MEDICALFITNESS
Association

2026 ANNUAL CONFERENCE

CONFERENCE EXPERIENCE GUIDE

NOVEMBER 17–19, 2026 | ORLANDO, FLORIDA

LEARN. | CONNECT. | LEAD.

Three days of education, collaboration, innovation, and meaningful connection designed to advance **the future of medical fitness.**

In conjunction with the
Athletic Business Show

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THREE DAYS. NEW IDEAS. MEANINGFUL CONNECTIONS.
ONE SHARED MISSION.

MEDICALFITNESS Association

WELCOME TO THE

2026 MFA ANNUAL CONFERENCE

Three Days. New Ideas. Meaningful Connections. One Shared Mission.

The MFA Annual Conference is where the medical fitness community comes together to exchange ideas, discover innovative solutions, and shape the future of our profession.

Whether you're leading a medical fitness center, advancing clinical fitness programs, supporting patient care, conducting research, or exploring new partnerships, you'll spend the next three days learning from experts, engaging with colleagues, and gaining practical strategies you can immediately apply within your own organization.

This year's Conference combines education sessions led by subject matter experts, interactive discussions, innovative industry solutions, and valuable networking opportunities. All of these events are designed specifically for professionals dedicated to improving health through medical fitness.

We hope you'll challenge yourself to meet someone new, attend sessions outside your specialty, explore emerging technologies and new programming, and leave Orlando inspired with fresh ideas and lasting professional relationships.

We're glad you're here.
Welcome to the Medical Fitness Association community.

> *"The best ideas in medical fitness rarely happen in isolation. They happen in hallway conversations, between sessions, or over coffee, when someone leans in and says 'tell me more about that."*
>
> — **DAVID FLENCH**
> *President & CEO*
> *Medical Fitness Association*

Why Attend?

THE VALUE

1 Practical Education

Apply ideas from experienced operators, clinicians, and innovators across medical fitness and healthcare.

2 Strategic Perspective

Explore emerging trends in exercise oncology, GLP-1 programming, lifestyle medicine, technology, and clinical integration.

3 Peer Connection

Build relationships through networking, roundtables, forums, and conversations with professionals from across the country.

4 Two Conferences in One

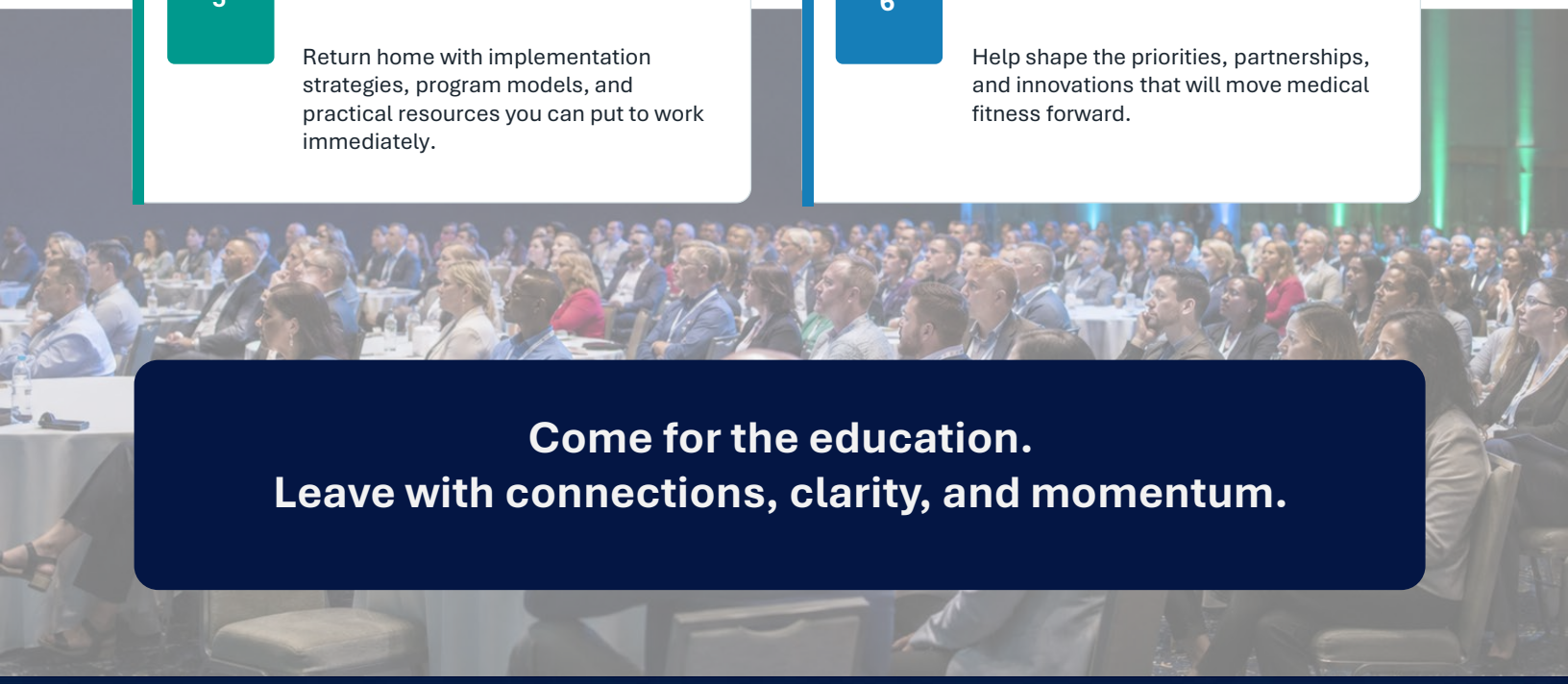
Connect with the Medical Fitness community and the broader Athletic Business community through the expo, reciprocal sessions, and combined industry events.

5 Ideas You Can Use

Return home with implementation strategies, program models, and practical resources you can put to work immediately.

6 A Voice in the Future

Help shape the priorities, partnerships, and innovations that will move medical fitness forward.



Come for the education.
Leave with connections, clarity, and momentum.

Conference Themes

EO

Exercise Oncology

Evidence, access, program models, and the launch of the MFA EO Program Accreditation.

G1

GLP-1 & Weight Management

Medication literacy, lean-mass preservation, and clinically integrated programming.

HI

Healthcare Integration

Connecting medical fitness to healthcare delivery, referrals, recovery, longevity, and lifestyle medicine.

BO

Business & Operations

Assessment, accreditation, benchmarks, strategy, risk, and membership retention.

