



# 2021 MFA Annual Conference Keynotes & Sessions

## **KEYNOTE: Mind Over Myth**

**By Dr. Mark Faries, Associate Professor, Texas A&M AgriLife Extension Service – Wednesday, October 27, 1pm**

Time has told us that fad diets, quick fixes, and the contraptions that squeeze, roll, suction, press and jiggle are not the long-term answers to reaching and maintaining our health goals. Yet, a common challenge to lifestyle medicine practice is the handling of misinformation, myths, and fallacies (mistaken beliefs) that predominate the health, medical, nutrition, and fitness industries. This presentation will introduce you to the origins and implications of myths that predominate, as well as provide an understanding of and skillset to properly use scientific evidence to debunk potential fallacies, as evidence-based practitioners.

### **Learning Objectives:**

- Recognize common core principles of most health and fitness myths.
- Explain the theoretical and practical reasoning behind why and how health and fitness myths exist, are believed, and are perpetuated.
- Utilize a simple, step-by-step process on how to use reason and an evidence-based approach to 'bust' health and fitness myths.

### **Dr. Mark Faries Bio**

I have an integrated background in behavioral medicine, exercise/dietary psychology, exercise physiology and extension-public health. My primary research explores why and how people initiate and maintain healthy behaviors, with a focus on theoretical and self-regulatory aspects of healthy lifestyles and chronic disease prevention (e.g., physical activity, healthy eating, weight control). The long-term aim of this research and associated extension efforts is to provide novel and 'out of the box' perspectives to understand and affect successful health behavior change and maintenance.

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## **KEYNOTE: The Future of Health and Wellness in our Rapidly Changing World**

**By Kevin McHugh, COO, The Atlantic Club – Thursday, October 28, 4:30pm**

It is all about growing the industry and developing oneself into the most complete Health, Fitness and Wellness Leader and professional that will inspire others to get more involved in making our industry stronger. It starts with One person in One Organization to start the movement!

## Learning Objectives:

1. The importance in coming together as ONE United Industry Voice. Kevin McHugh is currently on the BOD of The National Health and Fitness Alliance as well as lead and cofounder of the NJ Fitness Alliance. These groups were developed for the pandemic but have a vital role as the entire industry repositions itself to interact with the government at all levels from Mayors to the President of The United States. Will show how we can avoid being first to close and last to reopen- because of the stigma that "GYMS" have in the minds of many politicians. There will be a list of actions that all attendees can start engaging themselves and their businesses which will grow their business but equally important their career. Attendees will better understand the WHY as well as the HOW and then the WHAT they can do to be a national Industry contributor.

The NHFA and The State Alliances are open to all members of the Health, Fitness and Wellness Industry- no one is excluded due to their being tax-exempt, Commercial, Hospital based or an Association. You simply need to support the benefits of fitness. Kevin will provide examples where individuals have grown their professional and personal skills through their involvement outside of their local Club operation.

2. Hospitals need, as well as their patients, the next step that cannot be provided by 99% of Hospitals to get their Stroke, Diabetes, Cardiac Rehab, Cancer as well as other Chronic Disease patients to their Optimal Wellness. The Atlantic Club Medical Fitness Team is working with the largest Hospital Network in NJ to offer when the hospital has graduated their patients as best as possible, The Optimal Health Pass-On Program. These programs are not about Membership, they are about Outcomes and are developed by the Hospital Senior Leadership and The Atlantic Club Medical Fitness Group per discipline.

The win is that the Hospital has no need to invest in the program and receives the benefits of their patient having a healthier future with fewer expensive medical events. The Atlantic Club benefits with the alliance in obtaining physicians with confidence providing Medical Referrals that will not only fill programs that will provide their patients excellent outcomes but also leads to approximately 45% joining the Club in the future.

3. Medical Fitness and Hospital Based Clubs can greatly benefit from better understanding the best practices of Commercial Clubs in growing their businesses and market positioning. Commercial Clubs can also grow their businesses by better understanding the best practices found in the Medical Fitness Clubs.

The future success and major growth opportunity for The Medical Fitness Association is having both sectors operating with the highest standards being fully integrated into the future of the MFA.

The MFA's future is exciting when we can impact the nation with hundreds of additional Hospital-based and Commercial Health, Fitness and Wellness Clubs that are meeting and exceeding the MFA Standards and Guidelines. The industry will be working with all groups to achieve a distinct SIC Code that differentiates and segments the industry to avoid being unable to reopen due to unfounded assumptions.

This is an exciting time to be in the Health, Fitness and Wellness Industry. It requires managers and organizations to have the ability to Change, exhibit Flexibility and be willing to explore concepts outside of their comfort zones. The MFA's Educational Platform for the future that is aligned with the MFA'S

Vision as well as the outstanding members and their ability to network and share ideas and concerns will make MFA the Association that will be strongly positioned to grow into the future.

## **Bio**

**Kevin McHugh** has been with The Atlantic Club in NJ for 28 years as the Marketing Director and currently as the COO. He previously worked in consumer goods in marketing brand management and sales leadership. Kevin has a BS in accounting and an MFA with a concentration in Marketing. He has been an Adjunct College Professor for 20 years in Marketing and Management. Kevin founded and leads the NJ Fitness Alliance.

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## **MFA Annual Conference Sessions**

### **Wednesday, Oct 27**

#### **Impacts of Exerciser Behavior Research in the COVID Era: An Immediate Action Plan to Re-Engage Exercisers**

**Speaker:** Leigh Wierichs MS, Training & Education Manager, Life Fitness

In this session, we will dig into how exerciser behavior has shifted from January 2020 through present. How has COVID impacted how and how much people are exercising? We will use the key takeaways from this research to focus on the key programming elements required to re-engage your exercisers. From there, we will develop a clear action plan for facilities on how to craft programs and marketing campaigns to hit the “missing pieces” from the at-home or virtual exercise experience and re-inspire exercisers that are no longer active.

