

Amendment No. 6

COMMITTEE/SUBCOMMITTEE ACTION

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WITHDRAWN (Y/N)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

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

3 Representative Rooney offered the following:

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

6 Between lines 1043 and 1044, insert:

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

9 288.901 Enterprise Florida, Inc.—

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

14 (a) Increase private investment in Florida;

15 (b) Advance international and domestic trade
16 opportunities;

Amendment No. 6

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

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

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

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

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

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

29 Section 2. Paragraph (c) of subsection (4) of section
30 288.923, Florida Statutes, is amended to read:

31 288.923 Division of Tourism Marketing; definitions;
32 responsibilities.—

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

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

36 1. At a minimum, the marketing plan shall discuss the
37 following:

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

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

40 c. Maintenance of traditional and loyal tourist markets.

41 d. Coordination of efforts with county destination
42 marketing organizations, other local government marketing

Amendment No. 6

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

46 e. Development of innovative techniques or promotions to
47 build repeat visitation by targeted segments of the tourist
48 population.

49 f. Consideration of innovative sources of state funding
50 for tourism marketing.

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

52 h. Promotion of medical tourism, as provided under s.
53 288.924.

54 ~~i.h.~~ Development of a component to address emergency
55 response to natural and manmade disasters from a marketing
56 standpoint.

57 2. The plan shall be annual in construction and ongoing in
58 nature. Any annual revisions of the plan shall carry forward the
59 concepts of the remaining 3-year portion of the plan and
60 consider a continuum portion to preserve the 4-year timeframe of
61 the plan. The plan also shall include recommendations for
62 specific performance standards and measurable outcomes for the
63 division and direct-support organization. The department, in
64 consultation with the board of directors of Enterprise Florida,
65 Inc., shall base the actual performance metrics on these
66 recommendations.

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

Amendment No. 6

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

71 Section 3. Section 288.924, Florida Statutes, is created
72 to read:

73 288.924 Medical tourism.—

74 (1) MEDICAL TOURISM MARKETING PLAN.—The Division of
75 Tourism Marketing shall include within the 4-year marketing plan
76 required under s. 288.923(4) (c) specific initiatives to advance
77 this state as a destination for quality health care services.
78 The plan must:

79 (a) Promote national and international awareness of the
80 qualifications, scope of services, and specialized expertise of
81 health care providers throughout this state; and

82 (b) Include an initiative that showcases selected,
83 qualified providers offering bundled packages of health care and
84 support services for defined care episodes. The selection of
85 providers to be showcased must be conducted through a
86 solicitation of proposals from Florida hospitals and other
87 licensed providers for plans that describe available services,
88 provider qualifications, and special arrangements for food,
89 lodging, transportation, or other support services and amenities
90 that may be provided to visiting patients and their families. A
91 single health care provider may submit a proposal describing the
92 available health care services that will be offered through a
93 network of multiple providers and explaining any support
94 services or other amenities associated with the care episode.

PCS for CSHB 7113 a6

Published On: 4/9/2014 8:11:48 PM

Amendment No. 6

95 The Florida Tourism Industry Marketing Corporation shall assess
96 the qualifications and credentials of providers submitting
97 proposals. To the extent funding is available, all qualified
98 providers shall be selected to be showcased in the initiative.
99 To be qualified, a health care provider must:

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

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

105 3. Be recognized as a Cancer Center of Excellence under s.
106 381.925 or have a current national or international recognition
107 in another specialty area, if such recognition is given through
108 a specific qualifying process; and

109 4. Meet other criteria as determined by the Florida
110 Tourism Industry Marketing Corporation in collaboration with the
111 Agency for Health Care Administration and the Department of
112 Health.

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

118 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
119 Industry Marketing Corporation shall create a matching grant
120 program to provide funding to local or regional economic

PCS for CSHB 7113 a6

Published On: 4/9/2014 8:11:48 PM

Amendment No. 6

121 development organizations for targeted medical tourism marketing
122 initiatives. The initiatives must promote and advance Florida as
123 a destination for quality health care services.

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

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

128 2. The local or regional economic development organization
129 must demonstrate an ability to involve a variety of businesses
130 in a collaborative effort to welcome and support patients and
131 their families who travel to this state to obtain medical
132 services.

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

136 (b) Proposals must be submitted by November 1 of each
137 year. Funds must be equally divided among all selected
138 applicants.

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

143 Section 4. This act shall take effect July 1, 2014.
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Amendment No. 6

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

Remove line 109 and insert:
independent nurse practitioners; amending s. 288.901, F.S.;
requiring Enterprise Florida, Inc., to collaborate with the
Department of Economic Opportunity to market this state as a
health care destination; amending s. 288.923, F.S.; requiring
the Division of Tourism Marketing to include in its 4-year plan
a discussion of the promotion of medical tourism; creating s.
288.924, F.S.; requiring the plan to promote national and
international awareness of the qualifications, scope of
services, and specialized expertise of health care providers in
this state and to include an initiative to showcase qualified
health care providers; requiring a specified amount of funds
appropriated to the Florida Tourism Industry Marketing
Corporation to be allocated for the medical tourism marketing
plan; requiring the Florida Tourism Industry Marketing
Corporation to create a matching grant program; specifying
criteria for the grant program; requiring that a specified
amount of funds appropriated to the Florida Tourism Industry
Marketing Corporation be allocated for the grant program;
providing an