SP

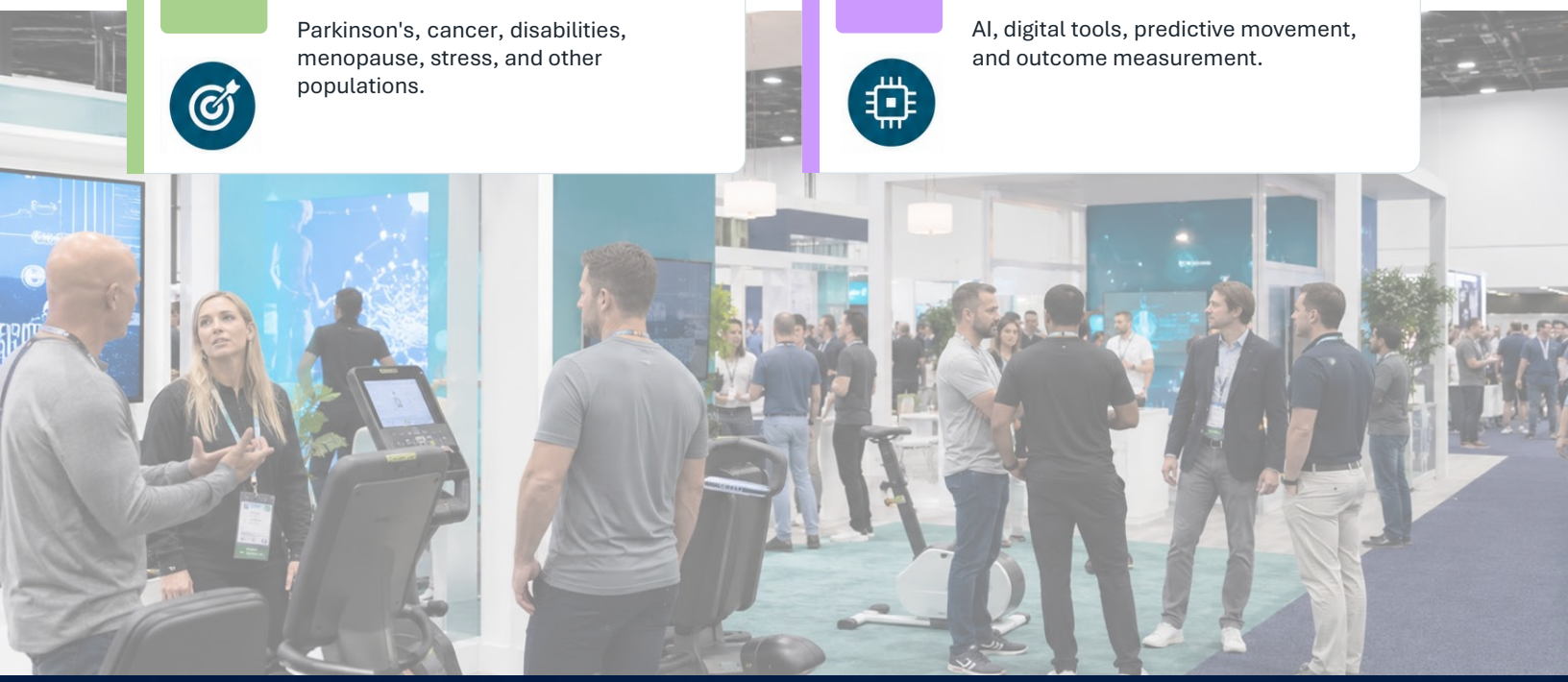
Specialized Programming

Parkinson's, cancer, disabilities, menopause, stress, and other populations.

TI

Technology & Innovation

AI, digital tools, predictive movement, and outcome measurement.



Featured Focus: Exercise Oncology

A connected conference pathway will examine the science, clinical integration, referral models, community programming, and operational structures needed to make exercise a more accessible part of cancer care.

1

KEYNOTE

Dr. Karen Wonders presents a broad, future-facing case for exercise oncology.

2

EDUCATION SESSIONS

Three additional sessions featuring experts addressing the science, continuum-of-care, and community program examples.

3

INNOVATION EXCHANGE

A special forum for leaders launching or growing programs.

4

PROGRAM ACCREDITATION

The official launch and a first look at MFA's new program accreditation framework.

Dr. Karen Wonders
Founder & CEO
Maple Tree Cancer Alliance

Agenda at-a-Glance

Tuesday, November 17

Welcome Gathering, President's Welcome & Awards Ceremony
8:30 AM – 10:15 AM
Opening Keynote: The Next Chapter in Exercise Oncology
10:30 AM – 11:20 AM
Lift with a Doc
11:30 AM – 12:00 PM
Opening Day Luncheon – *Sponsored by Technogym*
12:00 PM – 2:00 PM
Panel Discussion – *Sponsored by Jonas Fitness*
2:00 PM – 2:50 PM
Concurrent Education Sessions
3:10 PM – 4:00 PM
Hot Topic Expert Roundtables
4:00 PM – 5:00 PM
MFA Welcome Reception – *Sponsored by OLC Architecture*
6:30 PM – 8:30 PM

Wednesday, November 18

Concurrent Education Sessions
8:00 AM – 11:00 AM
Hot Topic Expert Roundtables
11:00 AM – 12:00 PM
Athletic Business Trade Show
12:00 PM - 5:00 PM
MFA Special Events
2:30 PM - 4:00 PM
Concurrent Education Sessions
4:30 PM - 5:20 PM
Athletic Business Industry Party
7:00 PM - 10:00 PM

Thursday, November 19

Concurrent Education Sessions
8:00 AM - 10:00 AM
Athletic Business Trade Show & Mini-Talks at the MFA Pavilion
10:00 AM - 2:00 PM
Concurrent Education Sessions
2:00 PM - 3:50 PM
Implementation Roundtables
4:00 PM - 4:50 PM

TUESDAY, NOVEMBER 17

2026 MEDICAL FITNESS ASSOCIATION

ANNUAL CONFERENCE AGENDA

8:30 AM – 9:00 AM	**Welcome Gathering** Room: W331A Lobby *Meet colleagues and begin the conference together!* ***Sponsored by Jonas Fitness***
9:00 AM – 9:15 AM	**President's Welcome** Room: W331A *MFA priorities and the road ahead.*
9:15 AM – 10:15 AM	**Awards Ceremony** Room: W331A *Recognition of leadership and impact.* ***Sponsored by Jonas Fitness***
10:15 AM – 10:30 AM	NETWORKING BREAK
10:30 AM – 11:20 AM	**Keynote: The Next Chapter in Exercise Oncology** Room: W331A Dr. Karen Wonders, Founder & CEO Maple Tree Cancer Alliance
11:20 AM – 11:30 AM	NETWORKING BREAK
11:30 AM – 12:00 PM	**Lift with a Doc** Room: W331A *Join Dr. Andrew Mock and many of your MFA colleagues for a brief strength training workout.*
12:00 PM – 2:00 PM	**Opening Day Luncheon** Room: W331A *Enjoy a complimentary lunch together with your MFA attendees.* ***Sponsored by Technogym***
2:00 PM – 2:50 PM	**Panel Discussion: One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice** Room: W331A *Facilitator: Dr. Ali Novitsky* *Panelists: Dr. Mark Novistsky, Dr. Sara Ayers, Dr. Diana Pallin, Dr. Mackenzie McGee* ***Sponsored by Jonas Fitness***
2:50 PM – 3:10 PM	NETWORKING BREAK
3:10 PM – 4:00 PM	**The Longevity Horizon: Mapping Predictive Medicine & Functional Movement Into a Unified Medical Fitness Ecosystem** Room: W330A *Dr. Marty Miller, Chief Movement Officer, Kinotek* *Dr. Anthony Oraha, Physician & Founder, Synergy Longevity Centers* **Medical Fitness Center Operational Excellence** Room: W330B *Doug Ribley, Douglas A. Ribley & Associates* **Connecting Healthcare, Medical Fitness, & Community: A Unified Ecosystem for Proactive Health** Room: W330C *Dr. Sami Bég, CEO, Proactively* *Dr. Andrew Mock, Medical Director, Hoag Compass*
4:00 PM – 5:00 PM	**Hot Topic Expert Roundtables** Room: W331A *Longevity & Healthspan, Community Outreach, Non-Dues Revenue, Weight Mgmt Programming, Staffing, Technology Integration, Integration with Healthcare, Exercise Oncology, Lifestyle Medicine*
6:30 PM – 8:30 PM	**MFA Welcome Reception** The Pub, Pointe Orlando 9101 International Dr, Orlando, FL • Within the Pointe Orlando complex *Food, drinks, and networking included for all MFA attendees* ***Sponsored by OLC Architecture***

CELEBRATING EXCELLENCE
IN MEDICAL FITNESS

Each year, the Medical Fitness Association recognizes individuals, programs, facilities, and partners whose leadership, innovation, and commitment are advancing the medical fitness industry.

MFA ANNUAL AWARDS CEREMONY

Tuesday, November 17, 2026 | 9:15 – 10:15 a.m. | Room W331A

Join us as we honor the outstanding achievements and contributions that are shaping the future of medical fitness.

2026 AWARD RECOGNITION

HANK BOERNER PIONEER AWARD
Honors visionary leaders whose pioneering efforts have advanced the field of medical fitness.

MARLA RICHMOND EDUCATOR OF THE YEAR
Recognizes excellence in education and the advancement of knowledge in our field.

INDIVIDUAL PROFESSIONAL OF THE YEAR
Celebrates exceptional professional contributions and leadership.

PROGRAM INNOVATION AWARD
Honors innovative programs that improve health outcomes and inspire our community.

RISING STAR AWARDS
Recognizes emerging professionals making an early and meaningful impact.

MFA MEMBER FACILITY OF THE YEAR
Honors an MFA member facility that demonstrates excellence in service, innovation, and impact.

CERTIFIED FACILITY OF THE YEAR
Recognizes a certified facility that exemplifies quality, standards, and outstanding performance.

NEW MFA FELLOWS
Recognizing excellence, innovation, and significant contributions to the industry.

