

The Medical Fitness Network Launches The Medical Fitness Education Foundation



By Lisa Dougherty

There are approximately 100 million baby boomers (aged 50 and over) in the United States making up 30% of the nation's population and three-fourths of its wealth. This group is expected to live longer than previous generations. It is the largest population segment of our economy and they are now starting to seek professional help for their aging bodies. Among the many conditions a boomer client may face are: joint replacements (often two or more), arthritis, cardiovascular disease, cancer, diabetes, obesity, osteoporosis, Parkinson's and muscle loss.

As this group ages, the country is seeing a significant increase in obesity, chronic disease and individuals with multiple medical conditions. The number of aging individuals seeking help by turning to fitness professionals is about to explode. These members/clients, once thought of as the exception, are now becoming the norm. They will be looking for programs and

professionals who understand who they are, what they are suffering from, and how they can be helped to prevent, treat, restore function and preserve their quality of life. A club and their trainers that anticipates and prepares for this new emphasis in fitness demands, will reap the benefits both financially and professionally.

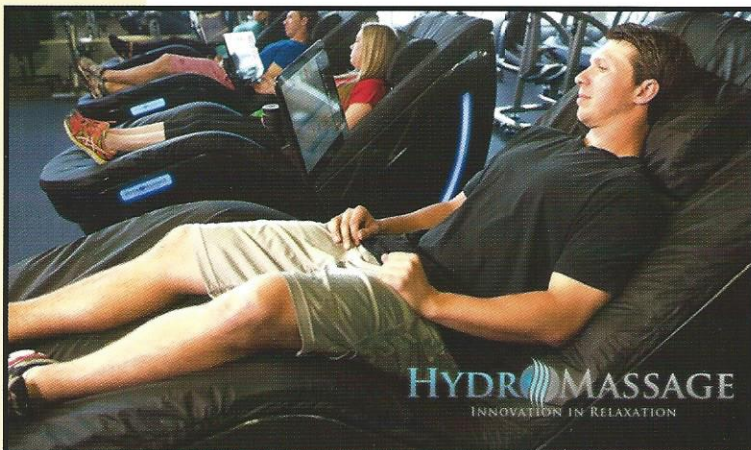
The Medical Fitness Network (MFN) was founded in 2013 by Lisa Dougherty due to the necessity of servicing our aging population. America's aging are internet savvy and spend time researching online before deciding who and where to get help from when their physician suggests starting an "exercise program".

MFN is a free online resource directory for consumers to locate clubs, fitness and allied healthcare professionals who provide services for those with chronic disease, medical conditions, disabilities and women's health issues including pre and postpartum care.

To help clubs and fitness professionals prepare to meet this new demand the Medical Fitness Network has partnered with over 50 education companies that provide members with savings on certifications and CEC's. Over 100 national business partners offer 1000's of discounts on certifications, courses, services, equipment and products in support of the MFN platform. These and other member benefits easily offset the cost of membership. Club and fitness professionals can also gain access to FREE educational webinars from the top experts in the fitness industry in order to stay up to date on the latest in research and trends in the industry.

Creating a huge platform like this from the ground up to serve our nation's citizens with ageing illnesses and to educate and enlist the fitness industry to be part of the healthcare team has been challenging. Lisa believes in order to have the Medical Fitness Network be a continued success, more education needs to be available and feels it is crucial for fitness and allied healthcare professionals working with the aging population to have this higher level of knowledge, skill, and expertise. She also believes that this type of knowledge has the highest growth potential.

To meet this need, Lisa founded the Medical Fitness Education Foundation, a non-profit 501(c)(3) organization in 2017, to elevate the quality and amount of available education for fitness professionals. It is important to learn how to best work with our aging population or those with medical conditions/chronic disease or those with disabilities. The Foundation's primary goal is to facilitate professional webinars and live education workshops across the country. For more information visit medfited.org



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In order to make this all happen, Lisa partnered with Fitness Event Strategy Team (FEST) and Personal Fitness Professional Magazine (PFP) to launch the Medical Fitness Tour (Tour) in 2018. This traveling conference will launch in Phoenix, AZ February 2-4, 2018 and then travel to Rowan University in NJ April 13-15, 2018, May 18-20 in Boston at Dedham Fitness Center. (Lloyd & Roberta Gainsboro, IHRSA club members, are donating their facility to the MFEF for the weekend), Chicago Oct 25-26. Continued tour dates and locations will be announced soon.

