



Developing Tampa Bay into a Medical Tourism Destination





Special Thanks to



Tampa Bay Regional Planning Council
ESTABLISHED 1962



Medical Tourism: What Services Do Patients Seek?

Orthopedics

Hips, Knees, Back and Spine

Cancer Treatment

Diagnostics, Cyberknife, Stem Cell

Heart Procedures

Angioplasty, Bypasses, Valve Replacements, Stem Cell

Transplants

Liver, Kidney, Lung

Dental Treatment

Implants, Veneers, Crowns

Bariatric Surgery

Lap Band, Gastric Bypass, Gastric Sleeve

Alternative

Acupuncture, Preventative, Homeopathy, Indigenous

Stem Cell Treatments

Alzheimer's, ALS, Parkinson's, Paralysis, Heart

Cosmetic Surgery

Face Lifts, Breast Implants, Corrective

Infertility Treatments

IVF, Fertility, Hormonal Disorders

Rehabilitation & Geriatric

Acute and Chronic Conditions, Geriatric Care

Telehealth & Second Opinions

All Services



Tampa Bay Opportunities

STRENGTHS

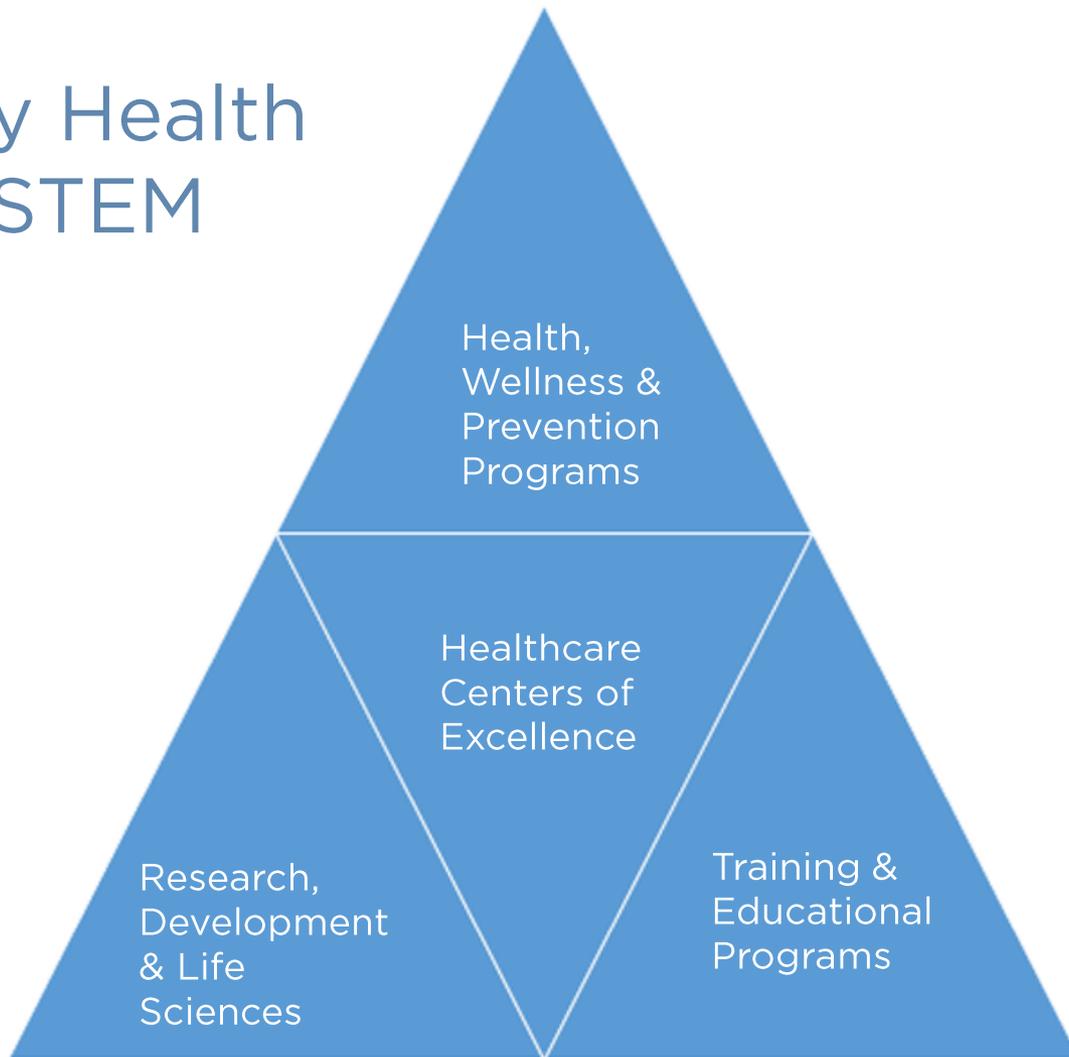
- 1 International Tourism & Demographics
- 2 Superspecialized care, training & research
- 3 Regional support
- 4 Good public-private collaboration
- 5 Connectivity & airlift