HONORING THE PEOPLE AND PROGRAMS MOVING MEDICAL FITNESS FORWARD

From pioneering leaders to innovative programs and outstanding facilities, our award recipients set the standard for excellence in our industry.

Explore Past MFA Award Recipients
medicalfitness.org/2025-mfa-award-winners

Thank you to our 2025 award recipients and to all who continue to inspire our mission every day.

OPENING DAY LUNCHEON

SPONSORED BY TECHNOGYM

ELEVATE YOUR FACILITY WITH PRECISION WELLNESS

During our Conference luncheon, experience a live demonstration of the new Technogym Checkup, featuring an MFA attendee and real-time assessment results.

OPENING DAY LUNCHEON
TUESDAY
12:00 PM – 2:00 PM

LOCATION
ROOM W331A
Orange County Convention Center

LUNCH, CONNECTIONS & INNOVATION
Enjoy a great meal while experiencing the future of preventive wellness.

INCLUDED WITH CONFERENCE REGISTRATION
No additional fee to attend.

Power up your journey with **Technogym Checkup**, the gateway to precision training. This smart, holistic assessment measures six key physical and cognitive markers to reveal your **Wellness Age**. **Technogym AI Coach** then turns your data into a personalized training program on the Technogym App, so you can train for measurable results anytime, anywhere.

THE ADVANTAGE FOR YOUR FACILITY

- Transforms assessment into clear, data-driven insight that elevates your onboarding and coaching workflows.
- Automates complex evaluation tasks, giving operators precise measurements without manual effort.
- Creates a consistent, science-based foundation for personalized training journeys across your entire facility.

INSPIRE A HEALTHIER LIFESTYLE AND CULTIVATE LONG-TERM LOYALTY THROUGH THE POWER OF INTELLIGENT DATA.

Thank you to **Technogym** for sponsoring this year's Opening Day Luncheon and helping bring innovation and wellness to the forefront of our Conference.

LEARN.
CONNECT.
LEAD.

Tuesday Education Preview

SESSION DETAILS

2:00-2:50 PM

Healthcare Integration

Panel Discussion: One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice

Facilitator: Dr. Ali Novitsky
Panelists: Dr. Mark Novitsky, Dr. Sara Ayers, Dr. Diana Pallin, Dr. Mackenzie McGee

Exercise is among the most powerful interventions in medicine and among the least reliably delivered. "Exercise is medicine" is widely endorsed and rarely operationalized: a referral is made, handed off, and quietly lost, and structured strength training almost never becomes a tracked, accountable part of the treatment plan. This panel closes that gap with the one thing most exercise-integration conversations are missing — a shared, working protocol. Six physicians spanning adult medicine, psychiatry, pediatrics, obesity medicine, and oncology have each integrated the same core exercise program into live clinical practice. It is one framework, adapted to the distinct demands of each specialty and patient population. Panelists will walk through how the program is introduced, prescribed, tracked, and reinforced inside a real clinical workflow; where each specialty had to adapt it; what shifted in adherence, outcomes, and patient experience; and what it took operationally to sustain the program without overloading staff. Attendees leave with a concrete, transferable model for making structured exercise a standard, measurable component of care — not a referral they hope sticks. The panel closes by addressing the specialties not yet represented and how the same protocol extends to them.

3:10-4:00 PM

Specialized Programming

The Longevity Horizon: Merging Predictive Medicine & Functional Movement

Dr. Marty Miller | Kinotek
Dr. Anthony Oraha | Synergy Longevity Centers

Healthcare is undergoing a radical paradigm shift from reactive "sick care" to proactive, data-driven longevity medicine. To maximize health span and physical function, the medical fitness industry must bridge the gap between systemic biomarkers and functional human movement. In this cutting-edge session, a unified ecosystem that pairs advanced clinical diagnostics with state-of-the-art digital biomechanics will be presented. Dr. Suppiah will explore how early detection protocols, including advanced blood biomarkers, genomic testing, and full-body imaging, identify asymptomatic chronic disease years before physical symptoms manifest. Complementing these internal insights, Dr. Marty Miller will delve into the latest fitness and performance longevity biomarkers. Dr. Miller will demonstrate how physiological pillars like VO2 Max, movement health, and muscle quality indices can be translated into actionable daily programming, securing long-term musculoskeletal independence. Together, the presenters will map a seamless client pathway from high-tech clinical screening to the gym floor, illustrating how medical fitness facilities can utilize objective metrics to boost client acquisition, onboarding close rates, and high-tier retention.

3:10-4:00 PM

Healthcare Integration

Connecting Healthcare, Medical Fitness, and Community: A Unified Ecosystem for Proactive Health

Dr. Sami Bég , MD | Proactively
Dr. Andrew Mock, MD | Hoag Compass

Healthcare, medical fitness, and community exercise resources often operate as disconnected systems despite serving the same individuals.

This session explores barriers to integration and examines how digital infrastructure, referral networks, interoperable technology, and connected workflows can create a coordinated physical activity ecosystem. One that strengthens collaboration, improves patient care, business performance, and population health, while creating real value for patients, providers, and organizations.

3:10-4:00 PM

Business & Operations

Medical Fitness Center Operational Excellence

Doug Ribley | Douglas A. Ribley & Associates

Medical Fitness Center Success consists of the achievement of meaningful health outcomes and unsubsidized financial performance. Operational excellence is the vehicle to achieve Medical Fitness Center Success. This presentation will discuss operational best practices and case study examples to help attendees put strategies and tactics into practice that will contribute to the realization of organizational goals and objectives related to Medical Fitness Center Success.

Attendees will receive information on the current state of wellness and prevention as it relates to the healthcare continuum, what operational excellence looks like, and how to measure success. Operational best practices and tactics will be presented with case-study examples to reference.

4:00-5:00 PM

Hot Topic Expert Roundtables

These roundtables are designed to bring together attendees with a shared interest in an emerging or high-impact topic affecting medical fitness today. The goal is to have an engaging discussion that explores current trends, challenges, opportunities, and innovative ideas while participants learn from one another's experiences. Choose from among these topics:

- Longevity & Healthspan
- Community Outreach
- Non-Dues Revenue
- Weight Management Programming
- Staffing
- Technology Integration
- Integration with Healthcare
- Exercise Oncology
- Lifestyle Medicine

WELCOME RECEPTION

SPONSORED BY OLC ARCHITECTURE

OLC®
Architecture | Interiors | Aquatics

Where Conversations Become Collaborations

Kick off the 2026 MFA Annual Conference by connecting with colleagues, new and familiar faces, and industry partners in a relaxed, inviting atmosphere. Enjoy great food, drinks, and meaningful conversations that continue throughout the conference.

We're excited to host this reception at The Pub, featuring a vibrant space designed to bring our community together.

TUESDAY, NOVEMBER 17
6:30 – 8:30 PM

THE PUB
9101 International Dr, Orlando, FL
Within the Pointe Orlando complex

FOOD, DRINKS & NETWORKING
Enjoy a great meal, drinks and valuable connections in a relaxed and welcoming environment.

INCLUDED WITH CONFERENCE REGISTRATION
No additional fee to attend.

SPONSOR SPOTLIGHT

OLC®
Architecture | Interiors | Aquatics

OLC ARCHITECTURE

Creating innovative, purpose-driven spaces for health, wellness and community. OLC Architecture is a national leader in designing fitness, aquatic and wellness facilities that inspire people and build healthier communities.

> "LEARN. NETWORK WITH THE BEST. CONNECT THIS EVENING. LEAD WHEN YOU RETURN HOME."

Thank you to **OLC Architecture** for sponsoring this year's Welcome Reception and helping create one of the conference's premier networking experiences.

LEARN.
CONNECT.
LEAD.

