

Attention News/Sports Editors:

## HeadSmart Hockey provides first-of-its-kind sports concussion management solution to amateur players

Nike Bauer Hockey teams up with global concussion experts to provide all levels of players same comprehensive diagnostic tests as top professionals

MISSISSAUGA, ON, Oct. 17 /CNW/ - HeadSmart Hockey, the first-of-its-kind online concussion management portal developed by Nike Bauer Hockey and leading global sports concussion experts, officially launched today, giving amateur hockey players across North America the same access to the leading diagnostic tests for concussion management as the world's most elite players.

Approximately one in 10 amateur hockey players will sustain a concussion this year, according to researchers at the University of Pittsburgh Medical Center (UPMC) Sports Medicine Concussion Program, as concussions have become recognized as one of the leading sports-related injuries. Research also suggested that kids may be at higher risk for neurocognitive decline following concussion than older professional athletes.

The new portal, [www.HeadSmartHockey.com](http://www.HeadSmartHockey.com) provides a wealth of concussion information and access to the ImPACT(TM) Baseline Testing Program, a computerized series of neurocognitive tests that help determine the extent and severity of concussions, as well as helping doctors determine a safe return time for those athletes who have sustained a concussion. The ImPACT(TM) program, the world's first and most widely used computerized sports concussion evaluation system has been utilized throughout professional sports, including the NFL, the past four years and is now available for the first time via Internet portal to all levels of hockey players through the comprehensive HeadSmart Hockey Web site.

"The HeadSmart program was designed to provide a comprehensive head injury management system that provides valuable information to players, their parents, and to doctors," said ImPACT(TM) developer Mark Lovell, Ph.D., director of the UPMC Sports Medicine Concussion Program, who also directs the neuropsychological testing program for the National Hockey League.

Concussion is any change in mental status caused by a sudden violent rocking back and forth of the brain inside of the skull due to a blow to head or upper body. Symptoms can include headache, amnesia, dizziness, confusion, lack of hand-eye coordination, and in some cases, loss of consciousness. Generally, an athlete can safely recover from an initial concussion as long as the brain has had time to heal. If a second concussion occurs prior to full recovery from the first, an athlete may experience long-term symptoms in the form of chronic headaches, sleep difficulties, personality changes or memory problems. In rare cases, a second concussion may even result in death from 'second impact syndrome.'

"This type of innovative tool will prove to be extremely beneficial to young players since it will help us to objectively determine when full recovery from concussion has occurred," says Michael Collins, PhD, who serves as Assistant Director of the UPMC program.

"Players who have sustained a concussion often return to the ice prior to complete recovery, resulting in an increased vulnerability to another concussion and potentially more serious brain injury. By utilizing the ImPACT(TM) Testing Program, a concussion can be more accurately diagnosed and based on objective data, a proper return time can be determined to reduce the risk of a secondary concussion."

The ImPACT(TM) Baseline Testing Program - standing for Immediate Post-concussion Assessment and Cognitive Testing - evaluates and documents multiple aspects of brain functions, including memory, processing speed, reaction time and post-concussive symptoms. Through a 20-minute test, baseline data on an athlete's neurocognitive functional state is collected and stored. When a concussion is suspected during the season, the athlete is re-tested and

the baseline neuropsychological data is compared to post-concussion data to help determine the athlete's post-concussion neurocognitive status, as well as when it is safe for the player to return to active sports.

"Proper assessment of the injury and the determination of existing symptoms that may indicate incomplete recovery is critical to the safe management of an athlete suffering from a concussion," said Dr. Lisa Fischer, MD, a leading authority on concussions and President Elect for the Canadian Academy of Sport Medicine. "Imaging techniques such as CT scans or MRIs are not helpful in measuring the effects of concussion. A thorough medical examination is vital and use of neurocognitive tests such as ImPACT(TM) are incredibly useful in assessing brain function. With neurocognitive testing a physician has an objective tool to help determine concussion subtleties, thereby assisting with medical management and return to play decisions."

In addition, the ImPACT(TM) program provides a user-friendly injury documentation system that facilitates the tracking of the injury from the field through the recovery process. ImPACT(TM) allows an athlete to fully recover from injury, ensuring a safe return-to-play and minimizing the chance of follow-up concussions.