#### **Learning Objectives**

- To understand exerciser behavior and how it shifted from January 2020 to present.
- To dig into the key takeaways from the research in terms of what will bring exercisers back to facilities.
- To learn how to craft programs and marketing campaigns that meet these exerciser needs and re-engage them in the in-person fitness experience.

## **Bio**

**Leigh Wierichs** has over 24 years of experience in the fitness industry, specializing in education for group fitness instructors and trainers, military fitness, wellness education and programming, facility management and design, and sales. She holds a BA in Chemistry from Princeton University, a Master of Science in Kinesiology from University of Texas – El Paso and a Master’s of Fine Arts in Dance from the University of Arizona. She has dedicated her career to promoting movement and exercise as a part of a vibrant and healthy life. Wierichs’ professional certifications include group fitness instructor and personal trainer (ACE), Les Mills instructor and national trainer, Johnny G Spinning, Certified Row Coach (Row House) and White Belt (NIA – Neuromuscular Integrative Action).

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#### **Visionary Leadership: The 6 Questions Leaders Must Answer in Order to Build a Great Organization**

**Speaker:** Luke Carlson, Founder/CEO, Discover Strength

Learn how great leaders inspire a shared vision, articulate that vision, and then use that vision to build a great organization. This presentation takes a leader from the vision component of the business to the “traction”

component of the business. Visionary Leadership is one of the final untapped competitive advantages in all industries. This presentation will outline the steps to becoming a visionary company.

### **Learning Objectives**

- Learn how great leaders inspire a shared vision, articulate that vision, and then use that vision to create results. This presentation will introduce the 6 key questions that leaders must inspire a shared vision around.
- Attendees will learn the 4 tools that allow them to use the vision to build a great organization.
- This presentation will integrate the work of Jim Collins, Gino Wickman, Verne Harnish, Jim Kouzes, Barry Posner, and Patrick Lencioni and will leave members with the specific action steps to strengthen the vision and strategic foundation of the enterprise. Ultimately, when the Vision component is clear, all other decisions become easier.

### **Bio**

**Luke Carlson** has presented to audiences in a variety of industries across the globe; he has been a featured speaker at FILEX in Australia, TaiSPO in Taiwan, ChinaFit, the Annual IHRSA Convention, the IHRSA European Congress, The Fitness Leaders' Summit, the European Congress of Sport Science, Mindbody BOLD, Fitness Brazil, and the IHRSA Institute for Health Club Executives. Additionally, Carlson has provided keynotes and leadership presentations to private and public companies across the United States. Carlson is one of the top-rated Vistage speakers in North America.

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## **Three Tweaks for Your Weight Management Program to Promote Lasting Change**

**Speaker:** Regina McWhirter, Registered Kinesiotherapist, Tibor Rubin VA Medical Center

Research shows that standardized weight management programs are not as successful as personalized programming. Many standardized weight loss programs focus on the numbers on the scale, but for greater long-term success, weight management programs must offer a personalized program experience that focuses on the client's functional abilities and not just the numbers on the scale.

This presentation will review current issues with standardized weight management programs and provide modifications to these programs so that your client will look forward to their one-to-one training sessions. This presentation will review the current strategies used in the MOVE program at the Long Beach Veterans Affairs Medical Center.

The MOVE program at the Long Beach Veterans Affairs Medical Center is a nationwide program. These individuals sign up to participate for a minimum of 7 consecutive weeks of 1.5 hour informational session which consist of nutritional, psychological, daily activity tips and physical movement with printed handouts. These sessions are completed in a group setting and once the participants complete all 7 weeks of required education, they can then choose to attend the Kinesiotherapy MOVE portion which is an additional 8 weeks of physical activity.

Through this program, the participant becomes involved on their own, they gain friendships with others in their same type of struggle and, when they choose to attend the Kinesiotherapy MOVE portion, they have bought into their own success in the long-term weight management journey.

## Learning Objectives

- Identify current issues with standardized weight management programs.
- List alternatives to standardized weight management programs.
- Describe three modifications for their weight management program that they can implement today.

## Bio

**Regina McWhirter** received her bachelors from Long Beach State University in Kinesiology. She has proudly served the Veteran's Administrative for over 12 years. Regina is an active member in AKTA, and MFA. She was one of the original Kinesiotherapists involved in the creation of the MOVE program.

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## Innovation and the Post-Pandemic Turnaround: Why Now is the Time to Build a Culture of Adaptability and Innovation to Future Proof Your Business

**Speaker:** Joel Hungate, Director, Hancock Wellness Centers

The pandemic has forced a reckoning that is challenging our assumptions and reshaping healthcare in surprising ways — leaving us at a critical inflection point where medical fitness facilities must create a culture of innovation in order to survive and thrive under the only constant: Change. Join us as we explore how a culture of innovation led the pandemic turnaround at Hancock Wellness, and how you can leverage and measure best practices to future-proof your business.

## Learning Objectives

- Learn how and why a high performing culture of innovation is critical to survive the coming changes Post-COVID, and how to position your centers as an indispensable asset for the future of healthcare in your health system and community.
- Learn practical steps to build and measure a culture of sustainable innovation, empower all levels of your organization, inspire your team to challenge long-held assumptions to unlock untapped value, and drive clinical/operational excellence.
- Learn how Hancock Health embraced innovation and challenged assumptions to execute our post-pandemic turnaround—effectively erasing the lingering financial and membership-related pandemic losses in only 5 months across three medical fitness facilities.

## Bio

**Joel Hungate** is reimagining performance-driven healthcare delivery and the future of population health by shifting "stage zero" interventions and disease management to fully-integrated, clinical health and wellness centers -- removing barriers to access to care, driving clinical excellence and intelligent care coordination, and creating better stewardship of medical utilization to control total cost of care. As a Biomedical Engineer, holder of an Executive MBA, and with deep experience in medical device development, regulatory approvals, entrepreneurship, venture scaling, leading cross-functional teams, and delivering tech-enabled healthcare, he brings uncommon insights in innovation, growth, engagement, and retention strategies from experiences in startups and early-stage technology companies and deploys these concepts within health systems to unlock untapped value and future-proof their ability to serve their stakeholders.

