

# **Jamaica Medical Tourism Development Plan**

## Terms of Reference

### **I. Background**

Government of Jamaica through the Jamaica Trade and Invest (JAMPRO), the country's investment and export promotion agency, has requested the Commonwealth Secretariat for assistance to formulate a Development Plan for its Health and Wellness Sector (HWS). Health and Wellness in this context comprises:

- a) Medical: General treatment and surgery for improved health or cosmetic purposes
- b) Wellness: Therapeutic packages which may not necessarily be curative but designed to improve well being through management of stress, weight or ageing
- c) Care: management of adverse health conditions, including recuperation, palliative and geriatric care
- d) Research and diagnostics: development and trials for medical and cosmetic preparations as well as various testing services

The professional services strategy for Jamaica (2008) identified Health and Wellness as a priority sector for Jamaica. Government has since taken a number of steps to develop the sector, including an enterprise-level cluster development programme targeted at building the institutional capacity of MSMEs and strengthening inter-agency linkages, and establishing an intra-agency body ( The National Steering Committee- NSC) to provide high level oversight to guide the development of the HWS.

The Commonwealth Secretariat's Special Advisory Services Division (SASD) wishes to recruit a 2 person team to work closely with the SASD Project Manager and a designated official from JAMPRO to deliver the required assistance.

### **Assignment Description**

|                 |   |
|-----------------|---|
| Eligibility:    | Firm or relevant entity registered in a Commonwealth Member country           |
| Duty Station:   | Jamaica   |
| Responsible to: | The Director, Special Advisory Services Division,<br>Commonwealth Secretariat |
| Start Date:     | November 2010   |

## **II. Scope of work**

The aim of the assistance is to improve the export competitiveness of Jamaica's HWS and will be undertaken in 2 phases:

### Phase 1: Assessment of competitiveness.

Broad areas to be addressed include:

1. Evaluating global trends and emerging opportunities in HWS, highlighting international good practice in export and investment promotion to inform the growth and development of the sector in Jamaica.
2. Assessing Jamaica's supply capacity in the HWS. This will entail examining the enabling environment to identify areas that need to be strengthened to support growth; analysing the sector to profile the current services and facilities in the HWS and determining the country's capabilities
3. Based on the above, determining Jamaica's value proposition in the global HWS industry by identifying niche services that can be developed for investment and export; and recommending appropriate market entry strategies.
4. Producing a Diagnostic report of 1) to 3) above and presenting it to relevant stakeholders at a workshop. The purpose of this workshop is for stakeholders to provide feedback and to validate the proposed niche services and markets for Jamaica. The recommendations will then be presented to the National Steering Committee to agree on the next steps.

### Outputs for Phase 1:

- Inception report
- Diagnostic report
- NSC recommendations for Phase 2.

### Phase 2: Strategic Planning

Phase 2 will entail working with relevant stakeholders to formulate strategies to address the constraints identified in Phase 1 and to develop detailed implementation plans for the agreed services. Broad areas to be addressed include:

1. Legal and regulatory environment issues
  - a. An appropriate framework (policy, legal, regulatory and institutional) to increase export and investment in the sector
  - b. Options to increase the portability of health insurance and for the establishment of a system that can address legal liabilities associated with treating foreign clients.

## 2. Skills enhancement

- a. Options for training and attracting Diaspora professionals to practice in Jamaica
- b. Supporting business development and entrepreneurship
- c. Identifying mechanisms for national accreditation and licensing, among others.

## 3. Investment promotion and export development

- a. Identifying facilities and services that can be packaged for investment promotion in the short to medium term
- b. Making preliminary recommendations on the most effective use of the facilities and services identified, and viable options for ownership and management ( ie, whether wholly private, public or through private-public partnership)
- c. Recommending the most effective marketing and promotion strategy to be employed
- d. Presenting a recommended contact list of potential international partners for investment and export development

4. Preparing a comprehensive Medical Tourism Development Plan a draft of which will be presented to relevant stakeholders at a workshop for comments and endorsement. The Plan should include a summary of the main priorities, responsible and lead agencies, time frames and estimate resource requirements as well as a mechanism to monitor implementation.

### Output for Phase 2:

Medical Tourism Development Plan

### **III. Working arrangements**

The consultant will work under the overall supervision of the SASD Project Manager. The client is JAMPRO. In this role, JAMPRO will compile a detailed list of health and wellness facilities and provide a summary of the barriers to investment in the sector over the last 5 years. JAMPRO will also act as the interface with the NSC and assist in securing key documents and arranging meetings.

### **IV. Required expertise**

- Proven international expertise in business development and investment promotion in the HWS
- Considerable experience in designing or supporting public-private partnerships
- Solid experience in formulating sectoral and macro level frameworks
- Familiarity with international developments in the HWS

### **Minimum qualifications**

Graduate degree in business, economics or related field.

### **Level of effort and budget**

18 person weeks. The budget is £56,600 to cover fees, air fare, local transportation and per diem.

### **V. Preparation of proposals**

Proposals should be sufficiently detailed, clearly outlining:

- The methodology to undertake the activities in Phase 1 and 2.
- Profile of the team, including detailed CVs
- A workplan showing milestones and break down of tasks between team members
- A breakdown of costs

**Closing Date for Submission of Proposals: 22 October 2010**

### **Submission of Proposals**

Proposals should be submitted to Miss Ishbel Allotey via email / post / fax at:

**Miss Ishbel Allotey  
HR (CFTC)  
Commonwealth Secretariat  
Pall Mall**

**London UK**

**SW1Y 5HX**

**Email – [i.allotey@commonwealth.int](mailto:i.allotey@commonwealth.int)**

**Fax: + 44 20 7747 6520**