



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: October 2, 2017

Re: Mayor's Task Force on Medical Tourism

Executive Summary

The Mayor's Task Force on Medical Tourism was established September 2016. Their mission was to identify ways to market Columbia's' medical excellence and how to best attract patients to Columbia for high quality medical procedures.

Discussion

The Mayor's Task Force on Medical Tourism met during September, November and December 2016, facilitated by the Columbia Convention & Visitors Bureau. Members of the task force were from Boone Hospital Center, University of Missouri Health Care, Columbia Orthopedic Group, Missouri Orthopedic Institute, Harry S. Truman Veterans Hospital and two Columbia hotel owners.

Two subcommittees were also formed during the task force meetings to identify marketing objectives, targets and tactics, media and budgetary needs and review market ease, value and accessibility of current Columbia providers.

The formal recommendations of the task force were presented to the Council on February 20, 2017. The Convention & Visitors Bureau also presented a report to the Council on July 3, 2017.

This task force has been officially dissolved, but not the initiative. The CVB has been charged with continuing the efforts of promoting Columbia as a Healthcare Destination, adding this to current sales/marketing efforts and continuing community conversation.

Fiscal Impact

Short-Term Impact: 0

Long-Term Impact: 0

Strategic & Comprehensive Plan Impacts

[Strategic Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action
n/a	n/a

Suggested Council Action

Informational report only.