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## Practical Coaching Skills for Lasting Health Behavior Change

**Speaker:** Michael Stack, CEO/Clinical Professor, Applied Fitness Solutions/University of Michigan

Behavior change is challenging; sustaining that behavior change over a long period of time is even more difficult. Often coaches and trainers blame their clients for "just not getting it," failing to realize their joint contribution to failed long-term change. Using emotional intelligence as our foundation, this presentation will explore evidence-based coaching communication skills that foster your clients' autonomy and self-efficacy. Building on these communication skills, the motivational interviewing framework will be introduced and discussed, creating an actionable framework for improving long-term health behavior change outcomes in a collaborative dance between coach and client.

### Learning Objectives

- Explore the concept of emotional intelligence as it relates to coaching health behavior change.
- Teach evidence-based coaching communication skills (the O.A.R.S skills).
- Discuss the motivational interviewing framework for facilitating lasting health behavior change.

### Bio

**Michael Stack** is a clinical professor at University of Michigan and Eastern Michigan University. He also is the founder and CEO of Applied Fitness Solutions. Michael is an ACSM-EIM Level II practitioner as well as having his CSCS and CDC DPP Lifestyle Coach certification. He is on the board of directors for the Michigan Fitness Club Association.

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## How Change Really Happens

**Speaker:** Keith Kaminski, Segment Director-Health Corp Performance, Technogym USA

Everything seems to be changing so fast and many things don't change fast enough, if at all. This highly interactive session looks at the natural change process to help uncover the spectrum of change. You'll be inspired by examples of how others have made change happen inside their organizations in a variety of contexts and we will use this inspiration to address some of the common hurdles to change within medical fitness.

### Learning Objectives

- Understand the natural change and improvement process through a highly interactive activity.
- Change is a spectrum, and it is important to understand this spectrum to prepare for success when planning to do something new and different.
- Uncover the common hurdles to change and progress in medical fitness and be inspired by examples of how others have made change happen in different contexts.

### Bio

Keith Kaminski serves as the Segment Director for the Health, Corporate and Performance (HCP) for Technogym North America. He has worked with Technogym for 11 years and has more than 20 years of experience in the fitness and wellness industry.

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## How to Design an Individualized Exercise Program to Address the Needs of the Post-COVID Syndrome Survivor

**Speaker:** Sheryl Brown, Director, PT, MSPT, Cooper Aerobics and Wellness

Although the majority of COVID-19 cases fall into the mild to moderate category with symptoms lasting less than six weeks, there is an increasing number of individuals who report ongoing or lingering symptoms that last greater than 12 weeks resulting in multiple body system involvement. The terms post-COVID syndrome or COVID-19 Long-haulers have been used to describe this special population of individuals. It is estimated that more than 9 million people have been diagnosed with this syndrome in the United States alone.

As those who developed mild to moderate COVID-19 seek safe ways to re-engage in exercise, fitness professionals will be increasingly asked to provide return-to-activity guidance and support. Key to implementing a successful strategy for returning to exercise should be the guiding principle of exercise as medicine, meaning the right dose of exercise based on the participant's signs and symptoms, areas of weakness, strengths and functional activity tolerance.

This presentation will include a review of body systems typically involved and their impact on activity. In addition, the importance of pairing movement with breathing to decrease shortness of breath and fatigue will be emphasized. The specific components of exercise programming for the post-COVID syndrome survivor, including prescription and progression, will be included.

### Learning Objectives

- Describe post-COVID syndrome.
- List body systems involved in post-COVID syndrome and their impact on activity.
- Summarize the importance of pairing movement with breathing to decrease shortness of breath in the post-COVID syndrome survivor.
- Understand how exercise programming should be prescribed and progressed in the post-COVID syndrome survivor.

### Bio

**Sheryl Brown** is the Programs Director at Cooper Wellness Strategies. One of her core job functions is to design, develop and implement population health and wellness exercise programming through collaboration with organizations across the U.S. including health systems, medical and commercial fitness facilities, actively aging communities, corporations, and educational institutions.

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## Practices and Tactics Consistent with the Top 10% Best Performing Medical Fitness Centers

**Speaker:** Doug Ribley, President, Douglas A. Ribley & Associates, Senior VP, Cleveland Clinic Akron General (ret)

As the Medical Fitness Industry emerges from the most challenging period in history it is more important than ever for medical fitness centers to be financially self-sustaining while producing safe and meaningful health outcomes. This session will present real-world practices and tactics that represent best practices among top



performing medical fitness centers. Specific steps to successful implementation will be covered along with information on how to avoid common pit-falls.

### **Learning Objectives**

- Receive information related to what medical fitness center success looks like.
- Learn specific development and operating practices and tactics common to the best performing medical fitness centers.
- Learn about successful implementation and how to avoid common pit-falls.

### **Bio**

**Doug Ribley** has been active in the development and administration of quality health, fitness and wellness programs and facilities for thirty-seven years. He has worked in the corporate, commercial and hospital-based arenas. After twenty-five years with Cleveland Clinic Akron General, Doug retired as Senior Vice President of Health & Wellness Services. Doug continues to serve the industry as President of Douglas A. Ribley & Associates which is a healthcare advisory business that has served as the lead consulting organization for dozens of wellness center turn-around and new development projects. Doug was instrumental in the development and operation of Akron General's three award winning Health and Wellness Outpatient Delivery Centers which represent a \$120 million investment. These centers emphasize prevention, early detection, rehabilitation and outpatient treatment in a unique, clinically integrated, environment.

Doug has been instrumental in the development of numerous hospital-based Health and Wellness center projects throughout the country and continues to provide leadership and insight related to the introduction of this model to communities and health systems locally, regionally and nationally.

