



mfef
MedFit Education Foundation
Committed to the Health of Our Nation



mfn
MedFitNetwork.org

PARTNERSHIP

OPPORTUNITIES

medfited.org
medfitnetwork.org

THE PROBLEM

6 IN 10 ADULTS

**in the U.S. have a chronic disease.
40% have two or more.¹**

U.S. healthcare spending reached

\$3.81 TRILLION

**in 2019 and is projected to reach
\$6.19 trillion by 2028.²**

Chronic diseases & medical conditions are on the rise worldwide. An aging population and changes in societal behavior are contributing to a steady increase in these common and costly long-term health problems.

¹Center for Disease Control

² CMS Office of the Actuary

THE MEDFIT SOLUTION

Fitness and exercise are extremely valuable for those with chronic health & medical conditions for many reasons. Once the surgeries are completed and the medications have been established, a person must live with lifelong disabilities to one degree or another, often times in pain.

MedFit's Network of professionals provide a support system that enables the person living with chronic health to participate in a higher level of recovery, bridging the gap from doctor to exercise and lifestyle change, offering an opportunity for a better quality of life.

Developing a plan for a regular exercise & wellness program can be difficult for these people; they require specialized professionals who understand their unique needs. For the fitness or allied healthcare professional, medical fitness and active aging are high growth fields with incredible potential for making a positive impact on the lives of others.

MEDFIT'S MISSION

Improve the quality of life for the aging and those with chronic disease or medical conditions by connecting them to fitness & healthcare professionals with an interest and background in working with these populations.

Create and facilitate education for these professionals so they can safely and effectively work with this group and serve the nation's growing healthcare need.

ABOUT US



Founded in 2013, the [MedFit Network](#) (MFN) is a professional membership organization for fitness and allied healthcare professionals, gyms, studios, integrative wellness centers, and students.

MFN offers its online directory of professional members as a free search tool to the public, so they can locate fitness & allied healthcare professionals with a background in the prevention, treatment and rehabilitation of chronic disease, medical conditions and the aging population.

[MedFit Education Foundation](#) (MFEF) is a non-profit 501(c)(3) founded in 2017 dedicated to creating and facilitating education programming for fitness and allied healthcare professionals. The MFEF empowers professionals to work confidently with the aging population and those with chronic disease, medical conditions, disabilities & women's health issues. The MFEF oversees multiple projects to achieve its mission: [MedFit Classroom](#), [MedFit Professional Magazine](#), [MedFit Tour](#) and [MedFit TV](#).

