



Facility Director Certification – Improving Professionalism in Fitness Facility Management"

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Start By Giving Thanks

- Vision and Foresight of the MFA Board
- Partner Organizations:
 - ACE – Todd Galati
 - ACSM – Dick Cotton
- Our Psychometrician – Tina Freilicher, PhD



Why Create New Credentials?

- No Management Credential in the Market
- Begin Educating Larger Fitness Market about Exercise is Medicine®
- Recognizing the Medical Fitness Difference in Facility Management
- Taking the First Steps in Helping Facilities Understand and Define their Professional Limitations



Why Two Credentials?

Fitness Facility Director Credential

- Baseline knowledge appropriate to all facility operators regardless of type or ownership
- Pre-requisite for MFFD

Medical Fitness Facility Director Credential

- Knowledge needed specifically for operating Medical Fitness Facilities

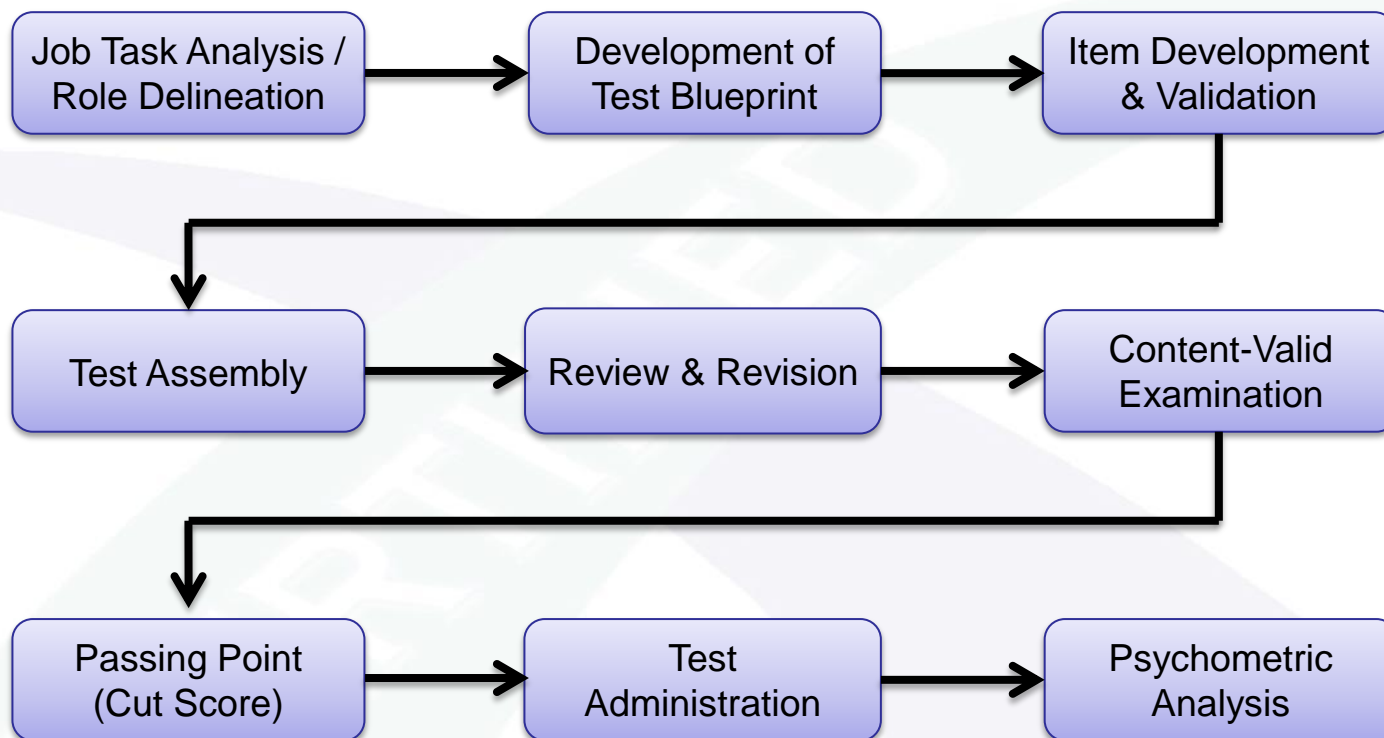


What is the primary goal of a certification program?

To assess if candidates meet established standards of *competence* deemed necessary to *enter* a given field of work, or job role, as a certified professional.



The Process – How Is a Credential Created?





How Were the MFA Director Credentials Created?

- Job Analysis Meeting (July 2015)
 - Exam Content Outline
- Validation of Outline (survey)
- Item Writing Training (November 2015)
- Item Development & Review
- Exam Assembly & Approval
- Cut Score Determination
- First Exam Administration (November 2016)



Who is the Intended Audience?

- Current Facility Directors
- Current Facility Assistant Directors
- Mid-Career Managers who Aspire to become Facility Directors



What Are the Requirements?

- Minimum 3 years experience with a Bachelor Degree in Business or Exercise Related Discipline; OR
- Minimum 5 years experience with an Associate Degree in Business or Exercise Related Discipline, or a Bachelor in a non-Related Discipline
- **Currently hold a Supervisory or Management Position within a Fitness Facility**



What Do I Need to Know?

