

Press release

2nd MEDICA MEDICINE + SPORTS CONFERENCE: the place to be for the who is who in performance and vital data monitoring

Due to the great success of last year's conference the 2nd MEDICA MEDICINE + SPORTS CONFERENCE will take place on two days at the world's largest medical trade show MEDICA on 12th and 13th of November.

The international networking platform will provide new approaches in prevention, therapy and regeneration. More than 30 worldwide renowned experts, drivers, doers, and innovative companies and start-ups of different industries and disciplines will get together at the 2nd MEDICA MEDICINE + SPORTS CONFERENCE, to present and discuss future solutions and technologies for sports medicine. Focus of the 2nd MEDICA MEDICINE + SPORTS CONFERENCE will be on new findings and opportunities in performance and vital data monitoring and integration of these findings in innovative approaches for prevention and regeneration.

The speaker line-up of the MEDICA MEDICINE + SPORTS CONFERENCE is impressive (excerpt):

- **Prof. Jonathan B. Clark**, Medical Director of the **Red Bull Stratos Project**, Professor of Neurology, Space Medicine, and Preventive Medicine, Baylor College of Medicine (Houston)
- **Prof. Dr. Tim Meyer**, Professor for Sports and Preventive Medicine Saarland University, **Team Physician of World Cup Winning German National Football Team**
- **Simon Drabble**, Senior Director Digital Sports, **adidas**
- **Reimut Hellmerichs**, Expert in Team Training und Team Management, **Polar**
- **Steven Small**, Vice President Business Development, **Zephyr** (e.g. Team Monitoring Oracle USA Team Americas Cup)
- **Alberto Bichi**, Secretary General, Federation of the European Sporting Goods Industry **FESI**
- **Prof. Dr. Wilhelm Bloch**, Head of Institute of Cardiovascular Research and Sports Medicine, **German Sport University Cologne**, VP, **DGSP**
- **Dr. Adrian Hutber**, Secretary General, Exercise is Medicine, **American College of Sports Medicine**
- **Pekka Tolvanen**, CEO, **Myontec**
- **Dr. Johannes Kreuzer**, CEO, **Cosinuss**

The program of the MEDICA MEDICINE + SPORTS CONFERENCE will take place in four consecutive sessions. Day 1 of the conference (12 November 2014) will start with **Simon Drabble's** (Senior Director Digital

Sports, **adidas**) keynote on new opportunities of optimizing team trainings supported by digital products like miCoach. He will give an insight into valuable data that could be used by sports medicine.

In the following panel discussion about opportunities and risks of using individual sports data in healthcare, representatives of the **American College of Sports Medicine, adidas, Continua Health Alliance, Cisco,** and **BodyTel** will discuss how this data exchange could become reality.

During the subsequent **Guided Innovation Tour** attendees of the conference will get an insight into innovative companies at MEDICA exhibition. In hall 15 attendees of the conference can test the hottest wearables at the WT Wearable Technologies stand and join the **get-together** of the MEDICA MEDICINE + SPORTS CONFERENCE at the Connected Healthcare Forum.

Day 2 of the conference (13 November) will have an exciting start. **Prof. Jonathan B. Clark** is medical director of the next mars mission and was the medical lead for the **Red Bull Stratos Project** - Felix Baumgartner's 39km jump from space to earth. He will present some key findings that will be very interesting for players in the sports medicine field. The focus of the following session 2 will be on new findings regarding parameters for monitoring physical fitness and health status. **Prof Dr. Tim Meyer**, team physician of the German National Football Team will give insight into the topic of personalizing training programs of athletes according to individual parameters. **Prof. Dr. Wilhelm Bloch** will present new findings on molecular and cellular markers. And **Dr. Johannes Kreuzer** of **Cosinuss** will show a new technology for measuring body core temperature. It already has been tested in diverse sports disciplines. Body composition assessment in performance diagnostics will be shown by **Philipp Lilburn** of **seca**. Body composition analysis can have significant impact on performance development and training definition. Four-dimensional spine and motion analysis will be presented by **Dr. Hanns Christian Harzmann**, team physician of **U21 German National Football Team** and **FC Bayern Basketball**. Further presentations in this session will show how measurement and training of cognitive abilities can support athletes performance.

The afternoon will start with **Steven Small's** keynote. He is Vice President Business Development of **Zephyr**, a company that equips many professional teams. They also did the monitoring for the Oracle Team USA at the Americas Cup. He will disclose the secret on how they monitored the Americas Cup team performance giving an impulse for professional and non-professional teams worldwide.

In session 3 „Personalizing Training Programs and Equipment“ **Pekka Tolvanen** of **Myontec** (technology for measuring muscle activity), **Alexis Normand** of **Withings** (smart activity tracker) and **Reimut Hellmerichs** of

Polar will show newest developments in wearable technologies. **Helmut Hoffmann**, Head Sports Science of **Eden Reha / Eden Sport**, physio therapist of the German National Football team and Davis Cup team will focus on power diagnostics for individual trainings. **Shaun Rahimi**, CEO of **Thimble Bioelectronics** and chronic pain patient will show his solution for measuring and treatment of chronic pain.

The concluding session 4 focuses on „Guidelines for Physical Activity“. **Prof. Dr. Herbert Löllgen** will present guidelines for pre-examination and exercise prescription for health. **Dr. Birgit Böhm** will show how she implements risk screenings in preventive pediatrics. **Prof. Dr. Jürgen Steinacker** will present the role of new technologies for implementing a healthy lifestyle. And **Alberto Bichi**, Secretary General of the Federation of the European Sporting Goods Industry (**FESI**) will show activities for fostering physical activity.

Sponsors of the MEDICA MEDICINE + SPORTS CONFERENCE are **seca**, **Polar**, **InBody** and **gym80**. Cooperation partners of the MEDICA MEDICINE + SPORTS CONFERENCE are the four largest sports medicine associations in the world: **American College of Sports Medicine** (ACSM) and their initiative „Exercise is Medicine“, German Sports Medicine Association **DGSP**, **FIMS** (International Federation of Sports Medicine) and **EFSMA** (European Federation of Sports Medicine). Further cooperation partners are **FESI** (Federation of the European Sporting Goods Industry), **ISPO** (Leading international sports business trade show), **WT Wearable Technologies** and **Continua Health Alliance**.

In 2013 more than 132,000 trade visitors and 4.618 exhibitors of 66 nations visited the world’s largest medical trade show MEDICA.

More information about the MEDICA MEDICINE + SPORTS CONFERENCE can be found here www.medicine-and-sports.com
Please register at: www.medica.de/msc2.

If published, we would appreciate a voucher copy.

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