

Medical Fitness West Summit

July 20-21, 2023

Oregon Health Sciences University - March Wellness Center

Portland, OR



Thursday, July 20

11:00 AM - 11:30 AM	Registration and Networking		
11:30 AM - 11:35 AM	Day 1 Kickoff	David Flench, President & CEO	Medical Fitness Association
11:35 AM - 11:40 AM	Industry Partner Presentation		Life Fitness
11:40 AM - 12:30 PM	Keynote, Session 1: <i>Executing Your Member Experience Strategy</i>	Blair McHaney, CEO	MXMetrics
12:30 PM - 1:30 PM	Lunch, sponsored by <i>Life Fitness</i>		
1:30 PM - 2:20 PM	Keynote, Session 2: <i>The Consequences of Overlooking RED-5 (Relative Energy Deficiency in Sport)</i>	Dr. Melissa Novak, Associate Professor	OHSU Department of Family Medicine & Sports Medicine
2:20 PM - 2:35 PM	Networking Break		
2:35 PM - 3:25 PM	Featured Session 3: <i>The Graying of America Opportunity for Medical Fitness: Senior Programming to Improve Health Outcomes & Member Acquisition</i>	Michael Stack, CEO & Clinical Professor	Applied Fitness Solutions & University of Michigan
3:25 PM - 4:20 PM	Day 1 Closing Comments, then walk to OHSU March Wellness Center for a Facility Tour		
4:20 PM - 5:10 PM	Experience sessions (pick one, advance registration preferred, guest waiver required): <i>A. Yoga Class; B. Stand-up Paddle Boards in Pool (6 spots available); C. Tram Ride & Walking Tour of upper campus (hospital, university, research); D. Workout on your own</i>		
5:10 PM - 5:30 PM	Freshen Up and Transition Time		
5:30 PM - 7:00 PM	Social Networking Event		

Friday, July 21

6:00 AM - 8:30 AM	Early Morning Workouts: OHSU March Wellness Center is available to use on your own (guest waiver required)		
8:30 AM - 8:35 AM	Day 2 Kickoff	David Flench, President & CEO	Medical Fitness Association
8:35 AM - 8:40 AM	Industry Partner Welcome		
8:40 AM - 9:30 AM	Featured Session 4: <i>Member Engagement: Why you should want to be an active participant in your members' health and wellness journey</i>	Amy Kleski, Director of Retail Operations & Sherri Sprang, Director of Clinical Services	McConnell Heart Health Center at OhioHealth
9:30 AM - 9:45 AM	Networking Break		
9:45 AM - 10:35 AM	Breakout Session 5A: <i>Optimizing the Medical Director Role</i>	Dr. James Chesnutt, Medical Director	OHSU Sports Medicine and OHSU March Wellness & Fitness Center
9:45 AM - 10:35 AM	Breakout Session 5B: <i>How the Medical Exercise Program Extends the OHSU Care Continuum Beyond a Clinical Setting</i>	Maya Brewer, Exercise & Wellness Coordinator	OHSU March Wellness and Fitness Center
10:35 AM - 10:50 AM	Networking Break		
10:50 AM - 11:40 AM	Breakout Session 6A: <i>How to Train for Sports Performance as We Age</i>	Carl Davison, Wellness/Fitness Director	OHSU March Wellness and Fitness Center
10:50 AM - 11:40 AM	Breakout Session 6B: <i>Three Strategies for On-site Corporate Wellness Programs</i>	Megan Shaw, Wellness Coordinator	OHSU March Wellness and Fitness Center
11:40 AM - 11:55 PM	Networking Break		
11:55 PM - 12:45 PM	Featured Session 7: <i>Create Meaningful Content + Relationships to Drive Revenue</i>	Kari Bedgood, Chief Marketing Officer & Michele Wong, Chief Operating Officer	Active Wellness
12:45 PM - 12:50 PM	Closing Remarks	Mariann Murphy, Vice President	Medical Fitness Association
1:30 PM - 3:30 PM	Optional post-conference facility tours available at Active Wellness Center Reed's Crossing in Hillsboro, OR (30 min drive, travel on your own)		

THANK YOU TO OUR EVENT SPONSORS!

