



## Medical Fitness Leadership Institute 2024

### DAY 1: Tue, 9/10/24

1:00 PM	1:05 PM	Day 1 Welcome & Intro	Collette Carter
1:05 PM	1:35 PM	<b>Medical Fitness 101</b>	Doug Ribley
1:35 PM	1:40 PM	Break	
1:40 PM	2:10 PM	<b>Organizational Culture and Leadership</b>	Mike Stack
2:10 PM	2:15 PM	Break	
2:15 PM	2:45 PM	<b>Medical Fitness Industry Leadership</b>	David Flench
2:45 PM	2:50 PM	Break	
2:50 PM	3:10 PM	<b>Panel Q&amp;A</b>	Doug, Mike, David

### DAY 2: Wed, 9/11/24

1:00 PM	1:05 PM	Day 2 Welcome & Intro	Kevin McHugh
1:05 PM	1:35 PM	<b>Staff Management &amp; Leadership</b>	Deb Riggs
1:35 PM	1:40 PM	Break	
1:40 PM	2:10 PM	<b>The Value Proposition</b>	Brad Calabrese
2:10 PM	2:15 PM	Break	
2:15 PM	2:45 PM	<b>Marketing Essentials</b>	Alan Loyd
2:45 PM	2:50 PM	Break	
2:50 PM	3:10 PM	<b>Panel Q&amp;A</b>	Deb, Brad, Alan

### DAY 3: Thu, 9/12/24

1:00 PM	1:05 PM	Day 3 Welcome & Intro	Jamy McGee
1:05 PM	1:35 PM	<b>Measures that Drive your Business</b>	John Caliri
1:35 PM	1:40 PM	Break	
1:40 PM	2:10 PM	<b>Finance &amp; Budgeting</b>	Don Doyle
2:10 PM	2:15 PM	Break	
2:15 PM	2:45 PM	<b>Strategic Planning</b>	David Evans
2:45 PM	2:50 PM	Break	
2:50 PM	3:10 PM	<b>Panel Q&amp;A</b>	John, Don, David