

WEDNESDAY - NOV 13

Bridging The Gap

<p>Wed, Nov 13 7:30 AM - 5:00 PM</p>	<p align="center">Medical Fitness Association Registration Desk Hours of Operation Please check in for name badge, CEC booklet, & Conference goody bag. Foundation raffle tickets available.</p>				
<p>8:00 AM - 11:00 AM</p>	<p>AKTA General Assembly & Awards Ceremony Room 224A <i>Private to AKTA Members Only</i></p>	<p>Director Credential Exam Room 224B <i>Additional Registration is Required</i></p>	<p>MFA/WIFA "Women: Vision, Values & Verve" Room 224D <i>Additional Registration is Required</i></p>	<p>MFA Staff, Proctors, Conference Aids, & Speakers Only Room 225</p>	<p>Facility Examiner Workshop: Room 224E Dan Lynch & David Evans <i>*By Invitation Only*</i></p>
<p>11:00 AM - 11:45 AM</p>	<p>Welcome Gathering: Join us for greeting friends, food and networking! - Room 224 F-H Lavoie, MFA Board Chair, & Jason Aslanian, MFA Member Experience Director</p>				<p align="right">Jennifer</p>
<p>11:45 AM - 12:00 PM</p>	<p align="center">MFA Business Meeting: Open to Everyone - Room 224 F-H</p>				<p align="right">Bob Boone</p>
<p>12:05 PM - 12:30 PM</p>	<p align="center">Panel Discussion: <i>Bridging the Gap - Bringing Together Physicians, Coaching & Medical Fitness</i> - Room 224 F-H Dr. Cate Collings, President, ACLM; Blaine Wilson, Sr. Dir. of Bus. Dev., Wellcoaches Corp; Bob Boone, President, MFA</p>				
<p>12:30 PM - 1:00 PM</p>	<p align="center">Award Ceremony Part 1: Room 224 F-H - New Fellow Recognition, Hank Boerner Pioneer Award, Marla Richmond Educator of the Year & Industry Partner of the Year & Strategic Partner of the Year</p>				
<p>1:00 PM - 1:50 PM</p>	<p align="center">Medical Fitness Association Keynote: Room 224 F-H Dr. Eddie Phillips - <i>Exercise and Whole Health: Behavior Change is Key</i> - Asst Professor of Physical Medicine & Rehab at Harvard Medical School, Director of the Institute of Lifestyle Medicine at Spaulding Rehabilitation Hospital & Chief, Physical Medicine & Rehabilitation Service at the VA Boston Healthcare System</p>				
<p>Education Tracks 2:00 PM - 5:00 PM</p>	<p>The Future of Health Care Room 224B</p>	<p>Treating Special Populations Room 224C</p>	<p>Building Your Business & Expanding Revenue Room 224D</p>	<p>EIM Track Room 224A</p>	<p>Wellcoaches Track Room 224E</p>
<p>2:00 PM - 2:50 PM</p>	<p>Bill Lacy & Robin Foust - How to More Effectively Engage Employers into Your Medical Fitness Programs by Leveraging Your Population Data</p>	<p>Ruth Meyer Aquatic Techniques to Expand Your Pool Usage</p>	<p>Amanda Konigsberg 2019 Strategies for Sales Leadership</p>	<p>Dr. NiCole Keith & Dr. Jamie Renbarger - The Indiana Cancer Wellness Center – Development, Implementation & Preliminary Outcomes</p>	<p>Erika Jackson Behavior Change Skills: Cultivating Connection & Autonomy</p>
<p>3:00 PM - 3:50 PM</p>	<p>Dr. Stephen Black Generate Revenue Through Self-Pay Performance Care</p>	<p>Tom Grace - New Technology Trends for Keeping Facilities Clean</p>	<p>Jen Bacon Designing Programs for Maximum Impact</p>	<p>Dr. Carena Winters & Dr. Renee Jeffreys-Heil - The Exercise is Medicine-On Campus Solution</p>	<p>Erika Jackson Behavior Change Skills: Cultivating Self-Compassion & Relationships</p>
<p>4:00 PM - 4:50 PM</p>	<p>Monica Soto Medical Fitness Integration: Development & Implementation of Specialized Programs in your Medical Fitness Facility</p>	<p>Jason Conviser A Diabetes Solution Available in All Medical Fitness Centers</p>	<p>Cosmo Wollan Physical Therapy & Personal Training - Monetizing PT to PT Connection</p>	<p>Ms. Robyn Stuhr Exercise is Medicine: New Approaches to an Old Problem</p>	<p>Erika Jackson Behavior Change Skills: Cultivating Confidence & Readiness for Action</p>
<p>6:30 PM - 9:30 PM</p>	<p align="center">Medical Fitness Association Welcome Reception at "The Pub" Sponsored by MFA's Global Wellness Partner, Technogym Foundation raffle tickets available. Must have name badge to enter.</p>				

