



MEDICALFITNESS

Association



MFA West Regional Conference Agenda

Medical Fitness Association
Global Wellness Partner



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Thursday, March 21st

9:45 - 10:10 PT - Welcome - Bob Boone

10:15 - 11:15 PT - Programming for the Medical Fitness Center

Speaker: John Caliri, Director of FirstHealth Fitness

John Caliri is the Administrative Director for the FirstHealth Centers for Health & Fitness. FirstHealth owns and operates 5 medical fitness centers serving more than 11,000 members in Pinehurst, Southern Pines, Raeford, Rockingham and Troy, North Carolina. A native of New Jersey, John moved to North Carolina while serving as an infantry squad leader and Nuclear, Biological and Chemical Warfare NCO in the United States Marine Corps. His time as a Marine shaped his views on life, leadership and responsibility. John is recognized as an innovative leader in medical fitness, and is frequently invited to speak at about the FirstHealth Physician Referral Program, Exercise Is Medicine, business and a variety of other medical fitness topics.

11:30 - 12:30 PT - Retrospective: Center for Health & Fitness Path to Certification

Speakers: Jackie Berling, Chief Wellness Officer of BCHD
Cindy Foster, General Manager of BCHD

For over 15 years, the Beach Cities Health District's (BCHD) Center for Health and Fitness (CHF) had considered MFA certification. During that time CHF initiated the process several times without success. In 2017, it again became a strategic priority for BCHD and 18-months later CHF attained certification. A retrospective review of key success factors and lessons learned.

You'll learn how to:

- How to position MFA certification as a strategic initiative for the organization
- Assessing facility readiness for MFA certification
- Assembling the right team
- How to create the systems and infrastructure to project manage
- Pitfalls to avoid
- Business Plan for "What's Next"

12:30 - 12:55 PT Sponsor Presentations

Technogym

Club Automation - CSI Spectrum

Jonas Fitness

1:00 - 2:00 PT - Kinesiophobia: The Key to Unlocking the Shackles of Chronic Pain

Speaker: Samantha Parker, BS, C-IAYT, E-RYT 200, CPT

Chronic pain costs \$635 billion dollars a year effecting an estimated 10 million Americans. Research proves multiple benefits how exercise/yoga are able to heal and prevent chronic pain. With all of this research the question arises, why are people still not physically active? The key is Kinesiophobia.

You'll learn how to:

Objective 1: Kinesio What? - Participants will be able to demonstrate the ability to articulate to clients what Kinesiophobia is, how it relates and contributes to chronic pain.

Objective 2: Benefits of using behavioral modifications throughout exercise/movement/yoga to reinforce and direct neuropathways while providing client education on how Kinesiophobia contributes to their chronic pain.

Objective 3: Participants will analyze how creating and using exercise/movement/yoga programs to address client Kinesiophobia using innovative, successful evidence based medical fitness programs to reinforce cognitive behavioral therapy in addition to meditation, and breath work techniques increase client mobility, improved functional and cognitive mind body fitness and health leading to effective client self-care and decreased chronic pain.

Friday, March 22nd

9:00 - 9:10 PT - Welcome - Bob Boone

9:15 - 10:15 PT - Big Time Wellness Facilities in Small Town Markets

Speaker: Hervey Lavoie, President of OLC

In his 40+ years as a licensed Architect, Hervey has designed more than 45 medically-integrated, hospital-affiliated fitness/wellness facilities. Hervey will review full service integrated medical fitness for small rural markets. Attendees will learn about the birth of the idea with the goals of a Regional Healthcare System. He will review how to measure success and how to use feasibility and business planning.

You'll learn how to:

- Understand feasibility factors and business planning.
- Understand programming and population health.
- Understand the key factors for business success.

10:30 - 11:30 PT - Whole Body Vibration* – What You Need to Know

Speaker: Jason Conviser, Ph.D, FACSM, FMFA , Exercise Physiologist

**Now Recommended By The ACSM Health / Fitness Facility Standards and Guidelines as Core Functional and Fitness Accessory Equipment*

Dr. Conviser is one of the leading experts in fitness assessment and exercise prescription for special need populations.

Dr. Conviser has researched non-pharmacological strategies to reverse osteoporosis through osteogenic loading. Dr. Conviser has conducted research and provided expertise to other researchers with a new technology called bioDensity which involves imposing specific force on the bone safely resulting in bone reformation.

11:45 - 12:45 PT - How to more effectively engage employers into your medical fitness programs by leveraging your population health data.

Speaker: Bill Lacy, President & CEO of the Association for Corporate Health Risk Management (ACHRM)

This presentation will provide innovative methods to more effectively track and link your facility's data to benefit your employer clients.

You'll learn how to:

- Identify key data elements used to evaluate health management programs and how this translates into health fitness
- Learn best practice to apply and ensure their Fitness Center/Activities are collecting the right data and methods for evaluating program data
- Cite studies related to Health Fitness programs

1:00 - 2:00 PT - Motivational Interviewing and It's Impact on Outcomes

Speaker: Hannah Ladeau

During this lecture the spirit of Motivational Interviewing (MI) will be explored, defined and practiced. As a group we will practice fundamental skills of MI that can be transferred to interactions with everyone you meet, whether at home, at school or at work. We will discuss how implementing MI transformed the outcomes of a wellness center and how you can too.

You'll learn how to:

- Define what motivational interviewing (MI) is and the four foundational processes.
- To practice basic MI skills through role playing, discussion and small groups. These skills will include asking the right questions, redefining the role of coaches and leaders and listening for the "right" words.
- To explain why MI is impactful for coaches, trainers, nurses and administrators; along with showing the benefit on membership, retention, success stories and other outcomes of implementing MI.

2:00 PT - Conclusion - Bob Boone