Everyone is welcome to the Virtual MFA South Central Regional Conference

Agenda
Thursday, March 26th

10:00 - 11:00 ET - Maximizing Your Medical Fitness Facility Revenue by Optimizing Your Fitness Services Business Models

Speaker: Cosmo Wollan

Medical Fitness facilities do a strong, often exceptional, job of delivering medically-directed services such as post-rehab therapy, and programming to address hypertension, diabetes, active aging, etc. But the majority of Medical Fitness facilities also offer a more generic “open-to-the-public” health club component that typically is under-performing financially.

This seminar will analyze why this fiscal challenge exists and what can be done to address it – often using existing resources, staff and equipment – simply by rethinking some of the fitness service business models. We will discuss the most common and most profitable adjustments to Personal Training and Small Group Training services and introduce a few new, proven effective profit centers that can be easily implemented.

11:15 - 12:15 ET - Getting It Done Right: Tips for Developing an Effective Educational Presentation

Speaker: Melissa Ziegler

Do you have a great topic for an educational presentation but do not know where to start? This session is designed to provide strategies for constructing an effective submission for any educational presentation.

Everything from the title to the learning objectives are essential in submitting for and developing a presentation that is well-structured, designed to keep the audience engaged, and ensure that your presentation achieves the learning outcomes.

2:00 - 3:00 ET - MFA Facility Certification: A Straightforward Method of Preparation

Speaker: Ginny Schwartz, Director of Quality Assurance & Safety at Power Wellness

Established, medically-based fitness centers have everything they need to undertake the process of MFA facility certification. This interactive presentation familiarizes the center management with the certification process and outlines how to prepare and confirm that the facility meets all of the criteria for a successful and stress-reduced accreditation process.

Are you Ready? Before applying; understanding the pass/fail criteria and establishing an operational consistency for those items before applying for certification. The application process clarified.

Show off your Center! Organizing your artifacts. Binder preparation structured to clearly show that your facility meets the guideline criteria. Show what you do every day that makes your facility different from the storefront gym down the block.

Preparing your staff: Relax! Everyone knows their job and they are not expected to know everyone else's job! Review emergency responses and department policies; know what your responsibilities are in specific situations. Don't try to memorize "perfect answers". Be honest and admit that you would refer some problem solving to others if it will result in a better solution.

3:15-4:15 ET - Connecting With Veterans With the Common Language of Whole Health: What is Important to You?

Speaker: Ruth Meyer

How many of you ask your clients/patients: Where do you see yourself in 3-5 years? Will your current choices allow you to live as you want and to achieve your hopes and dreams?

The Whole Health initiative within VA started in 2013 and has evolved since then with 5 pilot sites and multiple early adopters. The process is now mandated throughout the Veterans Healthcare system.

The DOD and VHA have been improving their collaboration as they move to embrace Whole Person health (integrative, functional wellness) approaches to well-being. The initial pilot sites revealed evidence for the benefits of providing health coaching to promote self care and integrative medicine for managing chronic conditions. Much of this action is in response to the opioid crises, the prolonged active wars and the aging out of the Vietnam era veteran who have suffered in silence. Resulting in a perfect storm of healthcare needs by veterans.

Whole Health integrates 8 components of well-being, provides education and coaching to develop Personal Health Inventories (PHI) followed by Personal Health Plans (PHP), helping both veterans and VA employees to be actively engaged in their well-being. Improving their understanding of their current health in a non-judgmental way, looking at triggers and stressors and improving personal communication and engagement with health care professionals to prioritize “What is important to me?”