WEDNESDAY, NOVEMBER 18

2026 MEDICAL FITNESS ASSOCIATION ANNUAL CONFERENCE AGENDA

8:00 AM – 8:50 AM	**Out Comes the Tech: How Technology Will Change the Future of Outcomes?** **Room W330A** *Doug Sham, Manager, HealthFit+ Powered by Sarasota Memorial*	**Moving Beyond Medicine: Value-Based Exercise Oncology & Rehabilitation Care Across the Continuum** **Room W330B** *Aaron Wynant, Cancer Exercise Specialist, Remote Medical Fitness Systems* *Juan Torres, Medical Fitness Supervisor, BayCare Health System*	**Scaling Parkinson's Exercise Referral Networks: Outcomes Tracking, and Sustainable Growth** **Room W330C** *Cassandra Anderson, Exercise Physiologist III, ECU Health Wellness Center*
8:50 AM – 9:00 AM	**NETWORKING BREAK**		
9:00 AM – 9:50 AM	**Using Weight Without Losing Muscle: A Clinical Playbook for Medical Fitness Professionals in the GLP-1 Era** **Room W330A** *Dr. Michael Kraft, VP Clinical Performance & Enterprise Operations, Emory Healthcare; Lisa Gray, Group Fitness Coordinator, Emory Healthcare*	**A Peek Under the Hood: An Inside Look at How to Build an AI Engine Driving An Award Winning Wellness Program** **Room W330B** *Joel Hungate, AVP Strategy & Integrated Well-Being, Hancock Health* *Garren Harter, Strategic Operations Manager, Hancock Health*	**Understanding Your Fitness Center's Competitive Market and Why It Matters** **Room W330C** *David Evans, Vice President, Cooper Wellness Strategies*
9:50 AM – 10:00 AM	**NETWORKING BREAK**		
10:00 AM – 10:50 AM	**Beyond the Presidential Fitness Test: Rethinking Physical Activity Assessment** **Room W330A** *Dr. Andrew Mock, Medical Director, Hoag Compass*	**From Assessment to Accreditation: Strengthening Operation, Outcomes, and Clinical Integration** **Room W330B** *Josh Carlson, VP Client Solutions, Power Wellness*	**Don't Let Your Businees Become the Headline: Protecting Your Medical Fitness Organization from Breaches, Fraud & Compliance Failures** **Room W330C** *Geiger Lee, Compliance Officer, Coalition Security Group / Jonas Software*
10:50 AM – 11:00 AM	**NETWORKING BREAK**		
11:00 AM – 12:00 PM	**Hot Topic Expert Roundtables** **Room W331A** Longevity & Healthspan | Community Outreach | Non-Dues Revenue Weight Management Programming | Staffing | Technology Integration Integration with Healthcare | Exercise Oncology | Lifestyle Medicine		
12:00 PM – 5:00 PM	**Athletic Business Trade Show – Expo Floor** **MFA Booth #531 on the Expo Floor** *Be sure to visit our partner booths in the MFA Pavilion*		
2:30 PM – 4:00 PM	**MFA Fellows Think Tank** **Room W330A** **** By invitation only ****	**Certified Facility Forum** **Room W330B** **** Intended for Certified Facilities and organizations interested in pursuing certification ****	**Exercise Oncology Innovation Exchange** **Room W330C** **** For those interested in launching or growing exercise oncology programs and learning about the Exercise Oncology Program Accreditation ****
4:30 PM – 5:20 PM	**Fighting Cancer With Exercise: 20 Years of Free Community Programming for Individuals Impacted by Cancer** **Room W330A** *Debra Hughes, Co-Founder, Strength For Life*	**Understanding Obesity Medications in Fitness and Coaching** **Room W330B** *Anthony Wall, National Spokesperson & Global Wellness Ambassador, The American Council on Exercise*	**Community Centers for Healthy Living The Medical Fitness Model** **Room W330C** *Dr. Geoffrey Moore, President, Sustainable Health Systems*
7:00 PM – 10:00 PM	**Athletic Business Industry Party** **Ole Red Orlando, 8417 International Drive** *Free to all MFA attendees (must have name badge to enter)* *Music, food and beverages included*		

Wednesday Education Preview

SESSION DETAILS

8:00-8:50 AM | Technology & Innovation

Out Comes the Tech: How Technology Will Change the Future of Outcomes?

Doug Sham | HealthFit - Powered by Sarasota Memorial

Technology, like GLP-1s, is not going away. As we well know, if you don't adapt with it, you could be doing a disservice to your organization and members. However, to rely only on technology could also create some barriers. This session will outline how technology can be used for collecting data and what to be mindful of when using it. We'll discuss strategies for integrating different types of tools that your facility can use to help connect your members to your facility and their healthcare providers.

In this session, we will compare how outcomes are currently measured and used to how they will be changed with technology, identify the pros and cons of integrating technology for collecting and reporting on outcomes measurement, and provide strategies on integrating technology with your operations for effective outcomes collection and adherence.

8:00-8:50 AM | Exercise Oncology

Moving Beyond Medicine: Value-Based Exercise Oncology & Rehabilitative Care Across the Continuum

Aaron Wyant | Remote Medical Fitness Systems
Juan Torres | BayCare Health System

This presentation outlines a strategic, value-based roadmap for integrating exercise oncology and rehabilitative care across the entire cancer care continuum. The model is bifurcated into two distinct phases: an acute clinical phase where physical and occupational therapists, alongside specialized lymphedema and massage therapists, conduct targeted prehabilitation and early post-operative care to build cardiorespiratory reserve, reduce length of stay by up to 66%, and lower surgical complication costs (saving up to $21,946 per abdominal patient); and a long-term community survivorship phase where a structured "warm hand-off" transitions patients to certified kinesiologists and exercise physiologists who leverage motivational interviewing, cohort-based peer support, and equitable funding models to foster lifelong exercise adherence, maximizing both patient Quality-Adjusted Life Years (QALYs) and system-wide cost-utility.

8:00-8:50 AM | Specialized Programming

Scaling Parkinson's Exercise: Referral Networks, Outcomes Tracking, and Sustainable Growth

Cassandra Anderson | ECU Health Wellness Center

This session shows how to scale a Parkinson's exercise program in a medical fitness setting beyond a single class format and into a sustainable service line. Building on prior work, the presentation outlines a practical pathway from referral to long-term participation, including intake and screening, level placement, progression, and reassessment. Attendees will learn how to implement a simple outcomes-tracking system using feasible functional and quality-of-life measures, translate results into clear participant and provider communication, and strengthen referral networks with low-friction processes that build clinical trust. The session also addresses the operational elements that support growth—staffing, safety, documentation, program standardization, retention strategies, and expansion into complementary modalities (e.g., warm-water programming)—so programs can grow in size and impact without losing quality.

9:00-9:50 AM | GLP-1 & Weight Management

Losing Weight Without Losing Muscle: A Clinical Playbook for Medical Fitness Professionals in the GLP-1 Era

Dr. Michael Kraft, MD & Lisa Gray | Emory Healthcare

GLP-1's such as semaglutide and tirzepatide have transformed obesity care, producing weight loss approaching what was once only achievable with bariatric surgery. But the number on the scale tells an incomplete story. Across the pivotal trials, roughly 25-40% of the weight lost has come from lean mass, including skeletal muscle, raising real questions about strength, function, metabolic health, and long-term outcomes, particularly in older adults and those at risk for sarcopenia. This session translates the current clinical evidence into a practical framework medical fitness professionals can apply immediately. We will cover how these medications work and what the body composition data actually show, the clinical and functional implications of muscle loss and who is most at risk, and an evidence-based, programmable approach to protecting lean mass, built around resistance training, protein, and simple monitoring. Attendees will leave with a defensible, science-grounded protocol they can integrate into their programming and use to position their facility as an essential partner in the GLP-1 care pathway.

9:00-9:50 AM | Technology & Innovation

A Peek Under the Hood: An Inside Look at How to Build an AI Engine Driving An Award-Winning Wellness Program

Joel Hungate & Garren Harter | Hancock Health

AI has given you superpowers that you may not even know you have -- rapid dashboarding, expert-level statistical analysis, risk cluster intervention modeling, ROI modeling and healthcare economics, and so much more. Maybe you're using these capabilities, but have you started building deployable tools that can be delivered across your organization? Or are you waiting for someone else to solve that problem?
Join us for a walkthrough of how Hancock Health has developed our own AI tool sets that power Hancock Health's award-winning direct-to-consumer and employer programming, which was recently recognized by HR.com as the "Best Comprehensive Wellness Program of 2026", and then lean in with us as we create new tools, live in the room with you! You'll walk away understanding the current AI landscape and how it applies to your work. You'll see firsthand how these tools can focus interventions and drive ROI. You'll gain the confidence to start building yourself. But most of all, you'll completely rethink what's possible with AI in Medical Fitness.

