

Medical Fitness Summit

April 25-26, 2024

UNC Healthcare Conference Center

5221 Paramount Parkway, Morrisville, NC



Thursday, April 25

9:00 AM - 9:45 AM	Registration and Networking		
9:45 AM - 10:00 AM	Opening Address & Industry Partner Welcome	David Flench, President & CEO	Medical Fitness Association
10:00 AM - 10:50 AM	Session 1: Keynote - An Equity-Based Approach to Health & Well-Being	Dr. Scarlet Soriano, Executive Director	Duke Health and Well-Being
10:50 AM - 11:10 AM	Networking Break		
11:10 AM - 12:00 PM	Session 2A: The Importance of Advocacy in Medical Fitness	Michael Stack, CEO	Applied Fitness Solutions
11:10 AM - 12:00 PM	Session 2B: How Structured Exercise Programming Can Help Cancer Patients Thrive Throughout Survivorship	Melissa Moore, Exercise Physiologist	TFC High Point Medical Center
12:00 PM - 1:30 PM	Lunch & Networking		
1:30 PM - 2:20 PM	Breakout Roundtables: Facility Think Tank; Members: Recruit & Retain; Qualified Staff: Seeking & Keeping; Kickin' Off Your Career the MFA Way; EHR (Electronic Health Record) Integration; Working with Health Systems to Enhance Budget and Invest in Medical Fitness; Group Exercise		
2:20 PM - 2:30 PM	Networking Break		
2:30 PM - 3:20 PM	Session 3A: Corporate Wellness Programming – Best Practices	Debbie Bellenger, CEO/Founder	DB Fitness & Wellness Solutions LLC
2:30 PM - 3:20 PM	Session 3B: Three Steps to Integrating an In-House Cancer Wellness Program with a Cancer Center	Tim Smith, Clinical Program Manager	FirstHealth Fitness
3:20 PM - 3:30 PM	Networking Break		
3:30 PM - 4:20 PM	Session 4A: Success to Significance: Transforming our Healthcare System by Prioritizing our Well-Being Strategy	Jamie Athas, Director of Wellness & Mike Sabin, GM at Sagewell Health & Fitness	Cone Health
3:30 PM - 4:20 PM	Session 4B: Total MS: How to Simplify the Complex Relationship that People with MS Have with Exercise	Beth Brooks, Physical Therapist	Beth Brooks Physical Therapy, LLC
4:20 PM - 4:30 PM	Networking Break		
4:30 PM - 4:50 PM	Session 5: Medical Fitness Facility Certification & MFA Leadership Opportunities	David Flench, President & CEO	Medical Fitness Association
4:50 PM - 5:00 PM	Day 1 Closing Comments	Mariann Murphy, Vice President	Medical Fitness Association
5:30 PM - 6:30 PM	Facility Tour: UNC Wellness Center at Northwest Cary at 250 Stonecroft Lane, Cary (5.2 miles from the Conference Center)		
6:30 PM - 8:00 PM	Join your colleagues for food, drink, and fellowship this evening at the Rosecomb Beer Garden, 1143 Parkside Main Street in Cary (on your own) - 1 mile from UNC Wellness Center		

Friday, April 26

6:00 AM - 8:00 AM	Early Morning Workouts: UNC Wellness Center at Northwest Cary - 250 Stonecroft Lane, Cary (5.2 miles from the Conference Center)		
8:45 AM - 9:00 AM	Day 2 Kickoff	Mariann Murphy, Vice President	Medical Fitness Association
9:00 AM - 9:50 AM	Session 6A: Redefining the Medical Fitness Sector	Mike Rucker, CDO & Michele Wong, COO	Active Wellness
9:00 AM - 9:50 AM	Session 6B: Functional Assessment, Movement, and Falls Prevention	Susan Reid, Wellness Instructor	UNC Rex Wellness Center of Raleigh
9:50 AM - 10:00 AM	Networking Break		
10:00 AM - 10:50 AM	Session 7A: Marketing, Sales and Referrals-The Life Blood of your Center	Jeff Jeran, Senior Director for Power Wellness	Valley Health Wellness and Fitness Center
10:00 AM - 10:50 AM	Session 7B: Addressing Balance in an Aging Population	Chris Moore, Regional Wellness Coordinator	Piedmont Health-Atlanta
10:50 AM - 11:00 AM	Networking Break		
11:00 AM - 11:50 AM	Breakout Roundtables: Facility Think Tank; Members: Recruit & Retain; Qualified Staff: Seeking & Keeping; Kickin' Off Your Career the MFA Way; EHR (Electronic Health Record) Integration; Working with Health Systems to Enhance Budget and Invest in Medical Fitness; Group Exercise		
11:50 AM - 12:00 PM	Closing Remarks	David Flench, President & CEO	Medical Fitness Association