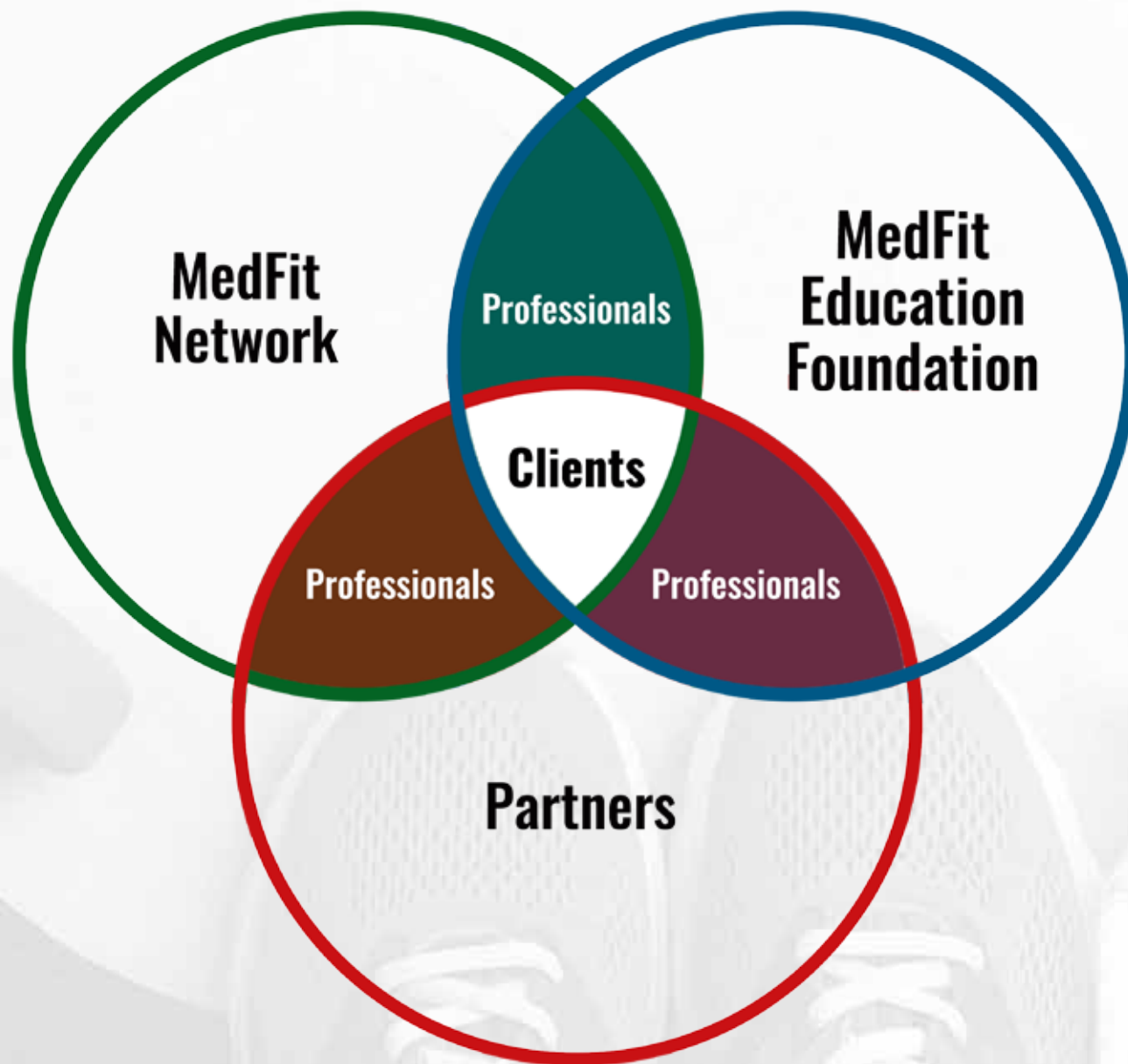


FOUNDER & CEO

Lisa Dougherty started her fitness career in 1999 and has worked for over 22 years with clients with medical conditions or chronic disease, amassing dozens of certifications and continuing education along the way.

Inspired by her father's cancer battle, she created the MedFit Network to help connect those with medical conditions to fitness, health & wellness professionals who could serve them. Later, seeing a gap in specialized education for these professionals, she founded the MedFit Education Foundation to develop high-quality education for all facets of medical fitness.

