Thank you to our sponsors!!
Wednesday, April 15th

6:00 - 8:00pm - Early Bird Reception at _HOTEL________ Any conference attendees in town early are welcome to attend!

Thursday, April 16th

8:30 - 11:00am - MFA Director Credential Exam
10:30 - 11:45am - Registration / Vendor Networking / Facility Tours
12:00 - 12:05pm - Welcome - Alan Loyd, Executive Director of Beacon Health & Fitness
12:05 - 12:20pm - Opening Remarks - Bob Boone, President & CEO of MFA

12:30 - 1:30pm - Improving Physical Fitness after an Esophagectomy and Gastrectomy

Speaker: Timothy Mead, Associate Professor - University of St. Thomas

Increasing population rates of esophageal cancer and obesity are resulting in more patients seeking physical rehabilitation following bariatric surgery or esophagectomy. Guidelines for exercise are often general and sometimes inappropriate. Adequate and specific physical exercise prescriptions are needed in order to minimize complications and improve quality of life. The surgeries are complicated with lengthy recovery so professionals need to provide adequate exercise recommendations to enhance rehabilitation outcomes.

Learning Objectives

- Participants will learn about the history and some causes of esophageal and gastric diseases leading to removal of these organs.
- Participants will become aware of the treatment procedures used and potential complications affecting a patient’s ability to exercise following an esophagectomy and/or gastrectomy.
- Participants will identify appropriate physical exercise for patients recovering from an esophagectomy and/or gastrectomy at various post surgery timelines.

12:30 - 1:30pm - The Ultimate Challenge

Speaker: Yvette Dixon, General Manager - Hancock Wellness Centers

The Ultimate Challenge is a program designed to influence membership growth as well as providing an opportunity for members and non members to compete for Moves! Non members are welcomed into the facility during this designated time and are assigned a team lead. These team leads are responsible for motivating, encouraging, and even leading additional workouts with their group. The team with the highest average moves wins. The individual with the highest amount of moves wins. These winners will receive $25 credit towards dues or a service.

1:30 - 2:30 Lunch & Vendor Networking
2:30 - 3:30 - Aquatic Operations: From Risk To Revenue - Systematically Reducing Pool-Related Risk Factors while Creating Growth Opportunities  
Speaker: Wes King, Founder - Wesley King Consulting, LLC

This session will present specific risk factors in and around pool environments, along with targeted solutions to reduce those risk factors while providing tangible steps towards maximizing the value of your aquatic facility.

**Learning Objectives**
- Learn & review 8 specific risk factors & how they relate to reducing risk within a fitness/health club environment
- Understand how layers of risk provide opportunities to strengthen team engagement & increase safety process “buy-in”
- Identify ways to strategically maximize your pool’s value through risk reduction, marketing & overall promotion of enhancements

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2:30 - 3:30 - Benchmarking and Outcomes  
**Speaker:** David Flench, MBA, FACHE, FMFA, ACSM-cEP, Director, Wellness Centers & Diabetes Education - Hancock Health

This session will cover the why’s and what’s of benchmarks and outcomes - why do we track them and how to best use the data we collect. We’ll talk about programmatic outcomes vs business outcomes; what your hospital administration wants to know; how to use benchmarks and what they mean; and the importance of incorporating the data into your facility’s “story.”

**Learning Objectives**
- Understand the importance of tracking outcomes, how to communicate them and the MFA outcome protocols
- Understand which benchmarks to use and how to use them
- Identify ways to use the data to inform your hospital administration and explain the medical fitness difference to your community

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3:45 - 4:45 - Health & Wellness Center Relevance and Opportunity..."Completing Population Health Strategy"  
**Speaker:** Doug Ribley, MS, FMFA, Sr VP Health & Wellness Services - Cleveland Clinic Akron General, Health & Wellness

Healthcare population health strategies are broad but must include a component dedicated to physical activity, nutrition and health education. The Health and Wellness Center model is a proven vehicle for helping the community manage and/or prevent chronic disease. This presentation will help attendees better understand the healthcare landscape in an effort to achieve medical fitness center business success, operating tactics, surround wellness access, and meaningful health outcomes.

**Learning Objectives**
- Receive current information on the health care landscape and implications to wellness strategies. Access and population health solutions will be shared.
- The Health & Wellness Center model and keys to success related to existing center operations and new project development, including market, operating tactics and program
- The growing role physical activity, nutrition and health education will play within the continuum of care along with business and participant outcome considerations will be shared.