Doug has served as a member of the Ohio State Governor's Council on Physical Fitness, Wellness and Sports, is a past President and Chairman of the Medical Fitness Association, is a recipient of the Medical Fitness Association's Pioneer Award, Founders Award, Distinguished Service Award and the MFA Special Recognition Award for his contributions to the advancement of the medical fitness and wellness profession. Doug is a frequent author and speaker and has been named a Fellow of the Medical Fitness Association and the Health Care Advisory Board Company

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## **How Movement Ergonomics Improves Holistic Care**

### **Speakers:**

Lindsay Mann-King, BS, CSCS, Certified Ergonomics Specialist, Premise Health

Ashley Onstott, MS, Fitness Services Manager, Premise Health

Christie Garrett, M.Ed., Sr. Fitness Center Manager

Ergonomics is the science of fitting the job to the worker including jobs related to a career path, jobs related to caring for others, jobs related to self-care and any other jobs you can think of. Since everyone encounters some form of ergonomics, ergonomics can provide an inclusive bridge to holistic well-being, which is available to diverse populations.

Understanding the connection between ergonomics, movement and workplace injury risk, wherever your workplace may be, begins with basic definitions and concepts. After becoming familiar with basic definitions and concepts you can begin to observe your population through the lens of ergonomics. Such observation



when combined with your expertise and medical fitness practices enables you to begin addressing ergonomics through movement, which we call movement ergonomics.

Learn how to integrate movement ergonomics into all programs and care plans whether you meet your population in-person or in a virtual setting. Movement ergonomics provides a pathway to holistic health for those still contemplating the journey, those seeking balance in the face of overuse and everyone in-between. Focusing on the relationship between movement ergonomics and the needs of your population allows you to develop strategies for intervention. These intervention strategies that feature movement ergonomics can reach diverse populations through inclusive programming. Ultimately, inclusive programming empowers your population to create healthy habits including healthy ergonomics.

### **Learning Objectives**

- Understand the connection between ergonomics, movement and workplace injury risk
- Learn how to address ergonomics in your movement program
- Develop strategies for a successful integrated program

### **Bios**

**Lindsay Mann-King, BS, CSCS**, is a Certified Ergonomics Specialist and the Health & Wellness Coordinator at Premise Health. She has her BS in Kinesiology with an emphasis on Anatomy, Physiology, Biomechanics, Exercise Physiology, Exercise Nutrition, and Health Promotion.

**Ashley Onstott, MS**, is a Fitness Services Manager at Premise Health in Blue Springs, MO. She has a BS in Anthropology, a BFA in Ballet and an MS in Exercise Science and Health Promotion. Ashley is a certified Medical Exercise Specialist, Health Coach and Personal Trainer. She is a national speaker on topics such as ergonomics, meditation, pre-natal/postnatal physical activity, behavior change and general fitness for Premise Health and their client partners

**Christie Garrett, M.Ed.**, is a Sr. Fitness Center Manager at Premise Health in Las Vegas, NV. She has a Master of Education in Kinesiology-Health & Exercise Science and a BA in Business. In 2019, Christie was recognized as the Manager of the Year. She has been recognized by CHRO in a list of “10 Leaders Who Are Doing Something Right” (out of 450 leaders).

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## **Thursday, Oct 28**

### **Safety Concerns for Medical Fitness Facilities**

**Speaker:** Tracy Richter, Quality Assurance and Safety Manager, Power Wellness

MFA certified facilities must comply with dozens of safety guidelines to ensure the safety of both employees and participants. Understanding the safety guidelines and everyday practices to increase safety and reduce risk are critical to the success of any organization. Medical Fitness Facilities have additional responsibilities to help ensure the safety of their employees and participants. Special populations can be susceptible to additional risks and facilities must take additional steps in policy, training, and awareness. In this interactive presentation, we will examine the safety concerns that are both common to all fitness facilities and unique to facilities working with special populations.

## Learning Objectives

- Identify the safety concerns at Medical Fitness Facilities: Physical Hazards, Human Hazards, and Professional Liabilities
- Discuss how the MFA Certification process evaluates safety at a medical fitness facility
- Provide a plan for Policies, Training, and Awareness that can create a safety mindset for the fitness facility employees and community

## Bio

Tracy Richter is the Quality Assurance and Safety Manager for Power Wellness Management. Since its inception in 1996, Power Wellness has organically grown, with experience managing over 50 locations for health systems, colleges, municipalities, and nonprofit institutions. As of March 2020, Power employed over 3,200 professionals, serving over 120,000 members at 35 locations in 15 states. Tracy's passion for safety and risk mitigation has helped Power Wellness managed facilities improve safety processes for employees and participants. Tracy provides each Power Wellness center with an in-depth understanding of their risk exposures and works closely with center management to continually improve safety. Tracy has assisted multiple Power Wellness facilities to prepare for their MFA certification.

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## Wellbeing not Wellness – Why Now?

**Speaker:** Debbie Bellenger, Health and Wellness Consultant, Pinnacle Health Management

This session is designed to highlight the difference between wellness and wellbeing and how the medical wellness industry can be ready to fill gaps in care for many segments of our population that need services that are becoming much higher in demand. Opening our facilities to behavioral health experts, social workers, care managers, dietitians; in addition to exercise physiologists, personal trainers, and group exercise professionals.

## Learning Objectives

- Identify the difference between well-being and wellness and why the importance of distinction between the two
- Learn how the medical wellness industry may assist in filling the gaps in providing well-being programming and education on the heels of covid
- Learn which programs may be added to your current offerings to increase well-being offerings to engage more of our local communities in our centers

## Bio

Debbie Bellenger has over 30 years' experience in health and fitness management in three countries. Her specialties include health and fitness programming, programs for women, and medical wellness programs.

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## Medical Fitness Marketing Musts: Your Top 20 Checklist for Success

### Speakers:

Elizabeth Studebaker, Senior Marketing Manager, Active Wellness

Jessica Crandall Isle, Marketing Manager, Active Wellness

Whether you are managing the marketing for your medical fitness center with a small team, or trying to juggle marketing on your own, it can be a little overwhelming – to say the least!

