

MEDICALFITNESS

Association

Hey!

Well, that month of Mondays we call January is in the books. Let's jump into that month that only gives us 28 days to get everything done this month! Yikes!



We have our **Medical Fitness Summits** coming up this Spring (you know that will be here before we know it!). We start in April in Winter Park, FL and then in May we're at the Jersey Shore in Manasquan and then, in June, we wrap it up in Owensboro, KY...the cultural hub of western Kentucky (seriously, I didn't make that up...Google it!). **The Medical Fitness Summits offer informative sessions, tons of networking, and an inside look at an MFA Certified Facility!** How great is that??!! But wait...there's more! **The Medical Fitness Summits are only \$45 for MFA members** - how's THAT for a bargain! Bring the whole crew! Even the non-member price of \$95 is an amazing deal!

Exercise and cancer treatment is a huge topic these days and MFA is right there to bring you lots of resources, from our recent **Medical Fitness Podcast with Dr. Robert Newton** on how cancer affects cancer biology and improves patient outcomes to our new **Strategic Partnership with the Maple Tree Cancer Alliance** and an opportunity to work with **the Center for Cancer Lifestyle Management** as part of a team in a **lifestyle management pilot study with myeloma**. (Are you seeing the future here?!)

Plus, check out the **Everything Medical Wellness** podcast led by Don Doyle and Ryan Barr at **Healthplex Associates**, an MFA Industry Partner, as they interview MFA President & CEO, David Flench, about trends in medical fitness. AND, check out this sweet opportunity to **win a limited edition Serotta Legend T9 bike** worth \$22,000! Yup, you read that right...\$22k...that's a lot of bike, y'all! This sweepstakes benefits MFA's Strategic Partner, the Davis Phinney Foundation for Parkinson's.

Okay, I'll stop here. Grab another glass of Yerba Mate tea and keep reading! (am I the only one who loves that tea??!!)

Happy Heart Month from your MFA Team, David, Mariann and Andy

2025 Medical Fitness Summits

Education

Crosby Wellness
Center
April 10 & 11
Winter Park, FL

Networking



The Atlantic Club - May 15 & 16
Manasquan, NJ



Owensboro Health Healthpark - June 19 & 20 - Owensboro, KY



I learned from different perspectives and took home information that I can use in my profession!

That's just one of the many comments we have received about our Medical Fitness Summits - come for the education and networking and leave with new ideas and contacts to bring back to your facility!

Each Medical Fitness Summit will have an inspiring Keynote address, educational sessions, Roundtables, facility tours (check out an MFA Certified Facility!), a social event (to continue networking!) and lunch! **That's right...all that for \$45** (member rate). You just can't beat that. Gather up the team and head out to a Medical Fitness Summit!

The Regional Committees are working on the details and the agendas. We'll post the agendas on the MFA website as soon as they are available!

Medical Fitness Summit Southeast - April 10 & 11 at the Crosby Wellness Center in Winter Park, FL

Medical Fitness Summit Northeast - May 15 & 16 at The Atlantic Club in Manasquan, NJ

Medical Fitness Summit Central - June 19 & 20 at the Owensboro Health Healthpark in Owensboro, KY

Registration is open now on the MFA website. Member price is just \$45 (Did I say that already? Well...I'll say it again 'cause THAT is a bargain!). Non-member price is \$95 (maybe it's time to join and get a member rate for everything!).

[Click here for more information and to register.](#)

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Call for Speakers!!

That's right - we're always looking for knowledgeable speakers for both **live events and webinars**. Jump out of that comfort zone and share your knowledge, your amazing program and/or your journey (missteps and all!).

You got this! Also, you don't have to present alone - **team up with a colleague and present together**. Most importantly, have fun!

Questions? Want to talk topics? Reach out to Mariann Murphy at mariann.murphy@medcafitness.org. (She's really nice, so go ahead and contact her...okay...it's me...I'm Mariann...let's talk topics!)

[Click here for the MFA online presentation proposal form.](#)

[Click here for the MFA online form.](#)



MFA Welcomes the Maple Tree Cancer Alliance as a Strategic Partner

This year, and every year, almost 2 million people in the U.S. will be diagnosed with cancer. As exercise becomes a part of the standard of care for cancer treatment, the demand for certified exercise oncology professionals will expand dramatically. If half of newly-diagnosed cancer survivors enter into exercise training, the annual need for cancer-informed trainers will reach 20,000 in the United States alone.

MFA is thrilled to partner with the **Maple Tree Cancer Alliance (MTCA)**. MTCA offers an **Exercise Oncology Instructor Certification** to qualify exercise professionals to plan and implement safe and effective exercise programs for individuals who have been diagnosed with cancer.

Through this partnership, **MFA members will receive a 20% discount** for the Exercise Oncology Instructor Certification **using the code MFA20**. [CLICK HERE](#) to read about MTCA's Certifications.

Don't miss this opportunity to add to your skill set in 2025!

[Click here to register for the Exercise Oncology Instructor Certification](#)

[Click here for the EOI Certification](#)



The Center for Cancer Lifestyle Management is looking for Exercise Professionals

The Center for Cancer Lifestyle Management is **seeking exercise professionals** to help create/teach endurance and/or strength training classes for a **multi-center pilot study focused on lifestyle management to improve/reverse disease biomarkers**. This study focuses on utilizing lifestyle management techniques, including exercise, to improve and potentially reverse early pre-malignant diagnoses on the myeloma spectrum.

This work can be done remotely. The study is currently ramping up, so don't delay!

