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**GMCVB, Greater Miami Chamber of Commerce and 7 Hospitals
Launch Miami Health Initiative to Attract International Medical ‘Tourists’**

MIAMI (November 11, 2009) – A new Miami Health initiative to attract international patients to Greater Miami and the Beaches to take advantage of world-class hospitals, doctors and medical procedures was launched here today.

A collaborative effort by the Greater Miami Convention & Visitors Bureau (GMCVB) and the Greater Miami Chamber of Commerce in partnership with seven local hospitals, the medical tourism program was unveiled at The Medical Travel Summit of the Americas being held at the Doubletree Miami Mart Hotel. The marketing initiative includes a new website – www.MiamiHealthcare.org – brochure and advertising campaign.

“For an international patient traveling abroad for medical care, Miami offers top-rated medical institutions, beautiful tropical weather in which to recuperate and comfortable accommodations where families can stay together before, during and after treatment,” said William D. Talbert, III, GMCVB President and CEO. “Miami’s geographic location, modern international airport and multilingual population also make it a very welcoming destination for medical treatment. We are proud to be part of this partnership to promote Miami’s assets for medical tourism.”

The hospitals and organizations participating in the Miami Health initiative include: Baptist Health International Center of Miami, Florida International University College of Medicine, Jackson International, Mercy Hospital, Miami

Children's Hospital, Mount Sinai Medical Center and UHealth – University of Miami Health System.

“Patients from around the world can come to Miami with the knowledge that they will be receiving world-class care by compassionate and highly skilled doctors and nurses in a setting that facilitates healing,” Rolando Rodriguez , President of the Jackson Memorial Foundation and Chairman of the Healthcare and Bioscience Committee of the Greater Miami Chamber of Commerce. “This is an exciting collaboration to let the world know that Miami is a place of complete physical, mental and social well-being.”

A World Leader in Many Medical and Surgical Specialties

Greater Miami is considered a world leader for many medical and surgical specialties, including organ transplants, eye disease, cancer, spinal cord injury, reconstructive plastic surgery and Level 1 trauma and burn care. In Miami, patients have access to the largest neurosurgery ICU, the largest neonatal ICU and the largest pediatric intestinal transplant facility in the United States. Miami has also made multimillion-dollar investments in biomedical research facilities to find cures for diseases and lay the groundwork for future medical breakthroughs.

Miami-Dade County is home to two award-winning children's hospitals as well as several other hospitals that are equipped to provide pediatric emergency care. Several of Miami's largest hospitals offer emergency helicopter service, as well as air ambulance jets. Miami hospitals are consistently ranked among *U.S. News & World Report's* "America's Best Hospitals" and "America's Best Children's Hospitals."

Often called the “Gateway of the Americas” because of its proximity to South America, Central America and the Caribbean, Miami can be reached by air from many Caribbean islands and Latin American cities in less than three hours. Miami International Airport offers regularly scheduled flights to hundreds of international cities. Miami's modern infrastructure also includes well-maintained highways and public transportation systems, with buses, trains and an elevated rail system that connects to one of the city's largest medical centers. Many of Miami's hospitals and medical centers also offer free shuttle services for patients.

Miami's hospitals provide a wide range of medical concierge services to help international patients and their families. Among the services available are assistance with travel and accommodations; passport and visa arrangements;

24-hour, on-call physicians; special long-term accommodation rates for patients and their families; on-site apartments at certain medical centers; coordination of medical, hospital and diagnostic appointments; and language assistance from multilingual healthcare employees.

The Greater Miami Convention & Visitors Bureau (GMCVB) is a non-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide visit our website at www.MiamiAndBeaches.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com.

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