WORKING TOGETHER FOR THE GREATER GOOD

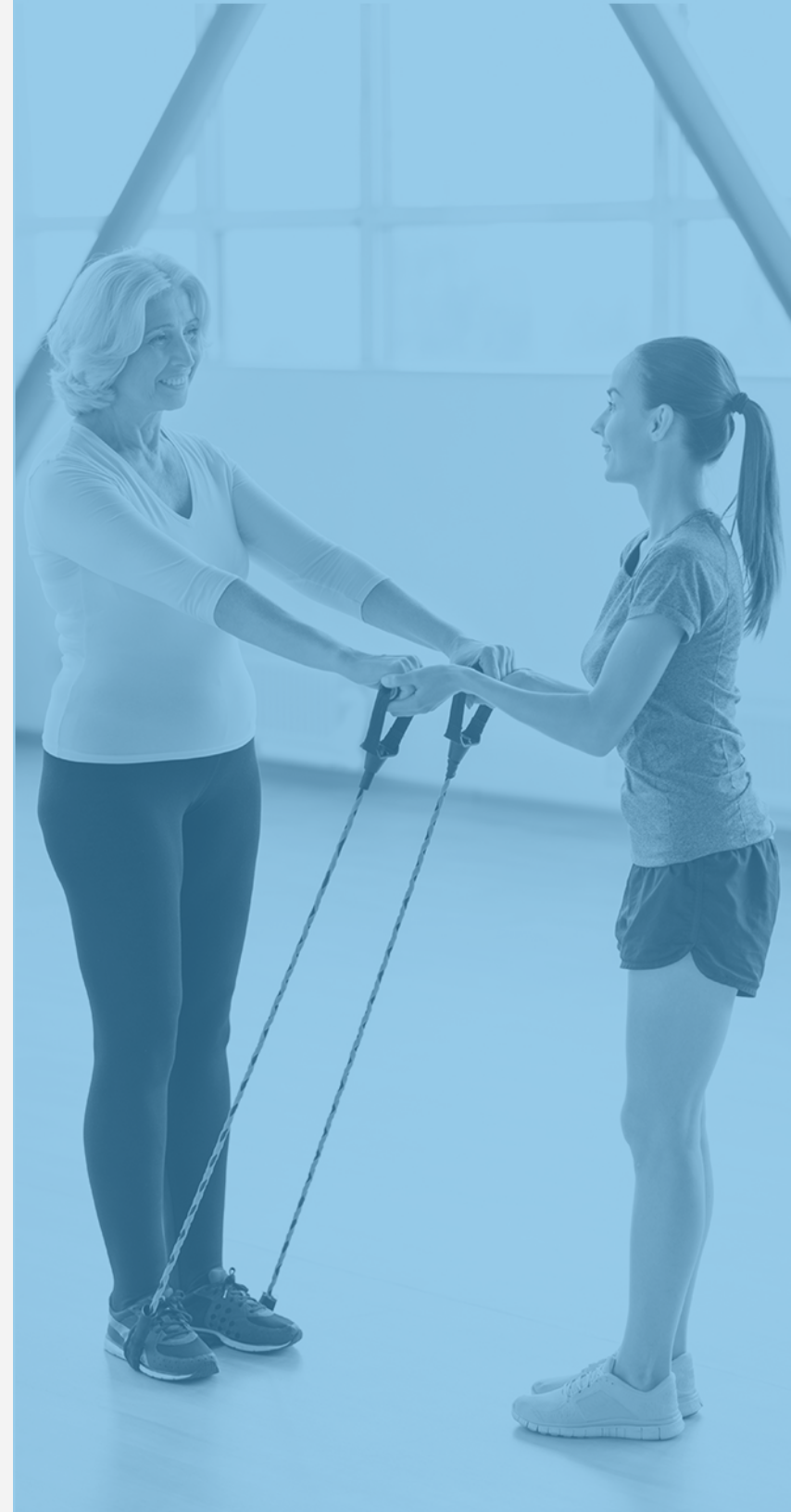


WHO WE SERVE

The MedFit Network serves fitness, healthcare and medical professionals from many disciplines, and the community seeking to locate these professionals. MFN professional members include:

- **Medical Fitness Specialists**
- **Personal Trainers**
- **Chiropractors**
- **Dietitians/Nutritionists**
- **Health Enthusiasts**
- **Health & Wellness Coaches**
- **Massage Therapists**
- **Medical Doctors and Nurses**
- **Mental Health Professionals**
- **Naturopathic Doctors**
- **Physical Therapists**
- **Yoga & Pilates Practitioners**
- **Students in these disciplines**

The MedFit Education Foundation serves the MedFit Network professional community and the public interested in gaining more knowledge on prevention, treatment, and rehabilitation for chronic disease and a variety of medical conditions.



WHAT WE DO: *MedFit Network*

NETWORK HIGHLIGHTS

PROFESSIONAL MEMBERSHIP

Premier membership organization for professionals or facilities interested in or working in the field of medical fitness. Members benefit from tools, resources, connections and discounts to succeed in this space.

BLOG

Articles written by medical, fitness and health industry experts for both professionals and the community.

DIRECTORY

We offer our directory of professional members as a free resource for the community, so they can locate fitness and allied healthcare professionals who provide specialized services.

E-NEWSLETTER

Monthly features, articles, tips and advice on fitness, health and wellness.

COMMUNITY RESOURCE PORTAL

A page of helpful resources for the general public, including webinars & video exercises, nutritional support, articles, and discounts.