So where do you start and how do you know your efforts will pay off? The Active Marketing team has tested and piloted many tools for success. Learn about our top 20 marketing tools to help drive your marketing strategy, lead generation and build a connected member community.

### Learning Objectives

- Learn free and low-cost tools that you can immediately use to apply to your marketing and outreach efforts
- Identify marketing tactics to increase your brand visibility
- Leverage your staff and members to build brand loyalty within the club and throughout your community

### Bios

**Elizabeth Studebaker:** Elizabeth focuses on new business marketing and employee engagement and advocacy for the Active Wellness organization. She has over 10 years of fitness marketing expertise including working with medical fitness centers throughout the US to drive their marketing strategy and lead generation. She has been a speaker and publication contributor for IHRSA and served on the Medical Fitness Association Marketing Committee. She worked for Club One Fitness in San Francisco, and the Butterfly Life Franchise prior to working for Active Wellness. Elizabeth holds a Bachelor of Science degree in Journalism from California State University, Chico.

**Jessica Crandall Isle:** Jessica drives B2C communication strategy for multiple brands with a focus on medical-fitness integration. Jessica's 10+ years of fitness marketing experience, combined with a background in the community sector, gives her unique insight into creating mission-based brand experiences that support membership growth and retention. She has been featured in industry publications like Club Solutions and as a speaker at IHRSA's International Convention, and Club Industry's Future of Fitness 2021. Prior to Active Wellness she worked for Club One Fitness in San Francisco, and United Way of Greater Chattanooga. A Tennessee native, Jessica holds a Bachelor of Science degree from The School of Journalism & Communication at Southern Adventist University in Chattanooga, Tennessee.

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## Medical Fitness - New Development and Design Opportunities to Grow the Influence of Medical Fitness on Population Health

### Speakers:

Hervey Lavoie, Principal, Managing Partner, OLC Architecture, Interiors & Aquatics

Jay Groves, Executive Director, The Lake Nona Performance Club

The Medical Fitness industry emerged in the early 1980's, primarily as a strategy for hospitals and healthcare systems to expand their market share, re-shape their brand identity and to create a physical presence for extending their Physical Medicine and Rehabilitation Services into the community.

While medically based wellness centers have improved health outcomes for their members, there is little data that the Medical Fitness Industry has had any measurable impact on the overall health and wellbeing of entire communities. We believe that a for-profit, private sector developer model for strategically imbedding fitness centers into the ecosystem of planned communities with no defined hospital partner, may actually position the Industry for substantial growth opportunities while having an even greater impact on both the health and health behaviors of the populations which they serve.

### **Learning Objectives**

- Attendees will learn about emerging trends in Population Health Management, healthcare delivery and its relevance to the development of community-based, rather than hospital-based, fitness and wellness centers.
- Attendees will identify the strengths and challenges of hospital-owned and operated fitness centers compared to those facilities which can be incorporated by private developers into the design of planned communities, with no specific healthcare affiliation.
- Attendees will understand key emerging design features of community-based fitness centers which incorporate elements of recreational, adult, boutique and medical fitness with an eye towards clinical integration.

### **Bios**

**Hervey Lavoie** is President of OLC. In his daily work, Hervey is “hands-on” - actively involved in projects and has team leadership responsibility for design inspiration, client-centered creativity and mission fulfillment. In his 40+ years as a licensed Architect, Hervey has designed in excess of 45 medically-integrated, hospital-affiliated fitness/wellness facilities in the US. In Japan, he led the design of more than 40 fitness centers. Hervey has completed health, fitness, and athletic club design assignments in 48 states and 11 countries.

**James (Jay) Robert Groves** is an accomplished executive and leader with extensive experience building and managing staff responsible for providing Physical Medicine and Rehabilitation programs, Integrative Medicine, Medical Fitness and Wellness and Population Health Management Programs. Have had considerable success building and leading multi-disciplinary teams of health care professionals in efforts to deliver programs which impact the quality and cost of care while achieving and maintaining a sustainable business model. Skilled in strategic planning, business and program development, team-building and working collaboratively across organizational and departmental lines in a rapidly changing, matrix environment.

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## **Integrating the Traditional Medical Fitness Pathway with a Lifestyle Medicine Approach to Enhance Patient Outcomes**

### **Speakers:**

Jennifer Bacon, Vice President, Fitness, Premise Health

James McNichol, Exercise Physiologist Manager, Premise Health

Medical care has progressed a long way from the days of “take two and call me in the morning”. The medical community is evolving as lifestyle medicine and exercise as medicine concepts become mainstream. Similarly, the needs and desires of patients are evolving, with many wanting to take a more hands-on approach to improving their health. In this session, you’ll learn how to improve the connection and communication between medical and fitness providers, how to leverage the latest in fitness technology for patient monitoring, engagement, and education and how to track and report health outcomes. We’ll explore ways to develop and optimize workflows between med-fitness staff and other providers to avoid losing patients in the void that can

develop with interdisciplinary care. Join us to discover how integrating medical fitness with a lifestyle medicine approach can better equip and empower patients with the tools needed for lifelong movement and improved health.

### **Learning Objectives**

- Learn the key factors in successfully combining medical fitness and a holistic lifestyle medicine program to drive patient personal accountability and buy-in
- Uncover strategies to increase medical-fitness referrals and create workflows which lead to measurable health outcomes for a high-risk/high-cost population
- Discover how the use of technology in a medical fitness setting can create a cohesive patient experience and enhance program delivery and tracking capabilities

### **Bios**

**Jennifer Bacon:** Jen been in the fitness industry for 24+ years and has spent her entire career sharing her passion for physical activity with others. Her experience includes working in commercial, community and corporate fitness where she has held a variety of roles in site operations and management, regional account management, human resources, business development, product development and site implementations. Today she serves as the Vice President of Fitness for Premise Health and oversees the fitness product, sales and operations for Premise Health's book of fitness business nationwide. Jen has a BS in Math and Natural Science from Muhlenberg College in Allentown, PA and a MS in Applied Anatomy and Physiology from Boston University in Boston, MA.

