

# Medical Fitness Summit - Southeast Region

April 10-11, 2025  
 Crosby Wellness Center  
 2005 Mizell Ave, Winter Park, Florida



## Thursday, April 10

7:30 AM - 8:30 AM	Registration and Networking		
8:30 AM - 9:00 AM	Opening Address & Industry Partner Welcome	David Flench, President & CEO	Medical Fitness Association
9:00 AM - 9:50 AM	<b>Session 1: Keynote</b> - Lifestyle Medicine and Medical Fitness	Dr. Andrew Mock, MD, MPH, FACLM, DipABLM, Physician, MFA Board Member	Loma Linda University
9:50 AM - 10:10 AM	Networking Break		
10:10 AM - 11:00 AM	<b>Session 2A:</b> Managing Your Facility Better than Any Other Facility in Your Marketplace	Doug Ribley, CEO/Founder	Doug Ribley & Associates
10:10 AM - 11:00 AM	<b>Session 2B:</b> Stability First: How to Assess Balance Reactions Before Adding Exercise	Cara Lindell, Founder	The Bridging Institute
11:00 AM - 11:10 AM	Networking Break		
11:10 AM - 12:10 PM	<b>Breakout Roundtables:</b> Exercise Oncology, Clinical Programming, Cognitive/Brain Health, Functional Performance Through the Lifespan, AI for the Fitness Industry <i>This is your opportunity to tap into the experience of other industry professionals on these hot topics. Bring your ideas, questions, or challenges to these sessions and be ready to share your advice and successes too!</i>		
12:10 PM - 1:30 PM	Lunch & Networking Break		
1:30 PM - 2:20 PM	<b>Session 3A:</b> How to Build a Successful Member Engagement Strategy	Jonathon Unger, Director	ECU Health Wellness Centers
1:30 PM - 2:20 PM	<b>Session 3B:</b> Food is Medicine	Jay Groves, Executive Director	Culinary Health Institute
2:20 PM - 2:40 PM	Networking Break		
2:40 PM - 3:30 PM	<b>Session 4A:</b> Beyond the Scale- The Journey to Launching a Medical Weight Loss Program	Matthew Harris, Human Performance Lab Manager & Manny Carrazana, Obesity Medicine Physician	Integrated Wellness Partners - Lake Nona Performance Club
2:40 PM - 3:30 PM	<b>Session 4B:</b> Screening for Success: Choosing the Best Screening Tools for Clinical Populations	Alexis Gonzalez, Exercise Physiologist	Healthfit Powered by Sarasota Memorial Hospital
3:30 PM - 3:45 PM	Networking Break		
3:45 PM - 4:30 PM	<b>Session 5:</b> The Medical Fitness Model: Are you ready for the opportunities ahead?	David Flench, President & CEO	Medical Fitness Association
4:30 PM - 5:00 PM	Day 1 Closing Comments	Mariann Murphy, Vice President & Andy Graham, Sales Director	Medical Fitness Association
5:00 PM - 6:30 PM	<b>Social Event &amp; Facility Tours</b>		

## Friday, April 11

5:00 AM - 8:00 AM	<b>Early Morning Workouts:</b> visit Crosby Wellness Center for a workout on your own		
8:30 AM - 8:45 AM	Day 2 Kickoff	Mariann Murphy, Vice President & Andy Graham, Sales Director	Medical Fitness Association
8:45 AM - 9:45 AM	<b>Session 6: Keynote</b> - Lifestyle Medicine & Preventative Care: Transforming Health Through Integrated Wellness	Dr. Arianna Becker, Lifestyle & Family Medicine	DO Life with Dr. Becker
9:35 AM - 10:00 AM	Networking Break		
10:00 AM - 10:50 AM	<b>Session 7A:</b> Top 10 Contraindicated Moves for Seniors	Shalaine McLaughlin, Group Fitness Instructor/AFAA Master Instructor	Healthfit Powered by Sarasota Memorial Hospital
10:00 AM - 10:50 AM	<b>Session 7B:</b> The Wellness Factor of Communication	Jennifer Watson, Performance Coach and Physical Therapist	Watson World Wide LLC
10:50 AM - 11:00 AM	Networking Break		
11:00 AM - 12:00 PM	<b>Breakout Roundtables:</b> Exercise Oncology, Clinical Programming, Cognitive/Brain Health, Functional Performance Through the Lifespan, AI for the Fitness Industry		
12:00 PM - 12:30 PM	MFA Updates & Closing Remarks	David Flench, President & CEO	Medical Fitness Association