Exam Content Outline

- Contains the Nine (9) Primary *Tasks* deemed essential for safe and effective practice in the job role
- Lists the *Knowledge* required to accomplish each Task
- The Relative Importance of each Task is listed as a Percentage of the Test Questions



Commonalities

- The *Task* Statements are Common to both Credentials
- The *“K” Knowledge* Statements are Common to both Credentials
- The *“M” Knowledge* Statements are Specific to the MFFD



Task 1 - (13%)

- Maintain the physical plant including building, furniture, fixtures and equipment in order to ensure readiness for use, cleanliness, safety and minimization of risks to staff and users.
- The effective performance of this task requires knowledge of:



Select “K” Statements

- K-1 Preventive maintenance schedules
- K-2 Opening and closing procedures
- K-4 Emergency/risk management procedures
- K-6 Life safety systems and equipment
- K-11 Sanitation
- K-12 Local, state and federal laws and regulations, and industry guidelines (e.g., OSHA, MSDS, HIPAA, CLIA, Joint Commission, MFA standards and guidelines, health codes)



Select “M” Statements

- M-1 Clinical fitness testing equipment
- M-2 Knowledge of The Joint Commission Life Safety Standards



Task 2 –(12%)

- Recruit, select, train and evaluate staff including direct service providers and support personnel to ensure the quality of programs and services, contribute to user satisfaction and promote staff retention.
- The effective performance of this task requires knowledge of:



Select “K” Statements

- K-14 Job descriptions and requirements/qualifications (e.g., education, NCCA or ISO 17024 accredited exercise professional certifications, clinical staff credentialing)
- K-16 Interviewing techniques
- K-18 Mandated training requirements (e.g., biohazard, sexual harassment, emergency)
- K-21 Progressive discipline terms/documentation
- K-22 Fitness and health industry credentials



Select “M” Statements

- M-3 Medical director and/or physician advisory board
- M-4 Clinical ancillary staff (e.g., registered dietitians, nurses)
- M-5 Systems for ongoing tracking of certifications and licenses of medically-integrated fitness staff (e.g., professional certifications, CPR/AED, continuing education)



Task 3 – (13%)

- Select, develop and implement programs and services in order to meet the requirements of targeted users and identified markets. (This may be accomplished in collaboration with others (e.g., health practitioners, program staff, users, external organizations)).
- The effective performance of this task requires knowledge of:



Select “K” Statements

- K-24 Available fitness and health-related programs and services and their budgetary implications
- K-25 Techniques for identifying target markets and their needs
- K-26 Program requirements and standards including venue and equipment
- K-27 Components and administration of fitness and health-related programs (e.g., health risk appraisals, initial and follow-up fitness assessments, biometric testing, exercise prescription)
- K-28 Techniques for identifying and analyzing program outcomes and effectiveness metrics



Select “M” Statements

- M-6 Techniques for identifying and implementing clinically-integrated outcomes-based programs and services
- M-7 Mechanisms for clinically-relevant reporting to medical professionals
- M-8 Methods for developing referral networks with medical professionals



Task 4 – (10%)

- Develop, implement and regularly evaluate, revise and update a marketing and communications plan to promote the facility's programs and services to potential users.
- The safe and effective performance of this task requires knowledge of:



Select “K” Statements

- K-25 Techniques for identifying target markets and their needs
- K-31 Related and complimentary community agencies/ organizations (e.g., hospitals, community services organizations, physicians)
- K-32 Components of a marketing plan (i.e., market research, target market, positioning, competitive analysis, market strategy, branding, key messages, budget and metrics)
- K-33 Communication vehicles/media (e.g., mass media, social media, print, digital, public relations, crisis communications)
- K-34 Techniques for identifying and analyzing marketing outcomes and effectiveness metrics



Select “M” Statements

- M-9 Methodology to create and implement marketing of the medical fitness difference to potential clients and the medical community (e.g., physicians, physician extenders, ancillary healthcare providers, corporations, insurers)

- M-10 How to market medically integrated fitness as a part of preventive/chronic disease care



Task 5 – (10%)

- Develop, implement, and manage a sales process that converts prospects into facility users. This process includes, for example, developing referral sources, prospect management, needs analysis, effectiveness metrics, etc.
- The safe and effective performance of this task requires knowledge of:



Select “K” Statements

- K-35 Program venue and equipment
- K-36 Sales process and controls (e.g., lead generation, enrollment, membership types, financial aid, customer relationships management)
- K-37 Elements of effective communication (e.g., active listening, feedback, reflecting)
- K-38 Techniques for identifying motivation and readiness to change
- K-39 Techniques for identifying individual needs
- K-40 Industry benchmarks related to sales (e.g., conversion, retention)



Select “M” Statements

- M-11 Techniques for selling the medical fitness difference to potential clients and the medical community (e.g., physicians, physician extenders, ancillary healthcare providers, corporations, insurers)