9:00-9:50 AM | Business & Operations

Understanding Your Fitness Center's Competitive Market and Why It Matters

David Evans | Cooper Wellness Strategies

Regardless of whether you are planning to open a new fitness center, operating a new one, or have been in business for several years, long-term success will be influenced by what is happening outside the walls of your facility and within the competitive market. This session will show you a metrics-driven way to define your fitness center's primary and secondary market areas, understand the profile of its prospective members, know your competition, and discover where your fitness center can and must differentiate in its competitive market for long-term success.

In this session, you will learn how to define your fitness center's market area, understand the profile of your prospective members, understand who your fitness center's competition is and their impact on your business, and identify and leverage your fitness center's competitive advantage.

Wednesday Education Preview

SESSION DETAILS

10:00-10:50 AM

Specialized Programming

Beyond the Presidential Fitness Test: Rethinking Physical Activity Assessment

Dr. Andrew Mock, MD | Hoag Compass

For decades, physical activity assessments have focused primarily on measuring performance—how fast someone runs, how many push-ups they can complete, or how they compare with normative standards. But if the ultimate goal is to help people become more physically active, healthier, and more confident movers, are we measuring the right things?

This interactive discussion will challenge participants to rethink the purpose of physical activity assessment. Rather than asking how to build a better fitness test, we will explore what information is actually needed to guide the next intervention, support behavior change, and teach individuals how to manage their own physical activity. Using the Presidential Fitness Test as a launching point, attendees will help envision what a modern National Physical Activity Assessment might look like if its primary purpose were lifelong physical activity rather than ranking performance.

10:00-10:50 AM

Healthcare Integration

From Assessment to Accreditation: Strengthening Operations, Outcomes, and Clinical Integration

Josh Carlson | Power Wellness

This forward-thinking session, led by Power Wellness VP of Client Solutions Josh Carlson, is designed for healthcare executives and medical fitness leaders to strengthen their facilities, advance clinical integration, improve outcomes, and better serve their communities by conducting an operational assessment and achieving MFA Facility Certification status, the gold standard in the fitness industry.

This presentation will include case studies that include pre/post certification results along with client testimonials. Attendees will learn the most important medical fitness business metrics to measure, implement key standards and guidelines, and best practices for integrating with medical and clinical healthcare services.

10:00-10:50 AM

Business & Operations

Don't Let Your Business Become the Headline: Protecting Your Medical Fitness Organization from Breaches, Fraud & Compliance Failures

Geiger Lee | Coalition Security Group/Jonas Software

Fitness and wellness centers face a complex and often underestimated compliance landscape. Whether operating as a HIPAA-covered entity or as a business associate handling protected health information on behalf of one, these facilities collect payment card data, protected health information, and personally identifiable information — often in a single member interaction. This 45-minute session gives facility directors, operations managers, and fitness center owners a practical, non-technical understanding of PCI DSS, HIPAA/PHI, PII, and California's CCPA/CPRA obligations relevant to their specific role in the healthcare ecosystem. Participants will learn why compliance is not a bureaucratic checkbox but a direct defense against breaches, regulatory fines, and the reputational damage that follows public incidents. The session closes with a practical vendor evaluation framework, equipping leaders to select software and service providers whose compliance posture will hold up to scrutiny — and make internal legal and compliance reviews faster and less painful.

11:00-12:00 PM

Hot Topic Expert Roundtables

These roundtables are designed to bring together attendees with a shared interest in an emerging or high-impact topic affecting medical fitness today. The goal is to have an engaging discussion that explores current trends, challenges, opportunities, and innovative ideas while participants learn from one another's experiences. Choose from among these topics:

- Longevity & Healthspan
- Community Outreach
- Non-Dues Revenue
- Weight Management Programming
- Staffing
- Technology Integration
- Integration with Healthcare
- Exercise Oncology
- Lifestyle Medicine

Wednesday Education Preview

SESSION DETAILS

2:30-4:00 PM | Business & Operations

MFA Fellows Think Tank

Special Event

MFA Fellows are invited to participate in the inaugural MFA Fellows Think Tank, where Fellows will discuss strategic priorities for the future of the medical fitness industry and the Association.

Key themes and recommendations will be shared with the MFA Board of Directors to help inform the Association's future direction.

**** By invitation only ****

2:30-4:00 PM | Healthcare Integration

Certified Facility Forum

Special Event

This interactive forum brings together MFA Certified Facility leaders to examine the current state and future of medical fitness. Using insights from MFA Certified Facility benchmark data and a pre-conference leadership questionnaire, participants will explore key trends, strategic priorities, challenges, and emerging opportunities across certified facilities.

The forum will also feature best-practice examples from participating organizations and facilitated peer discussion focused on what is working, where challenges remain, and how MFA and its Certified Facility network can continue advancing the field.

****This is intended for personnel from MFA Certified Facilities and organizations interested in pursuing certification. ****

2:30-4:00 PM | Exercise Oncology

Exercise Oncology Innovation Exchange

Special Event

This is intended for those interested in launching or growing exercise oncology programs.

This will also be an opportunity to learn more about the new MFA Exercise Oncology Program Accreditation (EOPA).

4:30-5:20 PM | Exercise Oncology

Fighting Cancer With Exercise: 20 Years of Free Community Programming For Individuals Impacted By Cancer

Debra Hughes | Strength For Life

Exercise is increasingly recognized as an essential component of comprehensive cancer care, with evidence demonstrating its ability to improve physical function, reduce treatment-related side effects, enhance quality of life, and support long-term survivorship. Drawing on two decades of experience providing free community-based exercise programs for individuals impacted by cancer, this presentation will explore the role of exercise oncology across the cancer continuum, from diagnosis through survivorship. Participants will learn key principles for designing safe, effective, and evidence-informed exercise programs that address the unique needs of cancer patients and survivors. The session will also highlight practical strategies for building sustainable community-based initiatives through accessibility, participant engagement, and multidisciplinary collaboration. Attendees will leave with actionable insights for integrating exercise into cancer care and creating programs that improve health outcomes while expanding access to supportive care services in their communities.

4:30-5:20 PM | GLP-1 & Weight Management

Understanding Obesity Medications in Fitness and Coaching

Anthony Wall | The American Council on Exercise

As GLP-1 medications such as Ozempic, Wegovy, and Mounjaro become more widely used, fitness and medical fitness professionals need a practical understanding of how these medications may affect clients' exercise experiences, challenges, and support needs.

This session will provide evidence-informed information on obesity medications, including key physiological considerations, common client challenges, and supportive approaches to program design. It will also address misconceptions and biases related to these medications, helping professionals take a client-centered approach that supports adherence, confidence, and positive outcomes.

4:30-5:20 PM | Healthcare Integration

Community Centers for Healthy Living: The Medical Fitness Model

Dr. Geoffrey Moore, MD | Sustainable Health Systems

Based on the presenter's experience proposing, designing, and leading the Cayuga Center for Healthy Living, this presentation will outline how to create a 2nd-generation Community Center for Healthy Living (CCHL 2.0). CCHL 2.0 facilities are designed to provide scalable community-based and community-oriented support for patients/clients who want or need lifestyle medicine services for the purposes of reversing or preventing chronic conditions. The presentation will only briefly touch on clinical concepts, as these "6 Pillars" are widely known to the MFA audience. The focus will be more on (a) programming that meets community needs, operational factors, and nuances that influence financial stability, (b) how to serve 3 target markets - consumers, health systems, and local employers, and (c) how to provide data collection and analysis that proves that you're achieving the desired clinical and financial outcomes.