OPPORTUNITIES

- 1 Economic growth & job creation
- 2 Increase quality of care
- 3 Direct contracting with employers
- 4 Improved competitiveness
- 5 Economic diversification



Tampa Bay Health ECOSYSTEM





Medical Tourism Targets





Medical Tourism Integration





How Big is the Industry?

\$100 BILLION

Medical Tourism

An average medical tourist may spend 5 - 10 times on tourism and lodging related expenses

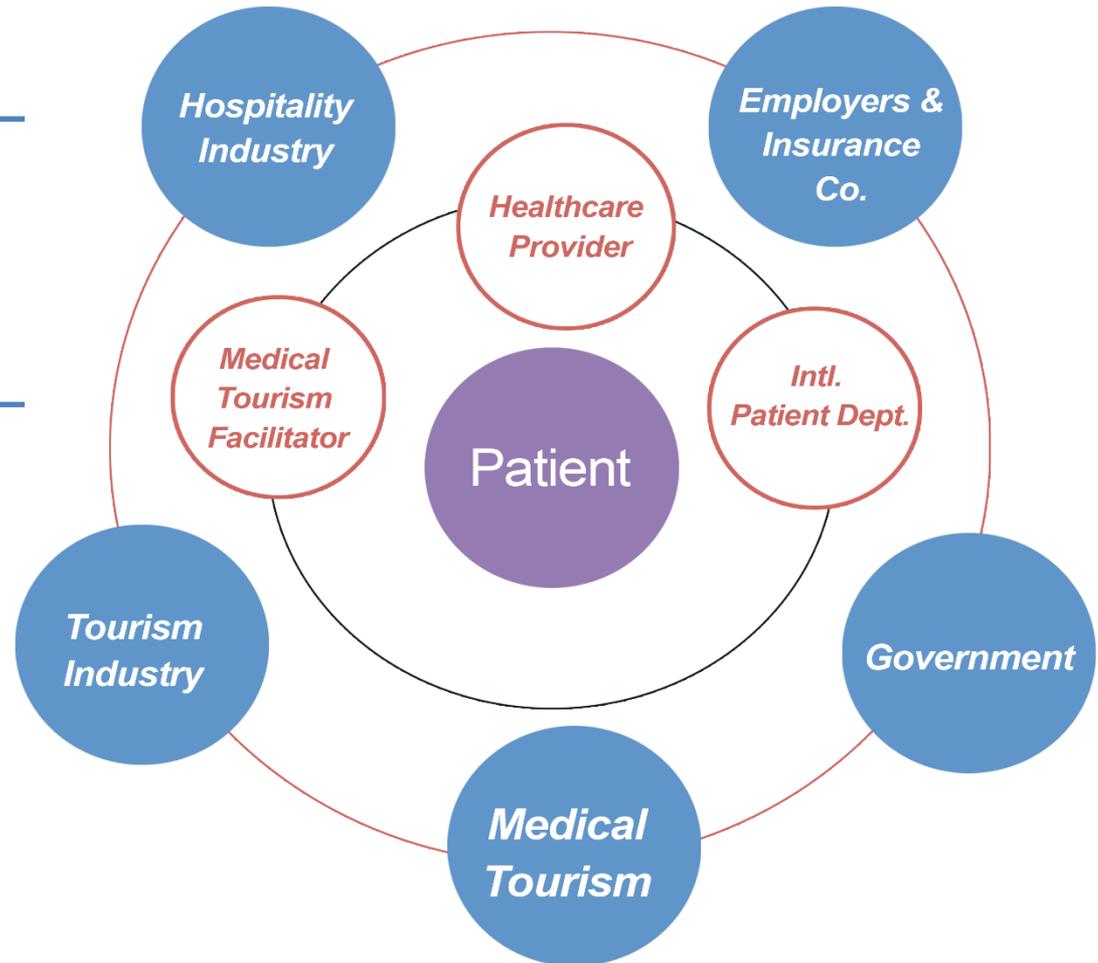
VISIT Florida

estimates hotel rooms booked for medical tourism purposes in 2012 created an economic impact of
more than \$23 million