THURSDAY - NOV 14

Bridging The Gap

6:30 - 7:15 AM

Sisterhood Stride 5K Walk/Run
Meeting Place TBD - Stay Tuned!

8:00 AM - 5:00 PM

Medical Fitness Association
Registration Desk Hours of Operation
Please check in for name badge, CEC booklet & Conference goody bag. Foundation raffle tickets available.

Education Tracks
8:20 AM - 10:10 AM

Impacting the Medical Industry
Room 224B

Chronic Diseases & Special Populations
Room 224C

Benchmark and Outcomes
Room 224D

EIM Track
Room 224E

Wellcoaches Track
Room 224A

8:20 AM - 9:10 AM

Mary Kramer
NEAT: The Power of Movement

Dr. Melissa Zeigler
Physical Activity in Select Special Populations

Joseph Callahan & Lauren Ruzicka
Assessing Key Health Indicators for Optimal Outcomes: Are you including the most important one?

Steven Jones
Implementation & Efficacy of Clinical Exercise Application in the Primary Care Medical Model

Leigh-Ann Webster
Paving the Path for National Board Certification in Health & Wellness Coaching

9:20 AM - 10:10 AM

Dan Lynch - Creating an Outstanding Member Experience Using the Latest Tools Available in Medical Fitness, Interactive Technology & Customer Service

Alynn Durkart
Exercise & Osteoporosis: Strategies for Improving Bone Density & Precautions for Fracture Prevention

Jeff Jeran & Bob Brown
Outcomes

Drs. Cherie & Robert Pettitt - Standardized Exercise Testing Protocols: Why Do We Believe One Size Fits All?

Blaine Wilson
Facilitating Group Coaching / Shared Medical Visits- A New Model for Medical Fitness

10:20 AM - 10:50 AM

Awards Ceremony Part 2
Room 224 F-H
Medical Fitness Professional of the Year, Program Innovation, Regional Rising Stars, Certified Facility & Medical Fitness Week

10:55 AM - 12:00 AM

AB Keynote - Lou Holtz, Legendary Football Coach, Author & Broadcaster: "Game Plan for Success"
Room 224 F-H

12:00 PM - 5:00 PM

Trade Show - Expo Floor Over 250 Exhibitors
Bingo Cards, Medical Fitness Foundation **Shoot The Hoops fundraiser** at the Expo Free Throw Court 1-2 PM (Booth 945) & Foundation raffle tickets available
Be Sure to Visit the MFA Pavilion (**MFA Booth 437**)

MFA Regional Meetings

Everyone is welcome to join in & meet medical fitness professionals from your region

3:00 PM - 3:30 PM

Central
Room 224B

South Central
Room 224C

South East
Room 224D

North East
Room 224E

West & Int'l
Room 224A

3:45 PM - 4:15 PM

Poster Presentations
Table-Top Displays within MFA Seminar Hallway

Sign-Ups for Outcomes & 2020 Speakers
MFA Seminar Hallway

4:30 PM - 5:30 PM

Medical Fitness Association Keynote: Room 224 F-H
Dr. Catherine Collings, FACC, ACLM, MS, DipABLM - Cardiologist
"Maximizing the Exercise Specialist Role in the Lifestyle Medicine Team"