The Tour will be 2-day weekend event for fitness, allied health professionals, physicians and students with single track 60 to 90 minute presentations, networking lunch and a “meet and greet” evening mixer. There will also be 1-2 pre-conference workshop or training sessions. They will also offer free 60-minute community education sessions on these same topics. Continuing education credits and an expo will also be included for professionals and the community. For more information visit medicalfitnesstour.org.

Speaking topics may include (but are not limited to): Active Aging, Alzheimer's, Arthritis, Autism, Cancer, Diabetes, Working with Persons with Disabilities, Fall Prevention, Fibromyalgia, Health and Wellness Coaching, Heart Disease, Joint Replacement, Mental Health Challenges, Multiple Sclerosis, Nutrition, Parkinson's, Osteoporosis, Respiratory Disease, Stroke, and Women's Health Issues (including pre and post-partum care).

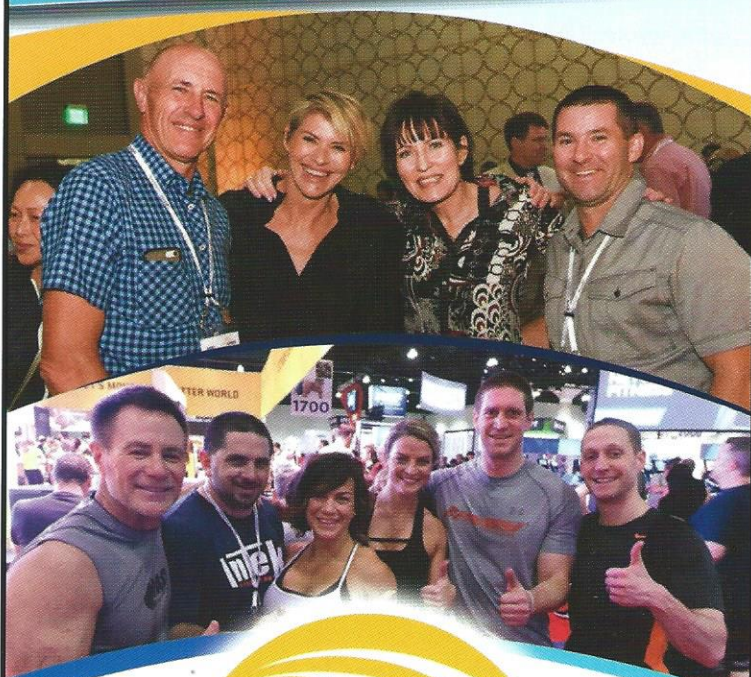
Facilities can join the Medical Fitness Network to increase their online exposure and credibility for \$199/year. Membership to the Medical Fitness Network includes a full page business listing plus unlimited professional memberships for each of the staff to promote their services and specializations under the facility listing on the MFN website. www.medicalfitnessnetwork.org/facility-signup/.


If you are interested in hosting a Medical Fitness Tour conference at your facility please contact: med.fit.tour@gmail.com.

Lisa Dougherty, as the founder of the Medical Fitness Network is driven by the vision of helping to improve the quality of lives of the many millions of people with illnesses by connecting them with facilities and professionals who have background in prevention, treatment and rehabilitation of chronic disease, medical conditions, disabilities and women's health issues including pre and postpartum care. Lisa has worked in the fitness industry since 1999. She graduated from the University of CA, Irvine, Fitness Instructor Program, and went on to get her Certified Personal Trainer and Health Coach Certifications through the American Council on Exercise. She has many specialty certifications to work with arthritis, CVD/stroke, breast cancer, diabetes, fibromyalgia, knee and hip replacement, MS, osteoporosis, Parkinson's, post=surgical/rehab as well as pre and postpartum fitness. You can contact Lisa at lisa@medicalfitnessnetwork.org.



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