Tampa Bay Receiving 1/5th = \$4.6 million

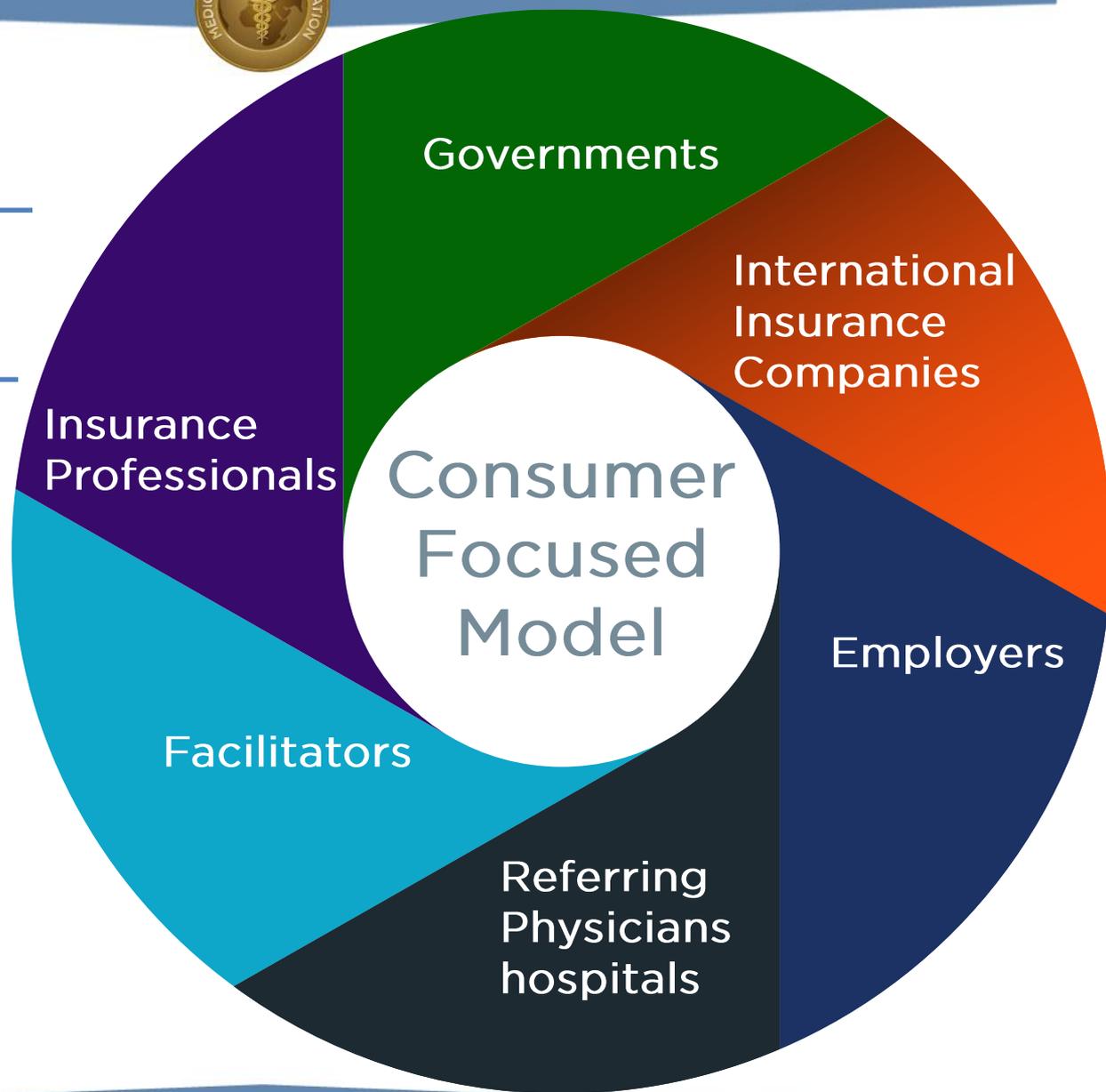


Players in the Medical Tourism Industry





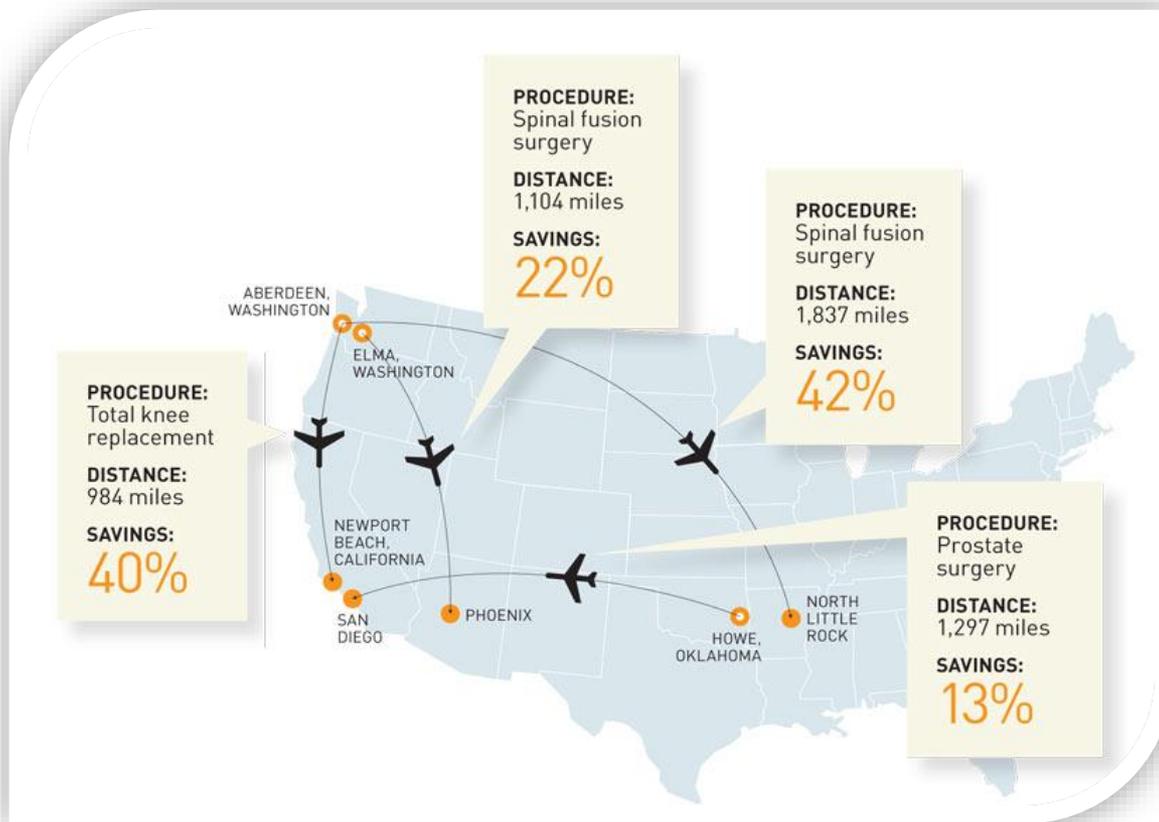
Global Buyers of Healthcare





Domestic Medical Tourism

Stay close to home and pay a portion out of pocket, or travel to another U.S. facility and pay nothing?