THURSDAY, NOVEMBER 19

2026 MEDICAL FITNESS ASSOCIATION
ANNUAL CONFERENCE AGENDA

8:00 AM – 8:50 AM

And Then What? Becoming the Bridge Between Sick Care and the Fitness Floor
Room W330A
Dr. Meg Zakarewicz, Founder & Medical Director, YOURLife / Newtown Athletic Club

Exercise in Cancer Care: A Whole-Body Biological Strategy
Room W330B
Juan Torres, Medical Fitness Supervisor, BayCare Health System

Regulated to Perform: The Six Stress Patterns Impacting Clinical and Fitness Outcomes
Room W330C
Dr. Ali Novitsky, CEO & Founder, The FIT Collective

8:50 AM – 9:00 AM

NETWORKING BREAK

9:00 AM – 9:50 AM

Extending the Healthcare Continuum: Transforming Recovery into Lifelong Wellness
Room W330A
Michael Cain, Health & Fitness Manager, Cone Health
Jessica Hightower, Phys. Ther. Supervisor, Cone Health

Managing Effective Benchmarks in Medical Wellness Centers
Room W330B
Don Doyle, President & CEO, Healthplex Associates

How to Connect Your Wellness Center to a Lifestyle Medicine Clinic
Room W330C
Dr. Lori Deemer, Medical Director, Hancock Health
Sarah Hurst, Fitness Supervisor, Hancock Wellness Center

9:50 AM – 10:00 AM

NETWORKING BREAK

10:00 AM – 2:00 PM

Athletic Business Trade Show - Expo Floor
MFA Booth #531 on the Expo Floor
Come hear from the experts in the MFA Pavilion:
MFA Mini-Talks
15-Minute Education Sessions – Lots to learn in a short time!
From 10:15 AM to 12:30 PM

2:00 PM – 2:50 PM

The Parkinson's Wellness Hub: A Multimodal Exercise Program for Parkinson's Disease
Room W330A
Ryan Glatt, Senior Brain Health Coach, Pacific Neuroscience Institute

Nutrition for Women in Perimenopause and Menopause
Room W330B
Anita Mirchandani, MS, RD, CDN, Director of Nutritional Services, Carolyn Rowan Center for Women's Health and Wellness

The Evolution of an Interdisciplinary Lifestyle Medicine Program: From Clinical Theory to Facility Implementation
Room W330C
Jordan Colbert, Registered Dietitian; Mikka Ipiri, Registered Dietitian & RENEW Program Coordinator, Sarasota Memorial Healthcare System

2:50 PM – 3:00 PM

NETWORKING BREAK

3:00 PM – 3:50 PM

From Blood Sugar to Heart Health: The Power of Exercise in Type 1 Diabetes
Room W330A
Meredith Cleveland, Supervisor/Exercise Physiologist, Sarasota Memorial Healthcare System

The Future of Fitness: Movement That Matters
Room W330B
Jeffrey Pinkerton, VP of Business Development, MOSSA

Adapting Exercise Prescription and Programming for Clients with Physical Disabilities
Room W330C
Niki Johnson, Senior Exercise Physiologist, Sheltering Arms

3:50 PM – 4:00 PM

NETWORKING BREAK

4:00 PM – 4:50 PM

Implementation Roundtables
Room W331A
Choose one interactive discussion to translate conference insights into practical strategies you can implement in your organization.
Bring your questions, share your experiences, and leave with actionable ideas from your peers.

Continue the Conversations!
Gather with colleagues for dinner or drinks (on your own) and strengthen the connections you've made throughout the conference.

Thursday Education Preview

SESSION DETAILS

8:00-8:50 AM | Healthcare Integration

And Then What? Becoming the Bridge Between Sick Care and the Fitness Floor

Dr. Meg Zakarewicz, DO | YOUR.Life / Newtown Athletic Club

This session makes the case that medical fitness facilities are uniquely positioned to be the bridge for people who want to become healthier and need somewhere to turn for trusted support, and shows what happens when one steps into the gap. At YOUR.Life, a root-cause, whole-person practice located inside the Newtown Athletic Club, every member was offered Clarity, an in-depth biomarker panel, followed by a Results and Roadmap visit: a sit-down, whole-person review that moved beyond "your labs are normal" to show members where they actually stood, what it meant, and what they could do about it, starting with food, exercise, and environment as medicine. What we discovered was a revelation. People are hungry, far hungrier than we expected, for real information and a plan they can trust to reach their goals. Attendees will leave seeing their own facility through a new lens: not as a gym, and not as a clinic, but as the bridge their community has been missing, and the trusted authority people are already searching for.

8:00-8:50 AM | Exercise Oncology

Exercise in Cancer Care: A Whole-Body Biological Strategy

Juan Torres | BayCare Health System

Exercise is often described as beneficial for cancer patients, but the explanation usually stops at “exercise is good for you.” This presentation goes deeper by explaining the biological “why” behind exercise in cancer care, beginning with powerful cancer statistics, a brief history of exercise oncology, and an overview of how cancer and cancer treatments affect the whole body. The presentation breaks down how exercise impacts four key systems that are often stressed during cancer care: the muscular, cardiovascular, immune, and metabolic systems. Participants will learn how exercise acts as a biological signal that supports strength, circulation, immune regulation, energy production, treatment tolerance, and overall resilience. It also connects these system-level changes to real-life patient outcomes, such as reduced fatigue, improved function, better quality of life, and greater confidence during the cancer journey. This session is an evidence-based, practical explanation of how supervised exercise oncology can serve as a meaningful supportive care strategy from diagnosis through survivorship.

8:00-8:50 AM | Specialized Programming

Regulated to Perform: The Six Stress Patterns Impacting Clinical and Fitness Outcomes

Dr. Ali Novitsky, MD | The FIT Collective

Across medicine and fitness, we keep losing the same person between the exam room and the gym floor. Adherence drops, training stalls, weight regains, anxiety returns, and we blame motivation, willpower, or each other. The real driver is usually an unrecognized stress-regulation pattern, and it is the one variable almost nobody is measuring. This session introduces a shared, observable language for dysregulation, adapted from DBT and built for clinical and fitness teams. The core of the talk maps six predictable distress patterns, each with its strengths, blind spots, telltale excuses, and a specific set of clinician and fitness pro tools for moving a person back into the productive zone. The final section scales the framework beyond the one-to-one encounter into provider self-regulation, the provider-client dyad, and team-level protocols for intake, hand-offs, and the schedule itself. Attendees leave with three things they can implement immediately and a pocket field guide to the six patterns.

9:00-9:50 AM | Healthcare Integration

Extending the Healthcare Continuum: Transforming Recovery into Lifelong Wellness

Michael Cain & Jessica Hightower | Cone Health

Historically, the healthcare continuum often ended when a patient completed rehabilitation or was discharged from clinical care. While patients achieved important milestones during treatment, many lacked the resources, guidance, and accountability needed to sustain those gains long-term. Today, forward-thinking healthcare organizations are extending the continuum of care through integrated medical fitness and wellness programs that bridge the gap between rehabilitation and lifelong health management. Through structured exercise, education, coaching, and ongoing engagement, these programs help patients maintain functional gains, improve quality of life, and adopt sustainable healthy behaviors. As healthcare continues its shift toward value-based care, population health, and disease prevention, stronger collaboration between clinical and wellness services will be essential. This presentation explores how extending the healthcare continuum can transform recovery into lifelong wellness while delivering measurable clinical, operational, and financial value to healthcare systems.

9:00-9:50 AM | Business & Operations

Managing Effective Benchmarks in Medical Wellness Centers

Don Doyle | Healthplex Associates

This presentation will help management teams of Medical Wellness Centers identify key benchmarks and metrics that will support operational efficiency. Industry benchmarks help centers assess their financial health. Comparing performance against standards can reveal opportunities to increase profitability and control expenses.

Benchmarking is an ongoing process that helps organizations monitor progress over time, set realistic improvement targets, and evaluate the effectiveness of operational and clinical initiatives. This presentation will help identify strengths and opportunities for centers.

9:00-9:50 AM | Healthcare Integration

How to Connect Your Wellness Center to a Lifestyle Medicine Clinic

Dr. Lori Deemer, MD | Hancock Health
Sarah Hurst | Hancock Wellness Center

We will present why a mid-size health system invested in Lifestyle Medicine and the Medical Fitness Model, how the Lifestyle Medicine's 6 pillars of health serve as guiding principles in all that we do, and we will demonstrate how the healthcare system and medically certified wellness centers work together to deliver optimum care. We will share what has not worked and what has worked, how this relationship has promoted the growth of the entire health system, and how, when incentives are aligned, providers and patients are far more satisfied, and lives are changed. In particular, we will discuss how relationship building and building community in care of the individual improves outcomes in ways patients would not have experienced otherwise. We will present the clinical outcomes of our interventions, demonstrating whole patient care in action.

Thursday Education Preview

SESSION DETAILS

A Day of Learning That Moves You Forward

Kick off your Thursday with quick-hitting insights from industry experts. Our MFA Mini-Talks deliver practical ideas in 15-minute sessions designed to inform, inspire, and help you lead with confidence.

