



Request for Proposals Medical Tourism Feasibility and Opportunities Study

The Tampa Bay Regional Planning Council (TBRPC) is seeking qualified firms to conduct a Medical Tourism and Opportunities study.

Background

The Tampa Bay Regional Planning Council is an association of local governments and gubernatorial representatives whose mission is to serve the citizens and member governments of the Tampa Bay Area, consisting of Hillsborough, Manatee, Pasco and Pinellas Counties, by providing a forum to foster communication, coordination, and collaboration in identifying and addressing issues and needs regionally.

“Medical tourism” is the term commonly used to describe people traveling outside their home country for medical treatment. Traditionally, international medical travel involved patients from less-developed countries traveling to a medical center in a developed country for treatment that was not available in their home country. Medical tourism is a worldwide, multibillion-dollar phenomenon that is expected to grow substantially. As regions within the United States have developed specialties in medical procedures and wellness, medical tourism has grown domestically as well.

Many medical tourists rely on private companies or “medical concierge” services to assist them in matching their need with the health care facilities. Some insurers and large employers have relationships with domestic and overseas hospitals to control health care costs. Medical tourism marketplaces are continuing to develop both domestically and around the world and for the Tampa Bay region, not exclusively focused on medical travel. Instead, the region sees its other strengths as a host for medical meetings and training sessions and its assets in sports and human performance research as additional dimensions of Medical Tourism.

The Tampa Bay Region’s Goal:

The Tampa Bay region wishes to establish itself as an important medical tourism destination. There are three areas in which the region could excel; they are:

1. Traditional medical travel (patients who travel to receive medical, rehabilitation, or wellness services).
2. Medical meetings and training.
3. Sports and human performance.

In order to attain the goal of becoming a medical tourism destination, the Council is issuing this RFP for consultant services in analyzing the region's strengths and weaknesses in the preceding three areas, provide sound and conclusive recommendations on the likelihood of success in establishing itself as a medical tourism destination, and to provide a strategic plan with specific and actionable steps to achieve the region's goal.

The following Scope of Services provides a framework for proposing firms to use in addressing the RFP.

Scope of Services:

The successful proposal shall include a description of how they will, at minimum:

1. Describe and identify the basic characteristics of a successful medical tourism industry. This would include:
 - a. What are the necessary base conditions of the industry?
 - b. What are appropriate measures of success? Who are the key players in developing this industry locally?
 - c. What are the specific roles and obligations of key players to other potential participants? Is there a role for government to play in the coordination of medical tourism or should it be a private sector initiative with or without the support of the public sector?
 - d. How would you set up the parameters for optimum participation and cooperation when there are multiple providers
 - e. Provide an assessment of the medical tourism industry assets in Tampa Bay; including:
 - i. What is the potential overall market demand?
 - ii. Data on traditional medical travel (patients traveling to receive medical or wellness services).
 - iii. Assessment of medical providers providing medical services based on procedure type, complexity and other relevant factors.
 - iv. Analyze the potential markets from which the Tampa Bay region can draw medical tourists.
 - v. Discuss the relationships between specific medical strengths of the region and potential "tourism" related rehabilitation and wellness strategies
 - f. Medical meetings and training. What is the potential for overlap between medical tourism and medical meetings and training?

- g. Sports and human performance. How would the region leverage existing assets in sports and human performance in developing rehabilitation oriented medical tourism?
2. Conduct a S.W.O.T. analysis, identify target markets based on all relevant factors and rank them to determine market penetration strategies and roadmaps. Identify the following:
 - a. The type of medical services that providers should focus on to create a medical tourism destination.
 - b. Factors which constrain the region's competitiveness
 - c. Actionable recommendations to address constraints
3. Provide a methodology on how the consultant will coordinate with and include the input of interested parties (CVBs, EDOs, Sports Commissions, Health and Wellness and Hospitality Industries, etc).
4. Analyze the strengths and weaknesses of medical tourism programs and marketing efforts of destinations similar to the Tampa Bay region.
5. Provide recommendations on the overall value of implementing medical tourism programs (traditional medical travel, medical meetings and training, and sports and human performance) and the potential return on investment to the region. Provide a strategic action plan looking forward that addresses the points aforementioned, with specific and measurable recommended actions along with potential roles for existing or proposed responsible parties.
6. Other items or issues deemed appropriate.

Deliverables

Proposals should include proposed deliverables for the six activities listed in the scope of services.

Proposals

The actual scope, timeline, and deliverables will be finalized after consultant selection. Proposals should include a draft scope that includes activities, timeframes and deliverables in a manner that can be included, as negotiated, in the subsequent contract. Proposers are encouraged to form teams with other firms as necessary to carry out the study.

Timeline

TBRPC would like to select a consultant at its June 8, 2015 meeting with a commencement date of June 15, 2015. Proposers are encouraged to propose a 120 day completion schedule with a target completion date of October 30, 2015 or before. Failure to propose this deadline will not make a proposal considered nonresponsive.

Anticipated Budget

TBRPC anticipates the budget for the study consultant to be between \$125,000.00 and \$150,000.00. TBRPC will provide staff assistance to the project. Examples of staff involvement are meetings with stakeholders, economic and demographic analyses and the like. Proposals should be cognizant of the budget constraints and indicate how they will leverage the use of staff resources to augment the study.

Documentation

1. Firm's experience in medical tourism, sports performance tourism, and related industries.
2. Credentials of principals and key staff;
3. References; and
4. Contract will be fixed fee; however, general information related to cost structure in the form of wages, multipliers and other expenses should be included.

Submittal

Provide a signed (scanned okay) cover letter that indicates the proposing entity's authorized representative. If the proposal is a team approach, please provide a commitment letter from any sub-consultants.

Proposals (not including cover letter(s)) should not exceed 20 pages. Selected firms will be required to provide proof of insurance and other usual and customary documentation upon contract execution.

Proposals should be submitted in PDF format via electronic mail by **4:00 p.m. May 15, 2015**, to Wren Krahl (wren@tbrpc.org), Administrative Services Director, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782.

Parties intending to submit a Proposal should register their contact information with Mr. Randy Deshazo, Principal Planner, via email at randy@tbrpc.org. You will be contacted with any updates. All questions to Mr. Deshazo must be received via email by 4 p.m. May 11, 2015. TBRPC reserves the right to reject any and all proposals with unbridled discretion.

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