**James McNichol:** James is an Exercise Physiologist Manager at Premise Health in Brentwood, TN. He has a Master of Science in Sports & Exercise Science – Applied Exercise Physiology Track at University of Central Florida and a Bachelor of Science in Sports & Fitness at University of Central Florida. He is also a Certified Strength and Conditioning Specialist from the National Strength and Conditioning Association (NSCA)

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## **The Integration of Technology, Medicine, Health & Fitness & Why Early Adopters & Innovators Stand to Win Big**

**Speaker:** JR Burgess, CEO, HealthOvators

The current state of uncertainty that the healthcare and fitness industry face, requires even more diligent focus and leadership from medical and health professionals to formulate cooperative solutions that help people take control of their health. We have been given an opportunity to communicate making health the top priority for the first time.

In the USA, we spend more on healthcare than any other nation in the world, yet we are not healthier as a nation. We will be challenged to improve our nation's health if we continue to focus on treatment after the fact, rather than prevention. Medical fitness adoption has yet to reach its potential due to the lack of proving successful and consistent outcomes, profitability, scalability, and effective integration.

While today's healthcare system has intense challenges to sustain long-term, there is a large opportunity for action takers to reinvent healthcare. COVID-19 has forced change. Wellness & healthcare disruption opportunities are far and wide. Now more than ever we need to leverage the power of technology, diversity, cross industry expertise, fitness, and medicine to create viable solutions.

Ego and profits before people-based solutions must get out of the way. Innovation, Collaboration, Education, and Integration is needed. Next-Level Healthcare needs a next-level business model.

This lecture will break down a blueprint that will demonstrate several opportunities for innovative models of care that prevents, reverses or better manages chronic pain and disease while preparing physicians, health and fitness professionals, health club owners, entrepreneurs and students to have impact, purpose, passion and profits.

### **Bio**

JR Burgess is the CEO of MedFit, also a #1 best-selling author. JR is a husband, father, coach and an international speaker. JR Burgess and Dr. Joel Baumgartner partnered to innovate a healthcare model that prevents, reverses or better manages chronic pain and disease. Together, their regenerative healthcare model includes non-surgical orthopedics, functional, primary care and medical fitness.

Medical Fitness has proven to be the difference in their healthcare model and the main driver of successful clinical outcomes. JR and Dr. Baumgartner believe that healthcare without exercise and solid nutrition as the foundation, is not healthcare. They have played an integral role in replicating the proven model in 62 clinics worldwide. Each clinic aims at redefining healthcare, empowering medical leaders and patients to co-create health and impact the world.

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## **Improve EIM Provider Referrals: Cracking the Electronic Medical Record**

### **Speakers:**

John Caliri, Administrative Director at FirstHealth Centers for Health & Fitness

Tim Smith, Clinical Program Manager at FirstHealth Centers for Health & Fitness

FirstHealth Fitness first launched its Exercise is Medicine referral program in 2010. Over the next 10 years referrals fluctuated, with an average of 43 referrals per month. You will hear of the obstacle and triumphs and learn how that shaped where the program is today, averaging 400 referrals per month. You will walk away with a simple basic plan for leveraging your own system's EMR.

### **Learning Objectives**

- Learn how the FirstHealth Fitness EIM program began.
- Learn how it is now set up in the EPIC EMR
- Learn how they leveraged the software itself to boost those referrals to an average of 400 per month.

### **Bios**

John Caliri has been in the commercial and medical fitness industry for 31 years, including 26 years with FirstHealth. FirstHealth owns and operates 6 centers serving more than 11,000 members in Pinehurst, Southern Pines, Raeford, Pembroke, Rockingham and Troy, North Carolina. While at FirstHealth, he created the FHC EIM program and led the team to reengineer to use EMR more effectively. A native of New Jersey, John moved to North Carolina while serving in the United States Marine Corps. John is recognized nationwide in the medical fitness industry for innovation and leadership.

Tim Smith has been with FirstHealth for the past seven years. He was responsible for the redesign of the physician referral program and EMR connection. Tim has a BS degree in Physical Education from UNC-

Wilmington and an MS degree in Natural Health from Clayton College. He is an ACSM Exercise Specialist, and a member of EIM and the World Combat Association.

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## **Survivorship Across the Spectrum: Transitioning the Breast Cancer Patient into Fitness”**

**Speaker:** Angela Dukaric-Page, Manager Adult Therapy Services, Woman’s Hospital

Survivorship is the time from cancer diagnosis, through treatment and beyond. Survival rates for women with breast cancer continue to improve. As women are living longer, the effects of cancer treatment are becoming apparent. These effects range from pain and fatigue to shoulder stiffness and weakness. Lymphedema, cardiac issues and bone loss may also be present. Fitness professionals need to screen for these issues and incorporate them when developing exercise programs for their clients.

### **Learning Objectives**

- Define and demonstrate basic understanding of key aspects of cancer survivorship.
- Demonstrate basic understanding of chemotherapeutic and radiological interventions for breast cancer and potential long-term side effects.
- Demonstrate basic knowledge of Surgical interventions for treatment of breast cancer and their potential musculoskeletal implications.

### **Bio**

Angela Dukaric-Page, PT, CLT is a clinical physical therapist with 27 years of experience in the out-patient and in-patient settings. She is currently the Manager of Adult Therapy Services at Woman's Hospital. Angela has spent the last five years focusing on the oncology population with a special interest in working with women diagnosed with breast cancer. She became a Certified Lymphedema Therapist in 2020.

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## **Friday, Oct 29**

### **Why Medical Fitness Facilities Should Embrace the Addition of Commercial Health Clubs to the MFA Family**

**Speaker:** Cosmo Wollan, Senior Executive, Synergy Cubed

A large number of commercial health clubs have joined the Medical Fitness Association, and many existing medical fitness facility MFA members seem to believe this is a “dilution” of the brand. This seminar will respectfully explain the flaw in this thinking and discuss why the addition of these non-medical clubs can provide significant benefit to true medical fitness facilities.

