

TOURISTS COME FOR THE SUN, STAY FOR THE SURGERY



Orlando is becoming a booming destination for “medical tourism”

Suggested Date of Use: Generic

UF Health Cancer Center - Orlando Health

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SUGGESTED TEASE	STILL TO COME, MILLIONS OF TOURISTS FLOCK TO ORLANDO EVERY YEAR - BUT NOT ALL OF THEM GO FOR THE SAME REASON. DETAILS ON THE BOOMING BUSINESS OF “MEDICAL” TOURISM, NEXT IN HEALTH NEWS.
ANCHOR LEAD	WITH NEARLY 60 MILLION VISITORS EACH YEAR, ORLANDO IS THE TOP TOURIST DESTINATION IN THE U-S. ¹ AND WHILE MOST PEOPLE GO TO ENJOY THE WEATHER AND THE WORLD-FAMOUS THEME PARKS, THERE’S ANOTHER REASON TOURISTS ARE FLOCKING TO FLORIDA. AS CLARK POWELL SHOWS US, THE HOTTEST TREND IN TRAVEL HAS A GROWING NUMBER OF PEOPLE GOING FOR THE SUN .. AND STAYING FOR THE SURGERY.
	(Nats - Plane flying over camera) :02
CG: Courtesy: Orlando Health Shot of plane pulling up to gate Shots of Amy in airport	IT’S THE SECOND TIME THIS YEAR THAT AMY CATERINA HAS MADE THE TRIP FROM CALIFORNIA TO ORLANDO. SHE AND HER KIDS HAVE TAKEN IN THE TYPICAL TOURIST ATTRACTIONS, BUT AMY AND HER SISTER SEE THE SUNSHINE STATE IN A DIFFERENT LIGHT. :12
CG: Amy Caterina Travelled cross-country for care :12 - :24	“When you come here and you just go to Disney and Orlando and SeaWorld and Legoland and all those great, fun places with your kids, you don’t really get an appreciation for the beauty of Florida. It’s gorgeous!” :12
Tilt up from pool to Amy sitting in chair reading	BUT BEYOND WARM, SUNNY DAYS BY THE POOL, AMY IS ACTUALLY IN ORLANDO FOR ANOTHER REASON. :05
Doctor walks in	(Nats-“Hi Amy, how are you?”) :01
Shots of doctor walking in/sitting Shots of both talking Shots of surgery	AFTER SURVIVING CANCER, AMY DEVELOPED LYMPHEDEMA IN HER RIGHT LEG. SO, LIKE A GROWING NUMBER OF PATIENTS, SHE’S COME HERE FOR TREATMENT. DOCTORS AT UF HEALTH CANCER CENTER AT ORLANDO HEALTH ARE AMONG ONLY A FEW IN THE COUNTRY WHO TRANSPLANT HEALTHY LYMPH NODES FROM ONE PART OF