Interested? Click the link below to download the Information and how to apply.

[Click here for more information and to apply.](#)

[Click here for more info and to apply.](#)



MFA 2025 Webinar Series

While we have a few webinars in various stages of development, check out this **promotional webinar** from MFA Industry Partner, **Life Fitness**, scheduled for **Wednesday, March 19 at Noon ET**.

Discover the Power of the Life Fitness Connected Strength System!

Are you ready to elevate your facility, training programs, and user engagement? Join the Life Fitness Sales Digital Experience Team for an exclusive webinar designed specifically for facility owners, trainers, and end users. Learn how the **Connected Strength System** can create exceptional user experiences with personalized workouts and guidance, a rest timer and workout scheduler.

What You'll Learn:

- **System Overview:** Gain a comprehensive understanding of the Connect System's components, functionality, and capabilities.
- **Enhanced User Experience:** Explore the intuitive user interface and trainer tools designed to streamline content creation and boost engagement.
- **Data & Asset Management:** Discover how powerful data insights and robust asset management features can drive your business forward.
- **Implementation Excellence:** Learn about the Digital Experience Team's proven strategies for implementing the system and achieving your customer goals.

Why Attend?

In today's competitive fitness landscape, **leveraging technology is essential to stay ahead**. Whether you're a facility owner seeking to optimize operations or a trainer focused on enhancing member engagement, this webinar will equip you with the knowledge and tools to maximize the benefits of the Life Fitness Connected Strength System.

NOTE: This is a promotional webinar. There will be no CECs offered.

[Click here to register today!](#)

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The Medical Fitness Podcast
Powered by MFA & MRFi

Have you heard the Medical Fitness Podcast yet?

If you haven't checked out the Medical Fitness Podcast yet, run...don't walk to the MFA website page under the Education tab! There are 13 episodes posted for 2024 and we are three episodes into 2025 (that's a lotta learning!). **New episodes are posted twice a month on Wednesdays.**

This week's episode is an interview with **Dr. Robert Newton** from Perth, Australia. He is a Vice Chancellor Professorial Research Fellow and Professor of Exercise Medicine at the Exercise Medicine Research Institute, which he founded in 2003 at Edith Cowan University. Dr. Newton's research centers on **how exercise affects cancer biology and improves patient outcomes**. Check out this episode to learn how exercise is not just a supportive therapy but a powerful medical intervention for cancer patients.

Listen to this episode and then scroll back up to look at the Exercise Oncology Instructor Certification again. Think about it...this area is only going to grow!

[Click here to check out the Medical Fitness Podcast](#)

[Click here to check out the Medical Fitness Podcast](#)

Speaking of Podcasts...

Did you know...MFA Industry Partner, Healthplex Associates, has a podcast called **Everything Medical Wellness**? Well...they do! And guess who was a recent guest on the show? No...not Mick Jagger...altho, Mick could talk about active aging...amirite?!!



This week's guest was our own MFA CEO, David Flench! Check out this episode with Don Doyle, HPA President and Ryan Barr, HPA Vice President as they talk to David about **Trends In Medical Fitness**.

[Click here to listen to the Everything Medical Wellness Podcast](#)

[Click here for the Everything Medical Wellness Podcast](#)



MFA Strategic Partner, the Davis Phinney Foundation for Parkinson's, is having a February Sweepstakes with this super cool (super expensive!) bike!

Could March 5th be your Best.Day.Ever? Maybe, if you won this bike! Here's the scoop:

What is the Serotta Bike Sweepstakes?

The Serotta Bike Sweepstakes is an online sweepstakes in which **one lucky participant** will win a **custom-crafted Serotta Legend T9 (limited edition) bicycle** with custom finish designed by Taylor Phinney **worth \$22,000**. There also will be a second-place drawing for Primal outwear, sized to winner, worth \$235. **All proceeds raised will benefit the critical work of the Davis Phinney Foundation.**

When does the Serotta Bike Sweepstakes take place?

The contest will run from February 1, 2025, through February 28, 2025.

How do individuals enter the Sweepstakes?

There are two ways to participate in the Serotta Bike Sweepstakes and win:

1. Sign up for the Serotta Bike Sweepstakes online here: [2025 Serotta Cycling Sweepstakes](#). There will be an opportunity to donate to support the Davis Phinney Foundation's efforts to help people with Parkinson's live well today at this website. **A donation is not required to enter the Sweepstakes.**
2. To enter without making a donation, print your name, address, phone number and email on a postcard and mail it to Team DPF, c/o Davis Phinney Foundation, P.O. Box 270948, Louisville, CO 80027.

The Davis Phinney Foundation is "the Sponsor" of this contest. **Only one entry is allowed per person.** There is no limit to the total number of individuals who enter. A donation is not required to enter the Sweepstakes. Please [CLICK HERE](#) for the official rules.

How and when will winners be notified?

The Serotta Sweepstakes drawing will be held at the Davis Phinney Foundation headquarters in Louisville, CO, **on March 5, 2025**. The winner will be notified **via phone and email** within one day of the drawing. After the winner is notified, **Serotta Cycling will coordinate customizing the bike to the winner's needs and preferences.**

While you're on the Davis Phinney Foundation for Parkinson's website, **check out the amazing FREE resources they have to help you support your members who are living with Parkinson's or are caregivers!** Just click on Resources on the top bar.

[Click here to visit the Davis Phinney Foundation for Parkinson's](#)

[Click here for the 2025 Serotta Cycling Sweepstakes](#)

[Click here to visit the Davis Phinney Foundation for Parkinson's](#)