

The Medical Fitness Network is a directory of fitness professionals, gyms and allied health-care providers who are interested in promoting their services to those who have medical conditions/chronic disease and who need pre- and postnatal care.

A NICHE MARKET

There are 100 million baby boomers (those over 50) that make up approximately 30% of our population and three-fourths of America's wealth. They are expected to live longer than previous generations. This is the largest segment in our economy with the largest percentage of wealth.

As this population ages, we are seeing a significant increase in obesity, chronic disease and individuals with multiple medical conditions. The number of aging individuals seeking fitness professionals is about to reach its tipping point. Among the many conditions a boomer client may face are joint replacements (often two or more), cardiovascular disease, diabetes, cancer, obesity, arthritis, Parkinson's, osteoporosis and muscle loss.

According to the Center for Disease Control (CDC), 80% of older adults have one chronic medical condition and 50% have two or more. Public health efforts to promote health and functional independence are critical strategies in helping older adults stay healthy and live independently. Regular physical activity is one globally accepted strategy to promote and preserve health.

These clients, once thought of as the exception, are now becoming the norm and they are seeking the best of the best in the industry to serve them. Fitness professionals working with the aging population must have a higher level of knowledge, skill and expertise and it is this type of education that has the highest growth potential.

BENEFITS OF BECOMING A MEMBER

Professionals are invited to become a member of this network and create a full profile page to showcase their business and services. These profiles are seen by the top medical organizations in the country whose websites have millions of visitors per year. Some of the growing list of organizations that use the MFN are the Arthritis Foundation, American Breast Cancer Foundation, Alzheimer's Research & Prevention Foundation, MS Fitness Challenge, Osteoporosis Foundation and PHIT America.

Other member opportunities include free educational webinars, large discounts on certifications and continuing education from over 50 companies, social media spotlights and access to a national continued education calendar of conferences and workshops.

HOW TO BECOME A MEMBER

The MFN project is volunteer-driven and supported by the professional member dues. Professionals pay \$99/year and facilities pay \$199/year to join the network and promote their services. All monies from dues are invested back into the network for growth and the services and resources it provides to the medical and health organization it supports.

To learn more about MFN go to www.medicalfitnessnetwork.org/about or if you are a professional who would like to join the network go to www.medicalfitnessnetwork.org/welcome.

PFP offers a 50% discount on a year membership with code: PFP49

CONTACT INFO:

COMPANY:
MFN

WEBSITE:
www.medicalfitnessnetwork.org

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