5:30 PM - 6:00 PM

MFA FELLOW INFORMATION SESSION
Bob Boone, President & CEO, Medical Fitness Association
Room 225

6:00 PM - 8:00 PM

MFA Fellows Reception - Jack's Place in the Rozen Plaza Hotel
Private - By Invitation Only

8:00 PM - 11:00 PM

Athletic Business Welcome Reception - B.B. King's Blues Club
Open to all conference attendees. Must have name badge to enter.

FRIDAY, NOV 15

Bridging The Gap

6:30 AM - 8:00 AM

Early Morning Workouts in the Exhibit Hall

7:00 AM - 9:00 AM

Medical Fitness Association Industry & Strategic Partners Breakfast

Room 225

Private - By Invitation Only

7:30AM - 5:30 PM

**Medical Fitness Association
Registration Desk Hours of Operation**

Turn in CEC booklets

8:30 AM - 9:20 AM

Roundtables

224A/Topic TBD

224B/Topic TBD

224C/Topic TBD

224D/Topic TBD

Tracks 9:30 AM -
12:30 PM**Performance Based
Medicine**
Room 224B**Improving Health**
Room 224C**Technology for
Today's World**
Room 224D**EIM Track**
Room 224E**Wellcoaches Track**
Room 224A

9:30 AM - 10:20 AM

Keith Kaminski
Defining the
Customer JourneyRuth Meyer 2
Aquatics & AgingDr. Deb Kegelmeyer
We Can Reduce Falls
& Improve Member
Well BeingDr. Jennifer Trilk -
Exercise is Medicine
Greenville - The
Classroom-Clinical -
Community Model for
Lifestyle Medicine &
Population HealthDr. Catherine
Collings & Blaine
Wilson - The
Lifestyle Medicine
Team: Health Care
that Delivers Value

10:30 AM - 11:20AM

Emily Jamroz
Transitioning to
Pulmonary FitnessAnneke Hill
& Jenny Langdon
Volunteers - An
Untapped ResourceAndrea Layton
The Art of Being a
Resilient LeaderDr. Jay Groves
The Standardization of
Community Based
Supervised Exercise
Programs: A Call to
ActionGary Sforzo
Evolving Evidence:
A Compendium of
Health & Wellness
Coaching

11:30 AM - 12:20 PM

Julie Tupler - How
to Check for a
Diastasis RectiBeth Brooks & David
Zid - Physical
Therapists & Fitness
Trainers: Partners in a
Wellness ProgramDr. Debbie Bellenger
Working with Allied
Health ProfessionalsDr. JoAnn Eickhoff-
Shemek - Exercise
Prescription for
Clinical Populations:
Mitigating Legal
Liability RisksBrad Roy
Integrating Health
Coaching within
Medical Fitness
Programing

11:30 AM - 12:30 PM

AB KEYNOTE - Bonnie St. John, Paralympic Ski Medalist, Fortune 500 Business Consultant, Rhodes Scholar, Former White House Official & Best-Selling Author: **"Normal is Overrated - Aim Higher!"****MFA COMMITTEE MEETINGS**

All are invited to learn about the work of the Committees & to sign up for 2020. Earn Fellowship points!

12:30 PM - 1:00 PM

**Certification
Room 224B****Conference
Room 224C****Education
Room 224D****Marketing
Room 224E****Membership
Room 224A**

12:30 PM - 4:30 PM

Trade Show - Expo Floor Over 250 Exhibitors
Bingo Cards, Medical Fitness Foundation **Shoot The Hoops fundraiser** at the Expo Free Throw Court **1:30-2:30 PM** (Booth 945)
Be Sure to Visit the MFA Pavilion! (MFA Booth 437)

4:30 PM - 5:30 PM

MFA Registration Booth & Trade Show Booth Breakdown

Drop off CEC booklets at the MFA Registration Desk