



PROJECT LOCATION:
JAMAICA

PROJECT START DATE:
APRIL 13, 2014

PROJECT END DATE:
APRIL 13, 2016

GRANT FUNDS APPROVED:
US \$249,000

ENVELOPE:
**BUSINESS CLIMATE
REFORM AND
COMPETITIVENESS
ENHANCEMENT**

SUPPORT FOR THE SERVICE SECTOR STRATEGY IMPLEMENTATION AND EXPANSION

PROJECT HIGHLIGHTS

THE PROJECT:

The services industry is one of the most important sectors in Jamaica as the sector is one of the largest providers of employment in the country. However, most of the services provided are concentrated in the travel sector and are thus associated with tourism. The potential of the tourism sector in creating spin-off business for other service providers is also important. Jamaica's Services Sector Strategy, recognizes the comparative advantage of Jamaica in medical tourism and the potential for promoting this area. The Services Strategy provides examples and best practices of public policies developed to include adherence to international quality and accreditation standards for hospitals and the need to make accreditation mandatory for institutions catering for medical travellers. Notably, the global market for medical tourism in 2011 was estimated to be at least US\$50 billion with more than 1.5 million persons, including 750,000 from North America, traveling to other countries for treatment each year.

As such, this project seeks to address the following gaps and challenges related to the medical tourism sector: (i) Lack of appropriate legislation and regulations to align Jamaica's legal framework and regulations and standards on medical practice by doctors, nurses and

other health professionals with that of international standards; (ii) Lack of comprehensive information on the business profile for the practitioners and a gap analysis of requirements to comply with the standards, and (iii) Absence of a marketing plan to promote Jamaica as a Medical Tourism (MT) destination to the global MT services provider network; to insurance companies seeking competitively priced high quality services for their client base (insured health clients), and to stay-over visitors in Jamaica and to the Diaspora.

OBJECTIVE:

To support the implementation of the strategies for expansion of the Medical Tourism Sector in Jamaica.

HOW DONOR FUNDS ARE BEING USED:

- To draft a well validated legal and regulatory framework to support medical tourism in Jamaica.
- To lay the groundwork that will facilitate the preparation of many of the main actors and stakeholders in the medical tourism segment to compete in the global market for medical travellers.
- Stakeholder consultations and awareness building activities to support the reform process

ACHIEVEMENTS THUS FAR:

- Inventory of service providers for medical tourism.
- Draft Gap Analysis inclusive of recommendations to a set of standards that are best suited for the Jamaican reality as well as an action plan to achieve said standards.
- Draft analysis of the current legal and regulatory framework and a proposal for modifications
- Draft Green Paper to support the development of medical tourism in Jamaica.