The ImPACT(TM) technology has been widely adopted and used by trainers and athletic therapists in some of the world's top sports leagues, including the NHL, NFL, NASCAR and the NCAA. ImPACT(TM) has also become the most widely utilized concussion management solution in Canadian amateur and junior hockey circles, as the Ontario Hockey Federation, Greater Toronto Hockey League, Ontario Hockey League, Ontario Minor Hockey Association, and Alliance Hockey all strongly recommend the program's use.

"The Headsmart program seeks to implement a new standard of care in connection with concussions and effectuate meaningful change in how our athletes are returned to play following an injury," says Phil McKee, Executive Director of the Ontario Hockey Federation. "This opportunity will place Ontario and Canada at the forefront of the management around the most significant injury in our sport today. The OHF is proud to participate in this innovative program and looks forward to working with Nike Bauer, ImPACT(TM), and the Ontario hockey community as we strive to create a safer environment for hockey players of all ages through this robust campaign of education, awareness, and clinical care."

Headsmart Hockey was created as the premiere Internet-based destination for information and educational tools and resources related to concussion management. For a nominal annual subscription fee Headsmart Hockey not only provides access to the revolutionary ImPACT(TM) test but also allows members to access a full range of concussion-related content, including:

- Concussion Education and Awareness Resources for athletes, parents, trainers and coaches
- Concussion Training Programs for hockey association coaches, team doctors, personnel and trainers
- Published Research and industry-related articles
- "Ask-the-Doctor" Feedback from leading sports concussion specialists
- Helmet Safety tips and advice from Nike Bauer Hockey, the leading helmet manufacturer in the hockey industry
- Qualified Clinical Locator that provides athletes, parents, coaches, and trainers with access to a National Clinical Network of concussion specialists

"Our ultimate goal is to create a safer environment for hockey players of all ages through education, awareness, and clinical care," said Craig Desjardins, Product Line Manager, Helmets, Nike Bauer Hockey. "Now, the amateur hockey community possesses the necessary education and tools to help monitor for concussions throughout the season and make the right decisions around safe return to play."

For more information on HeadSmart Hockey, or to sign up, log on to:  
[www.HeadSmartHockey.com](http://www.HeadSmartHockey.com)

About Nike Bauer Hockey

Nike Bauer Hockey Inc. is one of the world's most recognized designers, marketers and manufacturers of ice hockey equipment, fitness and recreational skates. A subsidiary of Nike, Inc., its mission is to inspire athletes with innovative products, while continuing to invest in programs that will ensure the growth of hockey and related sports worldwide.

#### About ImPACT(TM)

ImPACT(TM) (Immediate Post-concussion Assessment and Cognitive Testing) was developed over the past decade by sports concussion researchers Mark Lovell, Ph.D., Michael Collins, Ph.D., and Joseph Maroon, M.D. at the University of Pittsburgh Medical Center (UPMC) Sports Medicine Concussion Program. It is the first and most widely used computerized evaluation system to objectively assess the effects and severity of concussion and injury recovery progress and help determine when it is safe for the athlete to return to contact sports following a concussion.

Today, ImPACT(TM) is used by numerous teams in the National Football League, National Basketball Association and Major League Baseball; all MLB umpires; more than 200 colleges and universities and more than 600 high schools nationwide; the USA Olympic Training Center; USA Hockey and the United States Women's Olympic Ice Hockey team; the U.S. Ski Team; Championship Auto Racing Teams and the Indianapolis Racing League as well as numerous other national and international professional athletic organizations and sports medicine programs.

For more information visit the ImPACT(TM) web site at <http://www.impacttest.com/>

For further information: Media Inquiries: David Doze: Pilot PMR for Nike Bauer Hockey, (416) 462-0199, ext. 25, [David@pilotpmr.com](mailto:David@pilotpmr.com); Alison Bagley, Pilot PMR for Nike Bauer Hockey, (416) 462-0199, ext. 24, [Alison@pilotpmr.com](mailto:Alison@pilotpmr.com)

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(1)