# Medical Destination Findings

History, Progress, and Next Steps

# Step One: Task Force Outcomes

- Focusing on 25-county catchment area for patients
- Education and Marketing – What are the medical and hospitality options in the Columbia area?
- Funding options – Ensuring equity
- Marketing Services – What is the experience now and what is the ideal experience
- Web portal for medical and hospitality services

Until we know where we are, we can't decide where to go.

# Step Two: Environmental Scan

- Conducted survey to medical providers and hospitality industry partners:
  - What medical services are provided?
  - What unique hospitality services are currently provided to patients and their families?
    - Hospitals/Medical Facilities
    - Hotels

# Step Three: Exploring Options

With the task force meetings and surveys complete, there are two possible directions for moving forward…

# Assemble Plan and Portal

- Use medical facility staff and tourism staff to facilitate an outside entity developing a marketing plan

- Create portal for people traveling to Columbia for medical treatment using existing partners and Columbia hotels

# Assemble Plan and Portal

- Outcomes
  - Unclear funding sources/equity
  - Unclear who would manage projects
  - Most likely only larger medical partners would take part due to funding structure with possible limitations on smaller medical partners
  - Measures of success unclear

# Third Party Analysis

Bring in outside subject matter expert to conduct feasibility study regarding Columbia as a medical destination

# Third Party Analysis

- Outcomes
  - Transparency and public input throughout the process
  - Objective perspective on current situation and possible future actions
  - Will consider all medical and hospitality partners
  - Considers more than marketing in analysis
  - Experience and expertise on other medical destinations
  - Allow for establishment of comprehensive program with a focus on tourism and measureable outcomes

# Questions