<p>Close up shots of surgeons</p> <p>Shots of Amy in exam with therapist</p>	<p>THE BODY TO ANOTHER. WHICH HAS ELIMINATED PAINFUL SWELLING IN OTHER PATIENTS SIMILAR TO AMY. :21</p>
<p>CG: Richard Klein, MD UF Health Cancer Center - Orlando Health :51 - :58</p>	<p>“They’re basically almost back to normal. They don’t even realize that they’ve ever had lymphedema. It’s just amazing.” :07</p>
<p>Shots of Amy’s hands on keyboard</p> <p>Wide shot of Amy on computer</p> <p>Shot of plane taking off</p> <p>Shots of Dr. Klein in surgery</p>	<p>SO IS THE NUMBER OF PATIENTS SIGNING UP. AMY LEARNED ABOUT THE PROCEDURE ONLINE - AND MADE THE 25-HUNDRED MILE TRIP FROM SAN DIEGO. SOMETHING DOCTOR RICHARD KLEIN IS SEEING MORE OFTEN. :10</p>
<p>Dr. Klein (CG’d earlier)</p>	<p>“One in four patients are coming from out of state in terms of consultations, and we’ve seen patients from 22 states so far.” :07</p>
<p>Shot of surgery (blur for graphic)</p> <p>Domestic Medical Tourism</p> <p>-State of Florida considered spending \$5 million</p> <p>-Large companies have cut deals with hospitals out of state</p> <p>Shots of Amy at pool</p>	<p>IT’S PART OF A TREND KNOWN AS DOMESTIC MEDICAL TOURISM. THE STATE OF FLORIDA RECENTLY CONSIDERED SPENDING 5 MILLION DOLLARS TO MARKET THE IDEA. AND SEVERAL LARGE COMPANIES HAVE CUT DEALS WITH HOSPITALS TO TREAT THEIR EMPLOYEES, EVEN IF THEY’RE OUT OF STATE.² AN APPROACH TO CARE THAT MAKES PERFECT SENSE TO PATIENTS LIKE AMY. :17</p>
<p>Amy Caterina (CG’d earlier)</p>	<p>“You want to make sure when you’re doing something that’s a little unusual to go to someone who’s really well-trained and well-versed.” :07</p>
<p>Shots of surgery</p>	<p>AT UF HEALTH CANCER CENTER AT ORLANDO HEALTH, THIS IS CLARK POWELL REPORTING. :04</p>
<p>ANCHOR TAG</p>	<p>FOR YEARS MEDICAL TOURISM REFERRED MOSTLY TO PATIENTS WHO TRAVELED TO MEXICO OR OVERSEAS FOR TREATMENT - BUT TRAVEL <i>WITHIN</i> THE U-S IS STEADILY GROWING. MANY INSURANCE PLANS COVER THE COST OF SPECIALIZED SURGERIES IN OTHER STATES AND SOME COMPANIES ARE EVEN PAYING THE COST OF TRAVEL TO SEND EMPLOYEES TO CERTAIN HOSPITALS FOR CARE.²</p>
<p> Share it! Suggested tweet:</p>	<p>Patients come for the sun, stay for the surgery @UFHealthOH. Latest trends in medical tourism: bit.ly/1pEZ3Mw</p>
<p> Suggested post:</p>	<p>A growing number of Americans are traveling across state lines to undergo medical treatments in a trend known as “domestic medical tourism.” At UF Health Cancer Center - Orlando Health, doctors are among only a few in the country performing lymph node transplant surgery for patients with lymphedema, and patients are flocking to Florida to get it. In just over a year, doctors have consulted with patients from 22 different states. See how the trend of medical</p>

	tourism is impacting the lives of patients here: bit.ly/1pEZ3Mw
References -	<p>¹Orlando Visitors Bureau - Visit Orlando, April 2014. Online: http://media.visitorlando.com/pressrelease/index.cfm/2014/4/9/Orlando-Sets-AllNew-Record-for-United-States-with-59-Million-Visitors-in-2013/</p> <p>²Medical Cost Trend: Behind the Numbers 2014, PricewaterhouseCoopers Health Research Institute, June 2013 Report, page 9. Online: http://www.pwc.com/en_us/us/health-industries/behind-the-numbers/assets/medical-cost-trend-behind-the-numbers-2014.pdf</p>
	Extra Bites
CG: Richard Klein, MD UF Health Cancer Center - Orlando Health	<p><i>Dr. Klein talks about the procedure -</i> “We take lymph nodes from one part of the body into the other. And we separate the lymph nodes and replant them into a new position where we need them.” :10</p> <p><i>Dr. Klein talks about the impact the procedure can have on patients -</i> “It makes a tremendous difference. It’s been a life-changer for a lot of our patients.” :04</p> <p><i>Dr. Klein talks about the influx of patients from out of state -</i> “They’re finding us in a variety of ways, on social media, on the Internet and they’re calling. There are very few places that are offering this type of comprehensive approach to lymphedema, so they’re flying into Orlando for this operation.” :14</p> <p><i>Dr. Klein talks about the growth of medical tourism -</i> “I think we’re going to become more and more known for this type of procedure and we hope people are going to fly from not only around the country, but from around the world as well.” :10</p>
CG: Amy Caterina Travelled cross-country for care	<p><i>Amy talks about the development of her lymphedema -</i> “I would say for the first 2 years I had it, it was mostly just my thigh. You know, but now it’s my whole leg. Now my left leg is getting it.” :08</p> <p><i>Amy talks about the impact of lymphedema -</i> “It’s somewhat disfiguring, it’s uncomfortable. People are like, how much could it hurt to have swelling? Well, let me tell you, it hurts a lot.” :06</p> <p><i>Amy talks about finding doctors to perform her surgery</i> “Interestingly enough, I couldn’t find anything close to home, which is ironic because I live in San Diego and it’s a big city and to be honest there may be somebody there who does this, I just couldn’t find them.” :10</p>
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