We will discuss the foundational reason these commercial clubs have joined, why their presence is actually beneficial to medical fitness facilities, and how the medical fitness facilities can leverage the commercial club presence to their patient, member and marketing advantage.

### **Learning Objectives**

- Learn why commercial health clubs want and need the MFA



- Understand several ways in which the presence of commercial clubs in the MFA can benefit medical fitness facilities
- Identify opportunities to leverage the commercial club presence to advantage in both marketing and member experience
- Be prepared to begin implementing programs that will eliminate the potential threat of commercial clubs to your member base

## **Bio**

Cosmo Wollan has more than 25 years' experience in the Health & Fitness and Medical Fitness fields. He is Senior Executive at Synergy Cubed, a fitness industry consulting firm, and co-Founder of the Fitness Is Medicine Initiative, whose mission is to bring medically directed fitness services and population health benefits to commercial health clubs. He is the chair of the Medical Fitness Association Education Committee and a member of the MedFit Network Education Advisory Board. He is a frequent national conference speaker and webinar presenter, and a recognized SME in profit center development, revenue stream optimization, medical fitness integration, retention strategies, sales training, and health club management.

In addition to developing an innovative, more fiscally productive business model for personal training operations and a unique, customer-centric "solving not selling" approach to membership and fitness services sales, his expertise, training, and guidance have designed new profit centers, improved clients' productivity, increased sales, on-boarded new hires, motivated employees, retained customers, and positively impacted the bottom line by creating superior customer engagement.

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## **Mental Fitness for Leadership Resilience**

**Speaker:** Stacie Banta, Owner, Staci Banta Inc.

This session covers Positive Intelligence research and applications to individuals and teams. Highlights are focused on the practicality of the Positive Intelligence system and the sustainable change that results in higher performance teams that have a better sense of well-being.

### **Learning Objectives**

1. Educate on Mental Fitness
 

Mental Fitness is your capacity to respond to life's challenges with positive rather than negative mindset. Mental Fitness training has a positive Impact on Peak performance, Peace of mind / wellness and Healthy relationships. Through research and factor analysis, only 3 core muscles are at the root of Mental Fitness.

  - 1) Saboteur Interceptor
  - 2) Sage
  - 3) Self-Command
2. Introduction to the Positive Intelligence system with findings of universal 10 Saboteurs and 5 Sage Powers. Research includes results from:
  - Hundreds of CEOs and their executive teams
  - Stanford students
  - World-class athletes
  - 500,000 participants from 50 countries

- Research summarized in the New York Times best-selling book, Positive Intelligence, translated into 20 languages.
3. Bring awareness to the process that supports sustainable Mental Fitness. Self-Command through daily training with the simplicity of the operating system. Lasting positive change requires 20% insight and 80% Mental Muscle. Introduction to training program and program plans.

### **Bio**

Staci Banta is an innovative coach and consultant focused on leadership resilience. Her unique style is rooted in human potential, mental fitness, embodiment, and neuroscience. Staci is passionate about developing leaders in project-based businesses to achieve improved creativity, higher performance, and improved well-being. By developing resilient leaders, it is her dream to support transformations that result in happier and healthier work environments. Her personal resilient leadership style is proven with program responsibility exceeding \$70 million USD with cross-functional teams across multiple organizations and countries. By cultivating trust with her teams, she empowers engagement that allows team members to shift paradigms to clear the way for sustainable change and success. Staci graduated from Boston University with a degree in Biomedical Engineering and From NYIT with an MBA.

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## **Advanced Communication Skills for Leaders**

**Speaker:** Glenn Daniels, Author & Speaker, Touch Stone Publishers Ltd

Advanced Communication Skills is a complete look at the powerful practices of great communicators. We will cover the fundamentals, skills, and techniques of some of the world's most outstanding leaders of all time. We will share the strategies and techniques required to gain Mastery over their business process, teams, and the bottom line during this workshop or keynote.

### **Learning Objectives**

- Essential and crucial conversational fixes
- How to deal with difficult people
- Giving and receiving feedback to create great teams

### **Bio**

Glenn Daniels has over 30 years of helping set strategies to create effective changes from within for thousands of individuals and organizations. Glenn is a Pulitzer Prize nominated author, TedX Speaker, and publisher. He uses storytelling to connect audiences with the skills and techniques that enable them to become great leaders rapidly. Glenn's clients are spread across various industries worldwide, including the U.S. military, communications, insurance, medical, funeral, energy, manufacturing, and retail. He has worked with some of the top names in the speaking industry and developed a fun and effective skills-and-technique-based style.

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## **Collaborating with the VA with Whole Health Language**

**Speaker:** Ruth Meyer, RKT

Veterans live in your communities and have specific life experiences that create a unique health profile. The Veterans Health Administration has implemented a veteran-centric health model that empowers and equips veterans and VHA employees to create a self-care plan applying SMART goals to achieve success in the journey of well-being. Using traditional clinical care, wellness education and complementary and integrative care to explore the questions "what really matters to the me?" and "why is my health important to me?". This process of expanding one's personal awareness and knowledge about evidenced based practices to improve health and well-being flows into a lifetime of well-being. Medical Fitness Facilities are the wellness community within which these veterans live and work, and they need ongoing support and education to achieve and maintain optimal health span.

### **Learning Objectives**

- Explain the Live Whole Health model of care within the Veterans Health Administration
- Identify 4 of 8 areas of self-care the veterans explore in the Live Whole Health Veteran Pathway (Taking Charge of my life and Health)
- Participant will be able to explain the importance of exploring a veteran's mission, aspiration and purpose to create a Personal Health Inventory

### **Bio**

Ruth Meyer has been working in pools since the early 1970's. Ruth swam competitively while at Conestoga High and received her WSI in 1973. She completed her bachelor's at Bucknell and her master's at University of Toledo in Kinesiotherapy specializing in aquatics. Ruth taught aquatic therapy, kinesiology, biomechanics at various institutions including the New England Institute Whole Health, NH Technical College, Macomb Community College, Virginia Commonwealth University, Murphy Deming School of Health Sciences and the University of Virginia. She has offered aquatic therapy classes through ATRI, Medical Fitness Association and AKTA.