10:15 AM – 12:30 PM

MFA Mini-Talks

Location: MFA Pavilion in the Expo

10:15–10:30	**Marty Miller**	Closing the Loop: Packaging Longevity Assessments into High-Tier Membership Tiers
10:35–10:50	**Michele Wong**	BFR Beyond Rehab: The Emerging Role of Blood Flow Restriction in Personal Training
10:55–11:10	**Geiger Lee**	Fraud, Fines & Fun: A Compliance Trivia Showdown
11:15–11:30	**Jessica Maurer**	Burnout, Boredom, and Breakthroughs
11:35–11:50	**Debbie Hughes**	Beyond 'Avoid Inactivity' – 20 Years of Evolution in Exercise Oncology
11:55–12:10	**Debbie Bellenger**	Global Wellness Trends & Opportunities
12:15–12:30	**Scott Pidgeon**	An Introduction to Near Infrared Light for Brain Health

Thursday Education Preview

SESSION DETAILS

2:00-2:50 PM | Specialized Programming

The Parkinson's Wellness Hub: A Multimodal Exercise Program for Parkinson's Disease

Ryan Glatt | Pacific Neuroscience Institute

Parkinson's disease requires more than exercise alone. As prevalence rises, medical fitness facilities can become comprehensive community destinations supporting people throughout the disease journey.

This presentation introduces the Parkinson's Disease Wellness Hub model, a multidisciplinary approach integrating fitness, rehabilitation, healthcare, education, wellness, and support services. Participants will explore key components, including exercise, cognitive wellness, nutrition, caregiver support, community partnerships, technology, outcomes, staffing, referral networks, funding, and sustainability.

Attendees will leave with a scalable framework for developing a Parkinson's Disease Wellness Hub that expands access, strengthens community engagement, and supports long-term quality of life.

2:00-2:50 PM | Specialized Programming

Nutrition for Women in Perimenopause and Menopause

Anita Mirchandani | Carolyn Rowan Center for Women's Health and Wellness

Perimenopause and menopause involve hormonal changes that can significantly affect metabolism, body composition, bone health, cardiovascular risk, and overall well-being. Effective nutrition during this transition focuses on strategic nourishment rather than restriction.

This session will explore key nutrition priorities, including adequate protein, fiber-rich carbohydrates, healthy fats, and essential micronutrients that support muscle, bone, metabolic, and hormonal health. It will also address the importance of individualized strategies that account for symptoms, lifestyle, and changing nutritional needs. When combined with resistance training, stress management, and sleep support, nutrition can help women improve resilience, confidence, and quality of life throughout the menopausal transition.

2:00-2:50 PM | Healthcare Integration

The Evolution of an Interdisciplinary Lifestyle Medicine Program: From Clinical Theory to Facility Implementation

Jordan Colbert & Mikka Ipri | Sarasota Memorial Healthcare System

This session explores the evolution of an interdisciplinary lifestyle medicine program from clinical theory to implementation within a medical fitness center. Attendees will examine how dietitians, personal trainers, and health and wellness coaches work across distinct but complementary scopes to deliver a cohesive curriculum, while also exploring the core components and logistics of a semi-virtual program model. The presentation will highlight participant outcomes, implementation considerations, and lessons learned through continuous program improvement.

3:00-3:50 PM | Specialized Programming

From Blood Sugar to Heart Health: The Power of Exercise in Type 1 Diabetes

Meredith Cleveland | Sarasota Memorial Healthcare System

This session focuses on the integration of Type 1 Diabetes management within cardiac rehabilitation to support cardiovascular risk reduction and safe exercise participation. Participants will examine cardiovascular and metabolic responses to aerobic, resistance, and interval training in individuals with Type 1 Diabetes. Evidence-based strategies aligned with AACVPR guidelines are reviewed for risk stratification, blood glucose monitoring, insulin adjustment, and hypoglycemia prevention during supervised exercise. Practical application within the cardiac rehabilitation setting is emphasized to improve patient safety, clinical outcomes, and long-term cardiovascular health.

3:00-3:50 PM | Business & Operations

The Future of Fitness: Movement That Matters

Jeffrey Pinkerton | MOSSA

This energetic and thought-provoking session explores why movement, connection, and community matter more than ever. Through personal stories, humor, and practical insights, this session challenges common assumptions about the “future of fitness” and examines why experiences built around belonging – from group exercise to pickleball – are driving engagement in powerful ways. Attendees will explore how movement supports not only physical health, but also confidence, independence, resilience, and social connection. Designed for leaders and professionals in fitness and wellness settings, this presentation highlights the unique opportunity fitness and wellness communities have to create environments where people feel welcomed, supported, and motivated to keep moving for life.

3:00-3:50 PM | Specialized Programming

Adapting Exercise Prescription and Programming for Clients with Physical Disabilities

Niki Johnson & Abbey Colley | Sheltering Arms

A physical disability is defined by functional impact rather than diagnosis and includes lasting impairments of body structure or function that substantially limit major life activities such as walking, lifting, bending, or manual tasks. These limitations may be present at birth or acquired through injury, illness, or progressive conditions. Exercise is essential because it supports physical health, mental well-being, independence, and quality of life. Through clientele and membership cases, this presentation will show how fitness professionals can safely and effectively learn, apply, and adapt exercise prescription and programming for people with physical disabilities.

Speaker Directory

Cassandra Anderson
Exercise Physiologist
ECU Health Wellness Center
Wed 11/18, 8AM
"Scaling Parkinson's Exercise: Referral Networks, Outcomes Tracking, and Sustainable Growth"

Dr. Sara Ayers, MD
Managing Partner, board certified pediatrician and obesity medicine specialist
Suburban Pediatrics
Tue 11/17, 2PM
"Panel Discussion: One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice"

Dr. Sami Beg, MD
Co-founder & CEO
Proactively
Tue 11/17, 3:10PM
"Connecting Healthcare, Medical Fitness, & Community: A Unified Ecosystem for Proactive Health"

Debbie Bellenger
Chief Operating Officer
Fit Bodies Inc
Thu 11/19,10:35AM
"Global Wellness Trends & Opportunities"

Michael Cain
Health & Fitness Manger - Medical Fitness Cone Health - Sagewell Health & Fitness
Thu 11/19, 9AM
"Extending the Healthcare Continuum: Transforming Recovery into Lifelong Wellness"

Josh Carlson
VP of Client Solutions
Power Wellness
Wed 11/18, 10AM
"From Assessment to Accreditation: Strengthening Operations, Outcomes, and Clinical Integration"

Meredith Cleveland
Supervisor/Exercise Physiologist
Sarasota Memorial Healthcare System
Thu 11/19, 3PM
"From Blood Sugar to Heart Health: The Power of Exercise in Type 1 Diabetes"

Jordan Colbert
Registered Dietitian
Sarasota Memorial Healthcare System
Thu 11/19, 2PM
"The Evolution of an Interdisciplinary Lifestyle Medicine Program: From Clinical Theory to Facility Implementation"

Abbey Colley
Exercise Physiologist and Fitness Team Lead
Sheltering Arms Corporation
Thu 11/19, 3PM
"Adapting Exercise Prescription and Programming for Clients with Physical Disabilities"

Don Doyle
President & CEO
Healthplex Associates
Thu 11/19, 9AM
"Managing Effective Benchmarks in Medical Wellness Centers"

David Evans
Vice President
Cooper Wellness Strategies
Wed 11/18, 9AM
"Understanding Your Fitness Center's Competitive Market and Why It Matters"

Ryan Glatt
Senior Brain Health Coach, Program Director
Pacific Neuroscience Institute
Thu 11/19, 2PM
"The Parkinson's Wellness Hub: A Multimodal Exercise Program for Parkinson's Disease"

Speaker Directory

Lisa Gray
Fitness Coordinator
Emory Decatur Wellness Center
Wed 11/18, 9AM
"Losing Weight Without Losing Muscle: A Clinical Playbook for Medical Fitness Professionals in the GLP-1 Era"

Garren Harter
Wellbeing Strategic Operations Manager
Hancock Health
Wed 11/18, 9AM
"A Peek Under the Hood: An Inside Look at How to Build an AI Engine Driving An Award Winning Wellness Program"

Jessica Hightower
Physical Therapist
Cone Health
Thu 11/19, 9AM
"Extending the Healthcare Continuum: Transforming Recovery into Lifelong Wellness"

Debra Hughes
Co-Founder, Strength For Life
Wed 11/18, 4:30PM
"Fighting Cancer With Exercise: 20 Years of Free Community Programming For Individuals Impacted By Cancer"
Thu 11/19, 11:35AM
"The Latest in Exercise Oncology"

