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

127 The plan must:

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

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

135 (c) Include an initiative that showcases selected,
136 qualified providers offering bundled packages of health care and
137 support services for defined care episodes. The selection of
138 providers to be showcased must be conducted through a
139 solicitation of proposals from Florida hospitals and other
140 licensed providers for plans that describe available services,
141 provider qualifications, and special arrangements for food,
142 lodging, transportation, or other support services and amenities
143 that may be provided to visiting patients and their families. A
144 single health care provider may submit a proposal describing the
145 available health care services that will be offered through a
146 network of multiple providers and explaining any support
147 services or other amenities associated with the care episode.
148 The Florida Tourism Industry Marketing Corporation shall assess
149 the qualifications and credentials of providers submitting
150 proposals. To the extent funding is available, all qualified
151 providers shall be selected to be showcased in the initiative.
152 To be qualified, a health care provider must:

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

156 2. Have a current accreditation that is not conditional or

157 provisional from a nationally recognized accrediting body;

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

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

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

172 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
173 Industry Marketing Corporation shall create a matching grant
174 program to provide funding to local or regional economic
175 development organizations for targeted medical tourism marketing
176 initiatives. The initiatives must promote and advance Florida as
177 a destination for quality health care services. Selection of
178 recipients of a matching grant shall be based on the following
179 criteria:

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

182 (b) The local or regional economic development

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183 organization must demonstrate an ability to involve a variety of
184 businesses in a collaborative effort to welcome and support
185 patients and their families who travel to this state to obtain
186 medical services.

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

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

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

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