



FOR IMMEDIATE RELEASE:
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Tucson's Premier Medical Organizations Team Up with the City of Tucson, Pima County and Visit Tucson for the Tucson Health Association

*In a public/private collaboration
creating the first medical tourism cluster in Arizona,
the partnership aims to attract patients from Northern Mexico and beyond.*

On Tuesday, April 11th at 11 a.m. at Visit Tucson's administrative offices (100 S. Church), a press conference will be held to officially announce the release of the medical tourism project known as the "Tucson Health Association."

This initiative, a public/private sector collaboration, aims to support its stakeholders from the health and government fields by providing a positive patient experience tailored to international consumers, primarily the Northern Mexico area, including the nearly six million citizens of Sonora and Sinaloa.

Visit Tucson will be coordinating these efforts directly – including developing a website and hiring a concierge to connect patients and their ideal opportunities in Tucson and Pima County, driving economic impact to our area.

The main stakeholders for this project are Banner Health, Carondelet Health Network, Northwest Medical Center and Tucson Medical Center. Speakers are scheduled to appear representing those stakeholders as well as from Pima County, the City of Tucson and Visit Tucson.