SEMFA Regional Conference
Agenda
Thank you to our sponsors!!
Wednesday, May 20th

Preconference Activities:
2:30 - 5:00 pm - Director and Facility Credential Testing - Located in the LIFT Upstairs Education Suite

5:00 - 7:00 pm - Opening Event at the DoubleTree Hotel - 1770 US-45 Bypass, Jackson

Thursday, May 21st

All SEMFA Conference sessions are in the LIFT Upstairs Education Suite.

8:00am - Registration

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

9:00am - Keynote Address: The State of Health
Dr. Lisa Piercey, MD, MBA, FAAP - Commissioner for the Tennessee Department of Health

Achieving optimal health involves multiple factors, most of which are outside of traditional “sick” care. The medical fitness approach is ideally suited to address the lifestyle factors which drive the inordinate burden of chronic disease in our state. This session will focus on state-level efforts to prevent and mitigate the drivers of poor health in Tennessee.

Lisa Piercey, MD, MBA, FAAP, was honored to join Governor Bill Lee’s cabinet upon his inauguration in January 2019, as the 14th commissioner for the Tennessee Department of Health. Preceding her public service, Dr. Piercey spent a decade in health systems operations, most recently as Executive Vice President of West Tennessee Healthcare, a public, not-for-profit health system with over 7,000 employees servicing 22 counties. Her executive responsibilities included oversight of five rural acute care hospitals, two inpatient rehabilitation hospitals, a behavioral health hospital and eight community mental health centers, and the system’s population health initiatives. Prior to this role, she served as the Vice President of Physician Services, managing the 17 clinics and approximately 90 providers of the West Tennessee Medical Group.

10:15 - 11:15am - Importance of Fitness Assessment for Bariatric Patients

Speaker: Ambre S. Bjorntvedt, ACSM EP, Exercise Physiologist-Site Lead - Wake Forest Baptist Health - Weight Management Center

The prevalence of bariatric surgery is increasing. An increasing number of members in fitness facilities have undergone bariatric surgery or are planning to do so. Learn what the exercise recommendations are for this population and why utilization of fitness assessments should be a key component of care.

Learning Objectives:
- Explore how fitness assessments can be used to assess risk pre-surgery
- Use fitness assessments to develop exercise plan
- Recommendations for exercise prescription for bariatric patients pre and post surgery
11:30am - 12:30pm - USMC Leadership for the Medical Fitness Industry  
**Speaker:** John Caliri, Director of FirstHealth Fitness

The audience will learn how important it is to have good leadership which drives good performance. Participants will walk away with keys to leadership for life.

Before beginning a career in the fitness industry John served in the United States Marine Corps as an infantry squad leader. He credits much of what he has done since then with that experience.

12:30 - 2:00pm - Lunch & Vendor Expo

1:15 - 1:45pm - SEMFA Business Meeting - All are welcome!

*Lunch & Business meeting will coincide in the LIFT Education Suite.*

2:00 - 3:00pm - Training for Function and Injury Prevention with Therapeutic Exercise  
**Speakers:** Kent Schott, ATC, Fitness Manager - LIFT Wellness Center  
Miki Martin, PT, MBA, Director - LIFT Wellness Center

Therapeutic exercise refers to a wide range of physical activities that focuses on restoring and maintaining strength, endurance, flexibility, stability, and balance. The goal of a prescribed exercise program is to not only improve function and performance, but to do so at minimal risk for injury. This presentation will offer program design considerations for athletes and non-athletes from the perspective of the Allied Health Professional.

3:15 - 4:45 pm - Roundtable Discussion  
**Topics:**

- Fitness - Moderator: Paige Jones, III, ACSM CEP, EIM3, Fitness Center Manager at Piedmont Healthcare
- Administration - Moderator: John Caliri, Director at FirstHealth Fitness
- Member Retention Strategies - Moderator: Syrena Flowers, LIFT Wellness Center Membership Manager

We will open up the floor for Conference attendees to gain insight into these topics. This is a great opportunity to ask questions, learn best practices, and share your challenges/successes.

6:00 - 9:00 pm - Reception at The Blacksmith, 216 North Shannon Street, Jackson
Friday, May 22nd

8:00am - Visit with Partners and Vendors

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

9:15 - 10:15am - Working with Allied Health Professionals
**Speaker:** Dr. Debbie Bellenger, Senior Vice President of Healthy Living - YMCA of South Florida

Learn how to partner with allied health professionals to increase referral driven revenues for your center.

**Learning Objectives**
- Highlight how to obtain medical wellness referrals
- Outline what is needed from wellness staff to partner with providers/allied health professionals
- Outline step down programs that are needed by our allied health partners

10:30 - 11:30am - Clinical Wellness Integration
**Speaker:** Beth Gross, Director, Clinical Wellness Development - Riverside Health System

The lecture will discuss the key benefits of integrating into the health system, including medical groups. We will discuss the importance of working with the physicians in developing program, breaking through barriers in getting programs up and running, and the importance of utilizing the electronic medical records system. Individuals will take away useful information to help start or further their program.

Box Lunch To Go

Thank you for attending the SEMFA Regional Conference!
Thank you to our host, LIFT Wellness Center!

We hope to see you in Baltimore on Nov. 3-5, 2020 for the MFA Annual International Conference!