WHAT WE DO: *MedFit Education Foundation*

FOUNDATION HIGHLIGHTS

MEDFIT CLASSROOM

Online learning hub, offering educational webinars for all levels and interests in the medical fitness industry, as well as specialized online courses for professionals to grow their career in a variety of medical fitness markets.

MEDFIT TV

An extensive library of past webinars, recorded sessions from the MedFit Tour conferences and interviews with leading experts & inspirational people.

MEDFIT TOUR

Offers the same innovative programming as our online education, in a live event format. Live events to resume in 2023.

SPEAKERS BUREAU

A group of leading educators, at the helm of the medical fitness movement, available to speak at educational events and conferences.

PARTNER WITH US

As a MedFit partner, you'll be part of the solution. You'll help us improve the quality of life for the aging population and those with chronic diseases or medical conditions by connecting them with well-trained fitness and allied healthcare professionals who are passionate about this work. Additionally, your partnership will support the creation & expansion of necessary education for these professionals to safely work with these populations.

Some of our current partners include:



PARTNER WITH US: **WEBINARS**

A great way to educate your target audience with a curated educational webinar.

SPONSORED WEBINAR

MedFit Sponsor one or more of MedFit webinars. Includes:

- Slide at the end of webinar with verbal mention.
- Logo & link included in email promotion of the webinar.

COST: Starting at \$100 per webinar

CUSTOM WEBINAR PRESENTATION

Your brand provides a speaker and topic, with the approval of MedFit. Includes:

- 45 minute live presentation, plus 10 minutes of live Q&A.
- Webinar is listed on MedFit Classroom prior to live presentation, and remains listed as a “past webinar” for calendar year.
- Recording is hosted on MedFit TV for replay indefinitely, remaining accessible to MedFit Network members.

Webinar marketing includes:

- (1) Facebook post.
- Inclusion in (1) newsletter.
- (1) Promotion email.
- (1) Follow-up email with recording to registrants after live presentation.

COST: \$800 per webinar



*PARTNER WITH US: **BLOG & E-NEWSLETTER***

The MedFit Network website receives approximately 15,000 page visits per month.

BLOG ARTICLE

500-700 word article on an approved *educational* topic on our blog. Article promotion includes:

