



August 17 -19, 2022
Homewood Suites
250 Central Park Avenue
Pinehurst, North Carolina 28374

Wednesday, August 17

8:00 – 5:00 pm Golf packages available – contact Jason Aslanian for more details at 847-702-0033 or jason.aslanian@medicalfitness.org

5:00 – 6:00 pm Registration – located inside the Homewood Suites

6:00 – 7:00 pm **Welcome Keynote – Use Your Authenticity Advantage** - TJ Gilroy, Speaker, Author

Dinner on your own – there are restaurants within walking distance of the hotel.

Thursday, August 18

7:00 - 7:45am Registration [*Note: Breakfast is served in the hotel 6-9am. Coffee/Water will be available in the MFLI meeting room.*]

7:45 - 8:00am **Welcome**

Jeff Jeran, Corporate Director of Fitness Services, Valley Health Wellness & Fitness Center, and MFA Board Chair

John Caliri, Administrative Director, FirstHealth Fitness, and former MFA Board Chair

Jonathan Davis, COO FirstHealth of the Carolinas

8:00 - 8:50am **Medical Fitness 101: Orientation to Effective Medical Fitness Models**

Presented by Doug Ribley, President, Douglas A. Ribley & Associates, LLC

Our role in healthcare makes us different from other facilities in your community. Understanding what sets a medically integrated facility apart from others and how the industry and Association came to be will help you lead others in this field. Medical Fitness 101 provides a solid background in understanding key issues that differentiate medical fitness centers in their market.

9:00 -9:50am **Financial Management**

Presented by Jeff Casey, CFO, FirstHealth of the Carolinas, North Carolina

Managing a medical fitness center takes expertise in more than Exercise Phys and fitness. You need to understand basic financial concepts and to have the ability to speak with and work with your organization's finance department and communicate your success to administration in order to be successful.

- 9:50 - 10:10am **Networking Break**
- 10:10 - 11:00am ***Strategic Planning for Managers & Directors***
Presented by David Evans, Cooper Wellness Strategies
A strategic plan helps keep your long term vision at the forefront of your efforts amidst the hectic day-to-day operation of a medical fitness center. Learn how to develop, implement and find success with a strategic plan.
- 11:00 - 12:30pm ***Keynote – Resilience, Renewal, and Stamina: The Keys to Leading and Thriving Through Challenging Times***
Presented by Wayne Sotile, Founder of the Sotile Center for Resilience and the Center for Physician Resilience
- 12:30 – 2:00pm **Lunch** – Enjoy a North Carolina barbeque on the back patio of the Homewood Suites hotel while networking with attendees, speakers, and sponsors. Vegetarian options will be available.
- 2:00 - 2:50pm ***Successful Communication Strategies with Healthcare Administrators***
Presented by George Wayson, Executive Director, UNC Wellness
You need to manage UP. Learn how to help your administration understand the important role medical fitness and wellness play in healthcare today. Understand their priorities and reasons for being in our business and how to show them our unique role.
- 2:50 - 3:10pm **Networking Break**
- 3:10 – 4:00pm ***Successful Provider Referral Program***
Presented by
Jeff Jeran, Corporate Director of Fitness Services, Valley Health Wellness & Fitness Center and MFA Board Chair
Bob Brown, Administrative Director Of Cardiology, Advent Health Sebring FL
This session will cover both the perspective from the Provider Side (Bob) on what the Providers want in a program to make referrals and the Operator side (Jeff) on what needs to be done to offer at scale, lowest expense, with best outcomes both on biometrics and business metrics.
- 4:10 – 5:00pm ***Marketing Medical Fitness***
Presented by Kevin McHugh, COO, The Atlantic Club
Learn how to effectively market the medical fitness difference through traditional and modern methods.
- 5:30pm **Facility Tour** of FirstHealth Fitness – Pinehurst. Shuttle will leave from Homewood Suites.
- 7:00pm **Dinner & Social** – Shuttle will take the group to the Historic Pine Crest Inn

Friday, August 19

8:30 – 9:00am **Morning Networking**

9:00 – 9:50am ***The Value Proposition***

Presented by Brad Calabrese, GM University Hospitals Avon Health Center

How do we deliver the message of value of being a part of a medical fitness center to our staff and members.

10:00 – 10:50am ***Why Medical Fitness Matters***

Presented by Tom Johnston, Founder, Talent Optimizer Group

As emerging leaders, you are the stewards and pioneers of Medical Fitness. In this closing session, we'll come together to connect for real conversations about why our work matters and how to lead in the new world of work.

11:00 – 11:50am ***Measures that Drive your Business***

Presented by John Caliri, Administrative Director, FirstHealth Fitness

Your programs, services and systems must be periodically reviewed to determine how they can be improved to better meet facility and user goals and objectives. This includes, for example, analyzing current programs, identifying key stakeholders, gap analysis and determining actions to be taken.

11:55 – 12:15pm ***Medical Fitness Association Involvement and Leadership***

Presented by David Flench, President and CEO, Medical Fitness Association

Explore a roadmap to becoming a Fellow of the Medical Fitness Association and how to become a leader in this growing industry. Discuss opportunities available to become involved in MFA task forces and other projects.

12:15 – 12:30pm **Closing Remarks & Networking Time**