- M-12 Techniques for selling medically integrated fitness as a part of preventive/chronic disease care



Task 6 – (12%)

- Develop, implement, and manage systems for achieving financial objectives by preparing budgets and analyzing, reporting and acting on variances. These systems include, for example, financial projections, benchmarks, trend analysis, standard financial ratios and establishing financial controls.
- The safe and effective performance of this task requires knowledge of:



Select “K” Statements

- K-41 Industry financial benchmarks
- K-42 Techniques for interpreting and analyzing financial reports
- K-43 Key financial and performance metrics that warrant operational adjustments
- K-44 Components of a budget (e.g., revenue, expenses, depreciation, allocations)
- K-45 Capital and operational budgets
- K-46 Financial controls (e.g., separation of duties, audits)



Select “M” Statements

M-13 Requirements for insurance clinical services reimbursement including Medicare/Medicaid



Task 7 – (12%)

- Develop relationship building techniques to provide users with satisfying experiences that maximize retention and help them achieve their fitness and health-related goals.
- The safe and effective performance of this task requires knowledge of:



Select “K” Statements

- K-38 Techniques for identifying motivation and readiness to change
- K-47 Service recovery techniques (e.g., responding to unsatisfied individuals)
- K-48 Methods for obtaining and responding to user feedback (e.g., comment cards, satisfaction surveys)
- K-49 Methods for developing and evaluating member engagement (e.g., utilization, participation in multiple activities)
- K-51 Methodologies and systems for coaching individuals through health-related behavior changes



Select “M” Statements

M-14 Techniques for communicating with medical professionals and individuals about medically integrated fitness program needs and outcomes



Task 8 – (10%)

- Periodically review programs, services and systems to determine how they can be improved to better meet facility and user goals and objectives. This includes, for example, analyzing current programs, identifying key stakeholders, gap analysis and determining actions to be taken.
- The safe and effective performance of this task requires knowledge of:



Select “K” Statements

- K-24 Available fitness and health-related programs and services and their budgetary implications
- K-28 Techniques for identifying and analyzing program outcomes and effectiveness metrics
- K-47 Service recovery techniques (e.g., responding to unsatisfied individuals)
- K-48 Methods for obtaining and responding to user feedback (e.g., comment cards, satisfaction surveys)
- K-52 Process improvement methodologies (e.g., gap analysis, plan-do-check-act, lean, Six-Sigma)
- K-53 Techniques for implementing and managing change



Select “M” Statements

- “M” Statements 1 - 14



Task 9 – (8%)

- Review on a regular basis the business, mission and goals of the facility in light of potential changes in the market and industry to produce a plan for the future that includes implementation, timelines and accountability.
- The safe and effective performance of this task requires knowledge of:



Select “K” Statements

- K-28 Techniques for identifying and analyzing program outcomes and effectiveness metrics
- K-31 Related and complimentary community agencies/ organizations (e.g., hospitals, community services organizations, physicians, etc.)
- K-34 Techniques for identifying and analyzing marketing outcomes and effectiveness metrics
- K-54 Components of and systems for developing strategic plans
- K-56 Techniques for identifying and analyzing process improvement for program components



Select “M” Statements

- M-15 Methods for collaborating with members of the local continuum of care (e.g., physicians, hospitals, nurse practitioners, physical therapists)
- M-16 Systems for coordinating strategic plan with healthcare partners
- M-17 Resources available through the Medical Fitness Association (e.g., benchmarking, education, certification)
- M-18 Techniques for analyzing and comparing the quality of clinical programs



How Do I Prepare?

Current

- List of Free and Purchasable Resources
- Study Resources – Available as a bundle or individually
- Review Test Blueprint on your own or in study groups
- Medical Fitness Institute
- Webinars

Future

- On-line Review and Prep Course
- Videos



Testing Options

Current

- MFA Conferences
 - 5 Regional + MFI + Annual

Future

- Computer-based testing facilities
- Other Testing Venues per contract



Registering

- MFA Website
 - Under Certifications Tab
 - Click Director Credentials
 - Click on Exam Site for which You Wish to Register
 - Fill Out Registration Form, Select the Exam You Wish to take and Check Out to Pay the Exam Fee.



Cost to Become Certified

Member Rate

- \$299 for each Exam

Non-Member Rate

- \$499 for each Exam

**** Note that Passing the Fitness Facility Director Exam is a Pre-Requisite to Becoming Eligible to Sit for the Medical Fitness Facility Director Exam.**



What Happens Once I Take the Exam?

- Your Exams will be individually scored
- You will Receive a Determination Letter from the MFA Office within 2 – 4 Weeks of Taking the Exam
- You will Receive a Printed Certificate for Each Exam You Pass Authorizing You to Use Your New Credential



Do I Have to Re-certify?

- Yes!
- Certification is valid for Three (3) Years from the Date of the Determination Letter
- Requirements To Maintain Certification:
 - 30 hours of Continuing Education over Three (3) Years
 - 15 of these Hours must Come from MFA offered Education (On-site Conferences or Live Attendance at MFA Webinars)



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- Questions?

CERTIFIED



Thank You!

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