



MEDICAL FITNESS

Association



SEMFA Regional Conference

Agenda

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Medical Fitness Association
Global Wellness Partner



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Wednesday, May 15th

Preconference Activities:

2:30 pm - 5:00 pm - Director and Facility Credential Testing

Delta Hotels - 555 E. Canal Street - Meet in the Lobby

5:00 pm - 7:00 pm - Opening Event at the Delta Hotels by Marriott, Richmond - In the Mayo/Lee Room

Thursday, May 16th

Location for Meeting, Welcome and Keynote: Egyptian Building Auditorium - 1223 E. Marshall Street

7:45 am - SEMFA Business Meeting

8:30 am - Welcome by Bob Boone, FMFA, FACHE, President & CEO Medical Fitness Association

9:00 am - Keynote Address: “Wellness and the Determinants of Health: The Role of Social Structures”

By: Jack O. Lanier, DrPH, MHA, FACHE

Dr. Lanier will provide a brief overview of the U.S. Healthcare System and its structural components. This will be followed by a discussion of the social determinates of health and their impact on wellness. He will also give a review of the role of social structures in determining who gets sick, who gets better, and why.

Jack O. Lanier is Professor Emeritus at Virginia Commonwealth University, Richmond, where he was instrumental in developing VCU's graduate program in public health, the first in the state. He is a Vietnam Veteran, having served with combat units and medical treatment facilities in the U.S., Europe and Southeast Asia, retiring as a Colonel with more than 22 years of military service. Subsequently, he served as the Principal Deputy Assistant Secretary of Defense for Health Affairs at the Pentagon during Desert Shield and Desert Storm. Dr. Lanier was appointed to the Virginia Board of Health where he served as board chair for five years. He also served five years as CEO of the Richmond Behavioral Health Authority and most recently as the Executive Director of the Quin Rivers Community Action Agency in New Kent, VA. Currently, he serves as Board President of Project Discovery of Virginia, a post-secondary education program for economically-challenged high school students in the Commonwealth.

Dr. Lanier holds an MPH Degree from Baylor University and a DrPH Degree from the University of Texas Health Sciences Center School of Public Health, Houston.

All Conference sessions will take place in the ER Conference Room at 1250 E. Marshall Street

10:15 am - 11:15 am - **Volunteers an Untapped Resource**

Speakers: Anneke Hill, Coordinator Wellness Services, Rex Wellness Center of Raleigh
Jenny Langdon, Operations Manager, Rex Wellness Center of Garner

Volunteer programs provide a myriad of benefits for our wellness centers at REX. We have found that our unique situation can be beneficial for any medical fitness facility and we are excited to share this program with our colleagues.

This presentation will show the benefits of having a volunteer program and the cost saving measures it provides. We will share how our volunteer program offers an additional level of service and enhances our Member Experience. This presentation will share how volunteers provide an addition link between members and staff.

11:30 am -12:30pm - How to Meet the Medical Fitness Needs of Your Aging Membership

Speaker: Susan Chesser, Health Educator at UNC Wellness Centers

UNC Wellness Center at Meadowmont is uniquely positioned to meet the needs of our aging population and membership. As a Medical Fitness Facility located in a university setting (which houses a world-renowned ranking School of Public Health), we can address the needs of our participants—far exceeding just exercise and nutrition. “Wellness” encompasses many facets. The Six Dimensions of Wellness Model developed in 1975 for the National Wellness Institute provides a comprehensive and appropriate framework for programming. Our Meadowmont location has a large percentage of members aged 65+, and growing. By combining our assessment skills, other demographic data, and best practice data, we can directly address the needs and concerns of our members.

**12:30 pm - 2 pm - Lunch Sponsored by Welld Health & Vendor Expo
ER Conference Room at 1250 E. Marshall Street**

2:00 pm - 3:00 pm - The Art of Being a Resilient Leader

Speaker: Andrea Layton, Administrative Director, Duke Raleigh Hospital Wellness Center

Many of us face leadership challenges and opportunities in our day-to-day interactions with our teams professional colleagues, peers, and our patients. As we navigate these obstacles, we may become victim to burnout which can negatively impact our teams, and the safety and quality of care we provide. How we present and engage as a resilient leader will be instrumental to our personal and professional success as well as that of the teams we manage.

3:15 pm - 4:15 pm - How to More Effectively Engage Employers into Your Medical Fitness Programs by Leveraging Your Population Health Data

Speaker: Robin Foust, PAHM, CEO of myCatalyst

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

**6:00 - 9:00 pm - Dinner at The Valentine Museum Restaurant at 1015 E Clay St.
Sponsored by Technogym**

Friday, May 17th

Main Hospital Learning Center - 1st Floor - at 1250 E. Marshall Street

8:00 am - Visit with Partners and Vendors

9:00 am - Welcome by Bob Boone, FMFA, FACHE, President & CEO, Medical Fitness Association

9:15 am - 10:15 am - Facility Start-up in a Rural Area

Speakers: John Caliri, Administrative Director - Fitness at FirstHealth of the Carolinas

Phillip Williams, Facility Director - FirstHealth Centers for Health & Fitness - Sanford

This presentation will show the ways that FirstHealth of the Carolinas was able to strategically develop and implement a successful business model for the development and growth of a 25,000 sq ft medical fitness facility in rural Sanford, NC.

10:30 am - Noon - Concepts in Medical Fitness Program Design and Application

Speaker: Jeff Young, Fitness Coordinator at Mount Sinai Beth Israel Center for Health and Healing in NYC

This presentation is in lecture and workshop/demonstration format. The lecture portion includes a PowerPoint presentation that covers initial program design and progression guidelines for special populations. The workshop and demonstration format includes a demonstration on how to balance flexibility, properly assess and perform self-myofascial release, and basic tips for approaching knee, low back, and shoulder pain.

Lunch Vouchers are available for the VCU Cafeteria on the first floor of the Main Hospital building.

Thank you for attending the SEMFA Regional Conference!

Thank you to our host, VCU Hospitals in Richmond!

We hope to see you in Orlando on Nov. 13-15 for the

MFA Annual International Conference!