By definition, domestic medical tourism refers to patients that are traveling within a country seeking non-emergency care.



International Medical Tourism



By definition, international medical tourism is patients traveling across international borders to receive non-emergency medical treatment.



GOALS

- **GOAL 1:** *Determine a domestic and international medical tourism market penetration strategy and develop that will improve outcomes and reduce medical costs*
- **GOAL 2:** *Expand Tampa Bay's health and hospitality service capacity to fill the current occupancy and deliver a consistent experience for the health and wellness seeker*
- **GOAL 3:** *Develop a marketing strategy that will attract healthcare consumers and increase word of mouth referrals locally, domestically and internationally.*



Tampa Bay Region as a Medical Tourism Destination – Feasibility Study

PLAN

Feasibility Study

Determine the Scope of your Medical Tourism Program

- What are global trends and best practices
- Prioritization of markets based on inside buyer knowledge
- How to penetrate domestic and international markets
- What is the unique selling point for Tampa Bay
- What areas of improvement need to be made
- Prioritization of efforts as B2C, B2B and B2G





Tampa Bay Region as a Medical Tourism Destination - Program Development

DEVELOP

Program Development

“Improving consumer satisfaction leads to increased productivity. Improved consumer satisfaction in healthcare decreases the length of patients’ visits and wait times, reduces treatment costs and increases patient volume.”

- Training and Certification for the Healthcare Industry
- Training and Certification for the Hospitality Industry
- Training and Certification for supporting industry (airport, transportation etc.)





Effective Regional Planning & Promotion

www.texasmedicalcenter.org

Contact Careers Location Parking

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City Reviewing Draft DMC Development Plan Feb 5 2015

Jeff Bolton: Mayo Is Committed to DMC, Focus on the Patients and Visitors Jan 29 2015

Bill George: We Need to Start with the City Center Jan 29 2015

RT Rybak: Invest in Discovery Square as No. 1 Priority Jan 29 2015

DMC Resources

Jan 29 DMCC Board Meeting

Live Streaming Link

Puerto Rico Announces Plan To Promote Itself As Medical Tourism Destination

Published September 03, 2014 / Fox News Latino



(AP PHOTO/CHARLES KRUPA)

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SAN JUAN, P.R. (EFE) – Puerto Rico on Tuesday presented its strategy for promoting itself as a medical tourism destination, especially among the Hispanic population of the Caribbean and the East Coast of the United States, offering medical care ranging from



Effective Regional Planning & Promotion



America's Health Center

Medical professionals and patients are drawn to Jacksonville by an extraordinary network of high-profile healthcare facilities.

Few American cities of any size are home to so many facilities, among them Baptist Health, Brooks Rehabilitation, Mayo Clinic, Memorial Hospital, Nemours Children's Clinic, St. Vincent's HealthCare, Shands Jacksonville, University of Florida Proton Therapy Institute and Wolfson Children's Hospital. See more details on each of Jacksonville's world class hospitals.

Few offer so many top programs, from cancer treatment, cardiac health and advanced rehabilitation therapies to dialysis, pediatrics, bariatric surgery, family medicine, key medical research projects and much more. A thriving biotechnology industry and research and residency collaborations with the University of Florida, University of North Florida, Jacksonville University and Florida State College at Jacksonville have also helped catapult the area to national attention.



MTA MEMBERS DIRECTORY MEDICAL TOURISM MAGAZINE SAMPLE COSTS CERTIFICATION FACTS & STATISTICS



Table of Contents (Las Vegas Tourism Guide)
Las Vegas Area Map

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Illness Destination Guide

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