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3:45 - 4:45 - Medical Integration using Pilates as the Bridge between Clinical & Fitness  
**Speaker:** Del Stukel, Group Fitness Coordinator - Beacon Health & Fitness

**How to Integrate Physician, Physical Therapy and Fitness by using Pilates**

**Learning Objectives**
- Create a Vision on how to Integrate Medical and Fitness – The Plan
- Educate Physicians, Physical Therapists and Fitness Professionals on the Benefits of Incorporating Pilates
- Develop a Pilates Team and Create Programs for Special Populations
3:45 - 4:45 Keynote: [Title]

Speaker: Summary

Bio

5:45 - 6:15 Facility Tours Available

6:30 - 9:00 Dinner Reception at _________________________ Sponsored by _____________
Friday, April 17th

5:00am - Elkhart Health & Aquatics Opens - Free Access for Conference attendees
6:45 - 7:30am - Special Fitness Class for MFA Conference Attendees

8:00 - 8:20am - State of the Association - Bob Boone, President & CEO of MFA

8:30 - 9:30am - Physician Immersion in Clinical Programs

Speakers: Michael Messmer, D.O., Medical Director - Beacon Health & Fitness Center
          Jake Phillips, M.S., Clinical Integration Coordinator - Beacon Health & Fitness Center

This presentation will detail the processes and procedures for increased physician involvement in clinical programs at an MFA facility. This will discuss how physicians can integrate effectively into physical therapy, sports performance, and clinical fitness programs. It will show an effective way a patient can start with seeing a physician then be referred to physical therapy, and ultimately transition into a fitness facility. The process of working with fitness specialists and personal trainers after this transition will also be discussed. The presentation will also discuss physician referral in all clinical exercise classes and objective outcomes from those classes.

Learning Objectives:
- Creating a bi-meeting w/multiple disciplines represented to discuss special cases with regard to exercise programming
- How physicians can integrate themselves into physical therapy and clinical exercise classes
- Different ideas for clinical fitness programs and how to objectively track patient results in these programs

8:30 - 9:30am - Aquatic Interventions for Back Pain Sufferers

Speaker: Tracy Littelmann, MS ATC CET, Athletic Trainer - TriHealth Fitness and Health Pavilion

Review general back anatomy and how the principles of water can assist individuals plagued by back conditions. Participants will understand how water can provide exercise opportunities in both shallow and land outlets. Also instructions on how to use additional aquatic exercise equipment will be addressed to add variety and progressions to one’s routines.

Learning Objectives:
- Review water principles and how aquatic exercise can benefit individuals suffering from a variety of back conditions.
- Introduce exercise for both shallow and deep water routine in all fitness components with consideration for back issues.
- Provide aquatic exercise modifications for continued exercise success to strengthening the back.

9:30 - 10:00 Break & Vendor Networking
10:00 - 11:00am - Effects of Maternal Exercise on Fetal & Childhood Development

**Speaker:** Camille Ferrandino - City of Lakewood Parks & Recreation

Within the scope of the public health industry, the main focus is to enhance the well-being of the population. One of the most difficult challenges is improving a person’s health despite his or her extensive history of an unhealthy lifestyle. However, the industry has failed to realize the impact a healthy lifestyle can have on those not able to make their own decisions yet: the unborn fetus. Some research throughout the years has suggested that a mother can predispose the fetus to a healthier lifestyle by maintaining a healthy pregnancy. While many phenotypic traits such as body type, hair color, eye color, and sex are all un-modifiable genetic characteristics, there are some internal traits that may be improved during fetal development, such as organ development, body composition, and neural functioning. Thus, the question exists: through maintenance of a healthy lifestyle during pregnancy, could it be possible to program an infant to be healthier in later life?

**Learning Objectives**

- How maternal physical activity during pregnancy positively affects the development of a fetus
- How maternal physical activity affects labor and post-partum recovery
- What the long-terms effects of maternal physical activity are on a growing child

10:00 - 11:00am - Group Fitness, Small Group Training & Retention: How to Maximize the Stickiness of Your Group Training Programs

**Speaker:** Leigh Wierichs, Global Training and Education Manager - Life Fitness

Group Fitness and Small Group Training Programs can be a powerful way to create connections in your facility and retain members. In this presentation we will dissect how to create the most powerful group programs for your facility and create a community within your facility.

**Learning Objectives**

- Gain an understanding of Small Group Training & Group Fitness and how they fit into the landscape of successful facilities.
- Understand the return on investment of your group fitness and small group training programs: how to measure success and shift programming to maximize participation
- Learn ways to increase connection in all of your group programs so that members come to group programs and stay. Learn how to create a community within the facility

11:15 - 11:45am - Breakout Roundtable #1 - Insurance-Based Program

**Moderator:** Jake Campbell, Director of Health & Wellness at ALIVE-Hayes Green Beach Memorial Hospital

11:15 - 11:45am - Breakout Roundtable #2 - Discussion About Facility Being Open 24 Hours

**Moderator:**

11:45 - 11:55am - Final Thoughts - Bob Boone, President & CEO of MFA

11:55am - Noon - Thank You’s - Alan Loyd, Executive Director of Beacon Health & Fitness

12:00 Boxed Lunch To Go

**Thank you for attending the Central Regional Conference!**

A special thank you to our host facility, Beacon Health!

**We hope to see you in Baltimore, MD on Nov. 3-5 for the**