Joel Hungate
AVP Strategy & Integrated Well-Being
Hancock Health
Wed 11/18, 9AM
"A Peek Under the Hood: An Inside Look at How to Build an AI Engine Driving An Award Winning Wellness Program"

Mikka Ipri
Registered Dietitian & RENEW Program Coordinator
Sarasota Memorial Healthcare System
Thu 11/19, 2PM
"The Evolution of an Interdisciplinary Lifestyle Medicine Program: From Clinical Theory to Facility Implementation"

Niki Johnson
Senior Exercise Physiologist
Sheltering Arms Corporation
Thu 11/19, 3PM
"Adapting Exercise Prescription and Programming for Clients with Physical Disabilities"

Geiger Lee
Compliance Officer
Coalition Security Group / Jonas Software
Wed 11/18, 10AM
"Don't Let Your Business Become the Headline: Protecting Your Medical Fitness Organization"
Thu 11/19, 10:55AM
"Fraud, Fines & Fun: A Compliance Trivia Showdown"

Jessica Maurer
Director of Education
Mental Wellbeing Association
Thu 11/19,11:15AM
"Burnout, Boredom, and Breakthroughs"

Dr. Mackenzie McGee, MD
Physician
OSF Healthcare
Tue 11/17, 2PM
"Panel Discussion: One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice"

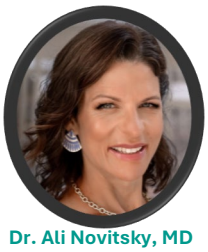
Dr. Marty Miller
Chief Movement Officer
Kinotek
Tue 11/17, 3:10PM
"The Longevity Horizon: Merging Predictive Medicine & Functional Movement into a Medical Fitness Ecosystem"
Thu 11/19, 10:15AM
"Closing the Loop: Packaging Longevity Assessments into High-Tier Membership Tiers"

Dr. Andrew Mock, MD
Medical Director, Hoag Compass
Tue 11/17, 3:10PM
"Connecting Healthcare, Medical Fitness, & Community: A Unified Ecosystem for Proactive Health"
Wed 11/18, 10AM
"Beyond the Presidential Fitness Test: Rethinking Physical Activity Assessment"

Speaker Directory

Dr. Anthony Oraha , MD
Physician & Founder
Synergy Longevity Centers
Tue 11/17, 3:10PM
"The Longevity Horizon: Merging Predictive Medicine & Functional Movement into a Medical Fitness Ecosystem"

Dr. Geoffrey Moore, MD
President
Sustainable Health Systems
Wed 11/18, 4:30PM
"Community Centers for Healthy Living: The Medical Fitness Model "



Dr. Ali Novitsky, MD
CEO, The FIT Collective
Tue 11/17, 2PM
"Panel Discussion: One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice"
Thu 11/19, 8AM
"Regulated to Perform: The Six Stress Patterns Impacting Clinical and Fitness Outcomes"

Dr. Diana Pallin, MD
CEO
New Start Medical
Tue 11/17, 2PM
"Panel Discussion: One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice"

Scott Pidgeon
Director of Business Development
Vielight
Thu 11/19, 12:15PM
"An Introduction to Near Infrared Light for Brain Health"

Jeffrey Pinkerton
VP of Business Development
MOSSA
Thu 11/19, 3PM
"The Future of Fitness: Movement That Matters"

Dr. Ara Suppiah, MD
Scientific & Medical Advisor,
Fountain Life
Tue 11/17, 3:10PM
"The Longevity Horizon: Merging Predictive Medicine & Functional Movement into a Medical Fitness Ecosystem"

Doug Ribley
President & CEO,
Douglas A. Ribley & Associates
Tue 11/17, 3:10PM
"Medical Fitness Center Operational Excellence"

Doug Sham
Manager
HealthFit - Powered by Sarasota Memorial
Wed 11/18, 8AM
"Out Comes the Tech: How Technology Will Change the Future of Outcomes?"

Juan Torres
Medical Fitness Supervisor
BayCare Health System
Wed 11/18, 8AM
"Moving Beyond Medicine: Value-Based Exercise Oncology & Rehabilitative Care Across the Continuum"
Thu 11/19, 8AM
"Exercise in Cancer Care: A Whole-Body Biological Strategy"

Anthony Wall
Global Wellness Ambassador
American Council on Exercise
Wed 11/18, 4:30PM
"Understanding Anti-Obesity Medications in Fitness and Coaching"

Dr. Karen Wonders
Founder & CEO
Maple Tree Cancer Alliance
Tue 11/17, 10:30AM
"Keynote: The Next Chapter in Exercise Oncology"

Michele Wong
Chief Operating Officer, Active Wellness
Thu 11/19,11:55AM
"BFR Beyond Rehab: The Emerging Role of Blood Flow Restriction in Personal Training"

Aaron Wyant
Kinesiologist, Cancer Exercise Specialist
Remote Medical Fitness Systems
Wed 11/18, 8AM
"Moving Beyond Medicine: Value-Based Exercise Oncology & Rehabilitative Care Across the Continuum"

Dr. Meg Zakarewicz, MD
Physician/Medical Director
Newtown Athletic Club
Thu 11/19, 8AM
"And Then What? Becoming the Bridge Between Sick Care & the Fitness Floor"

Plan Your Conference

REGISTRATION, LODGING, CONTINUING EDUCATION & ONSITE ESSENTIALS

MEMBER REGISTRATION

$599

ADDITIONAL STAFF MEMBER REGISTRATION

$549

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Includes 1-year Individual Membership

REGISTER NOW

medicalfitness.org/events/2026-annual-conference-orlando-/register

HOTELS & TRAVEL

Discounted hotel options are available through the Athletic Business housing provider. Book through the official event link: https://www.abshow.com/travel

CONTINUING EDUCATION

CECs are available through ACSM and ACE. MFA will also provide a Certificate of Attendance for use with other credentialing organizations.

WHAT TO WEAR

Business casual for education sessions. Comfortable clothing is recommended for Lift with a Doc. Evening events are casual.

QUESTIONS

Mariann Murphy, MFA VP
mariann.murphy@medicalfitness.org

INCLUDED WITH YOUR REGISTRATION:

- ✓ Three days of education, peer learning, and interactive discussion
- ✓ Opening Day Luncheon
- ✓ MFA Welcome Reception
- ✓ Access to the Athletic Business Expo + MFA Pavilion
- ✓ Admission to the Athletic Business Industry Party
- ✓ Continuing education credits through ACSM and ACE
- ✓ MFA Certificate of Attendance

Make the Most of Your Conference Experience

1

Introduce Yourself

Take advantage of networking opportunities throughout the conference. Sit by someone new, invite a new connection to lunch, and use receptions and breaks to build relationships. Some of the best conversations happen over coffee, between sessions, or while exploring the Expo and MFA Pavilion.

2

Attend Something Unexpected

Challenge yourself to participate in at least one session outside your usual area of expertise. Cross-disciplinary learning often leads to your biggest takeaways. Use this Conference Guide to plan out where to be throughout the week.

3

Visit the MFA Pavilion in the Expo

Meet industry partners, explore innovative products and services, and attend Mini Talks featuring practical solutions you can bring back to your organization.

4

Participate in Discussions

Roundtables, special forums, and the Q&A following sessions are designed to encourage dialogue, rather than just passive listening. Share your experiences and learn from others.

5

Leave with an Action Plan

Before returning home, identify at least three ideas you'll implement within the next 30 days to continue the momentum from the Conference. Carve out some time to reflect each day of the Conference and in the days immediately after.

Our Industry Partners

SUPPORTING THE PEOPLE, PROGRAMS, AND IDEAS ADVANCING MEDICAL FITNESS

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JONAS FITNESS

INDUSTRY PARTNER – SILVER LEVEL

TECHNOGYM

INDUSTRY PARTNER – BRONZE LEVEL

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- Dividat
- Fit-X
- Gym Business Manager
- Healthplex Associates
- HUR USA
- Insure Fitness Group
- MOSSA
- MXM
- Ohlson Lavoie Corporation
- Proactively
- Spirit Fitness
- TMI Sustainable Aquatics
- Urban Poling
- Vapor Fresh
- Vielight
- WellnessSpace Brands

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