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## **Telehealth: What You Need to Know to Profit from Virtual Patient Care**

**Speaker:** Dr. Stephen Black, CEO, RockyMountain HPC, Inc.

Telehealth became very popular and prosperous with the pandemic. Thinking of getting involved in this delivery method or already utilizing the platform this presentation will present the legalities, HIPPA compliance issues and marketing opportunities within this arena.

### **Learning Objectives**

- What is telehealth and how is it delivered
- How to successfully choose a telehealth virtual platform
- What obstacles and opportunities exist in the telehealth arena

## Bio

**Stephen A Black, DSc, M.Ed., PT, ATC, CSCS** is considered a world-renowned leader in the field of sports medicine, rehabilitation, fitness, and sports performance. As a physical therapist, athletic trainer, and certified strength and conditioning specialist, Stephen uses his background in sport biomechanics, movement quality, muscle imbalance, and manual therapy to specialize in all aspects of human performance. He has worked extensively with a variety of professional athletes and teams with emphasis on holistic care and an integrative approach.

Stephen has created RockyMountain Human Performance Center allowing him to work one on one with athletes, direct his associates in optimal sports medicine delivery while conducting research and teaching in a variety of arenas. He has worked with professional teams (Dallas Cowboys, Denver Broncos, Tampa Bay Buccaneers, Toronto Blue Jays), Olympians in gymnastics, wrestling and swimming. Stephen attended the 1988 and 1992 Olympic games delivering lectures on his methods along with treating athletes in attendance.

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## Leading So Others Will Follow, Be Inspired & Create Results

**Speaker:** David Suson, Speaker, Proliance Group LLC

Leaders want results. All the strategies and tactics in the world won't make a difference if your people won't execute and "follow you into battle". The key to better leadership is motivating your teams to want to execute, want to work harder, want to work as a team, all while improving morale. Anyone can force employees by threatening them. This session teaches a 180 degree approach. The approach being taught inspires, motivates, engages, and helps to attract better employees.

### Learning Objectives

- Learn the 3 ways this leadership approach differs from traditional leadership
- Use a simple process to increase engagement and loyalty
- Implement strategies to drive performance

## Bio

**David Suson** got his degree is in Electrical and Computer Engineering from the University of Colorado. However, he chose to not do a technical job, instead, his first job after college was as a sales rep at IBM. IBM had what was considered the best training of all companies. Sure he learned about products and professional selling (ie, ethical, non-manipulative), but more than that, he learned about business and what buyers really care about the most.

David's career took off and with hard work, studying his craft, and most importantly, by taking a 180 degree approach as compared to what most others were doing... his motto, be different. David was a consistent top performer at IBM. After a number of years, he left IBM for a software company called PTC, and then onto other sales and eventually management roles in other tech companies, selling and managing teams in the software, hardware and services businesses. David made a conscious decision to work my way out of large companies, into smaller and smaller companies and eventually start-ups and my own business. His goal is to help others succeed. His mission is to help you succeed in leadership, sales or in your own personal performance.

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## Offering Pre/Postnatal Fitness and Exercise Programming at Your Facility

### Speakers:

Clare Schexnyder, CEO and co-owner of Oh Baby! Fitness

Kathleen Donahoe, Co-owner of Oh Baby! Fitness

Nearly 4 million babies are born each year in the United States. Once a woman has a baby, she is postpartum FOREVER. So many clients suffer from weak pelvic floors and abdominal separation for years after childbirth, making it difficult to lose weight and exercise effectively. Many women desperately need to get involved in exercise BEFORE they get pregnant, so they can get pregnant, but don't know where to start. And once women get pregnant, they often stop exercising because they don't know what's safe. Making sure that your staff is trained in pre/postnatal fitness will take your wellness center to the next level in insuring safe exercise for clients before, during and after pregnancy. Pre/Postnatal fitness is a simple and low-cost way to grow your program and invite more new members into your facility.

### Learning Objectives

- Review new 2020 ACOG recommendations for duration, frequency and intensity of exercise for healthy pregnant women.
- Learn how to increase attendance at your facility by training staff in pre/postnatal exercise and offering classes that are safe for any new or expectant mom.
- Demonstrate the most important core exercises for pregnant women, and which ones to avoid. Learn how and when women can return to exercise after birth, including exercises they should resume shortly after giving birth.

### Bios

**Clare Schexnyder** is the founder, CEO and co-owner of Oh Baby! Fitness. The company, founded in 2005, offers the widest variety of pregnancy and mom & baby exercise classes in the USA. They also offer the world's leading pre/postnatal fitness instructor training. Oh Baby! Fitness has trained thousands of instructors in 44 states and 15 countries. Clare was a producer at CNN for 17 years before she came to the fitness industry. She is the proud parent of a teenager and lives in Atlanta with her family. She is certified by AFAA and SCW Fitness in group fitness and is the co-author of Oh Baby! Fitness' own pre/postnatal instructor training.

**Kathleen Donahoe** is the COO and co-owner of Oh Baby! Fitness. Through Oh Baby! Fitness, Kathleen has trained over 10,000 pregnant women and new moms. As a co-author of the OBF Pre and Postpartum Instructor Training, as well as a presenter of live perinatal fitness trainings, Kathleen teaches fitness instructors and personal trainers the art and science of perinatal fitness. Kathleen carries certifications from ACE, AFAA and SCW Fitness, as well as an MBA from Georgia State University. After nearly 13 years of training perinatal women, Kathleen joined their ranks when she gave birth to her son Peter in 2013 and her daughter Beatrice in 2015. She continues to teach for the company, while focusing on training and national expansion, from her home in Seattle.

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The End!

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