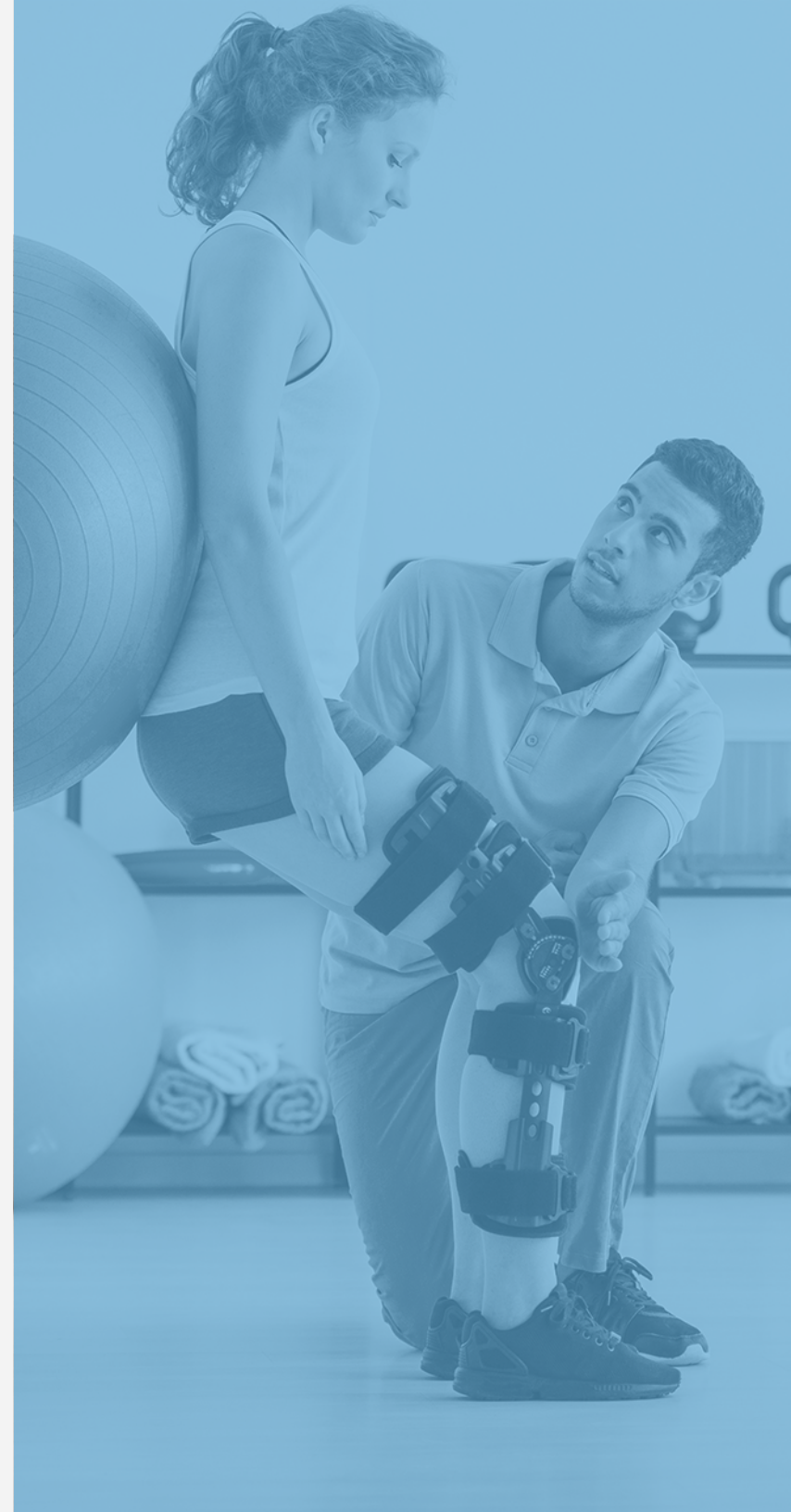
- (1) Facebook post of article.
- (1) LinkedIn post of article.
- Featured in (1) e-newsletter.

E-NEWSLETTER

Exclusive spotlight in our monthly e-newsletter, sent to our database of 25,000 professionals & community members.

Includes image/logo, ~100 words, website link and offer (if applicable).

COST: \$400 for bundle of 2 opportunities



PARTNER WITH US: AFFILIATE PROGRAM

Earn money selling MedFit products and services.

Our affiliates are equipped with everything they need to start promoting MedFit for a revenue share.

MEDFIT CLASSROOM

Up to 40% revenue share for course purchases referred by your organization on select MedFit Classroom online courses.

Available courses listed on medfitclassroom.org/specialist-courses

MEDFIT NETWORK

50% revenue share after trial period for MedFit Network professional memberships referred by your organization.



PARTNER WITH US: MEDFIT NETWORK CONSUMER RESOURCE PORTAL

Thanks to a grant from MedFit's Education Foundation, a new Community Resource Page has been launched to reach the world's population of health sufferers and is now accessible for those seeking skilled medical fitness providers in their area.

Whether it's Parkinson's (over 10 million worldwide), or arthritis (in the US, 23% of all adults), cancer, diabetes, MS or the many other conditions people live with, MedFit has a registry of professionals across the world to provide specialty services and solutions to support a better quality of life.

The new Community Resource Page is optimized for online search advertising through Google. In addition to the MFN professional search form, it offers visitors a wealth of resources like video exercises, nutritional support, articles and webinars from experienced educators, providing additional support to the worlds' health challenged.

MedFit is excited to share this information loaded resource with the world and with advertisers seeking a high-traffic landing page.

All consumer traffic will be directed to this new page of our site to search for providers, as well as access free educational resources. This page will be promoted via paid social media and Google advertising.

Advertising on this page is available for consumer products & services only. Advertisers must offer discount to the consumer to be listed on portal. Affiliate programs preferred.

COST, per 6 month listing

- Banner ad on landing page (limited spots): \$150
- Discount listing on main landing page (limited spots): \$200
- Discount listing on aggregate page: \$100

