

2025 Medical Fitness Summit - Northeast Region

May 15-16, 2025

Genesis - The Atlantic Club Manasquan

1904 Atlantic Avenue, Manasquan, NJ



Thursday, May 15

7:30 AM - 8:30 AM	Registration and Networking/Light Refreshments		
8:30 AM - 9:00 AM	Opening Address & Industry Partner Welcome	David Flench, President & CEO	Medical Fitness Association
9:00 AM - 9:50 AM	Session 1: Keynote - A Woman's Perspective on Weight Loss Incorporating Weight Loss Drugs, Enemy or Opportunity	Dr. Lawrence Van Horn, OB/GYN	Hackensack Meridian Health
9:50 AM - 10:10 AM	Networking Break		
10:10 AM - 11:00 AM	Session 2: Managing Your Facility Better than any Other Facility in Your Marketplace	Doug Ribley, CEO/Founder	Doug Ribley & Associates
11:00 AM - 11:10 AM	Networking Break		
11:10 AM - 12:00 PM	Session 3: Understanding Your Business's Competitive Marketplace & Financials	David Evans, Vice President	Cooper Wellness Strategies
12:00 PM - 1:00 PM	Networking Lunch		
1:00 PM - 1:50 PM	Session 4: Bridging Gaps and Raising Standards: The National Physical Activity Plan, Professionalization of Fitness, and the New York Moves Coalition	Jeff Young, Co-Founder	MRF Institute
1:50 PM - 2:10 PM	Networking Break		
2:10 PM - 3:00 PM	Session 5: How to Link More Closely with Your Medical Community	John Caliri, Administrative Director	FirstHealth of the Carolinas
3:00 PM - 4:00 PM	Breakout Roundtables: Marketing/Messaging, Member Engagement, How to Optimize Referrals, Emergency Protocols		
4:00 PM - 4:20 PM	Networking Break		
4:20 PM - 5:10 PM	Session 6: Title - TBD	TBD	TBD
5:10 PM - 5:30 PM	Day 1 Closing Comments	Mariann Murphy, Vice President & Andy Graham, Sales Director	Medical Fitness Association
5:30 PM - 6:30 PM	Facility Tour: meet in the front lobby of the Atlantic Club		
6:30 PM - 8:30 PM	Social Event: Join your colleagues for food, drink, and play this evening at the Atlantic Club Pickleball Center, on campus		

Friday, May 16

6:00 AM - 7:30 AM	Early Morning Workouts at the Atlantic Club		
8:00 AM - 8:30 AM	Day 2 Kickoff	Mariann Murphy, Vice President & Andy Graham, Sales Director	Medical Fitness Association
8:30 AM - 9:30 AM	Session 7: Keynote - Lifestyle Medicine & Medical Fitness	Dr. Andrew Mock, MD, MPH, FACLM, DipABLM, Physician, MFA Board Member	Loma Linda University
9:30 AM - 10:30 AM	Breakout Roundtables: Marketing/Messaging, Member Engagement, How to Optimize Referrals, Emergency Protocols		
10:30 AM - 11:00 AM	Networking Break		
11:00 AM - 11:50 AM	Session 8: Member Experience Tools & Tactics	Jason Abujeco, Sales Director	MXM
11:50 AM - 12:30 PM	MFA Updates & Closing Remarks	David Flench, President & CEO	Medical Fitness Association