

Fyzical® Vegas to Pilot Sports Concussion Service For Amateur, Professional Athletes

Fyzical® Therapy & Balance Centers and Elite Brain Performance in Las Vegas partner to test a new sports concussion management campaign using XLNTbrain Sport™

NATIONAL HARBOR, MD, UNITED STATES, February 13, 2017 /EINPresswire.com/ -- Despite the emerging concussion industry with hundreds of apps, gadgets and protocols, finding an authority in the neighborhood who can provide a pre-season baseline test, accurately assess, monitor and provide proper concussion recovery methods can be a challenge. But Dr. Nicholas Branch plans to change that.

Announced today, Fyzical® Therapy & Balance Centers and Elite Brain Performance along with Scott Pensivy, CEO of the [Fyzical® Vegas](#) franchise, will partner together to pilot test a new sports concussion management campaign using XLNTbrain Sport™. According to Dr. Branch, the new pilot will begin at their Sports Performance location at 7770 Dean Martin Drive, #307 (702-445-7554). He estimates that currently less than 10% of Fyzical's patients are concussion-related and that just "scratches the surface" of the potential demand from athletic organizations. Should the market test prove to be successful, the service could become available for all of its [197 locations in 34 states nationwide](#).



Dr. Nicholas Branch, Board Certified Neurologic Clinical Specialist, is heading up a new concussion initiative through Fyzical® Vegas serving athletes of all ages.

"Our goal is to revolutionize the management of concussive injuries," said Dr. Branch, who is among an elite few in Nevada to be a Board Certified Neurologic Clinical Specialist, with emphasis in treating Concussion and Post Concussion Disorders. He teaches and lectures on Concussion Rehabilitation at the University of Nevada, Las Vegas (UNLV). "Fyzical wants to serve people in all stages in life, and with an estimated 3 million concussions occurring every year, it's not only professional athletes who get concussions."

Co-founded by James Abrams, who also started Weight Watchers™, Fyzical is a growing franchise that provides extensive physical therapy services with a "whole-body" perspective, that include orthopedic, neurological and sports injury rehabilitation and balance testing. Noteworthy patients include Olivia Newton-John, Steve Kerr, Ronnie Stanley, Festus Ezeli, Harrison Barnes, James McAdoo among others.

Dr. Branch said he's glad to finally find a pre-season baseline and neuro-cognitive test that meets his high standards of providing the "most comprehensive baseline test possible."



Our goal is to revolutionize the management of concussive injuries...and provide the most comprehensive baseline test available.”

Dr. Nicholas Branch, Board Certified Neurologic Clinical Specialist

“XLNTbrain’s baseline test includes all of the domains that matter, and it also incorporates the entire concussion management into one platform, that’s mobile-friendly. So we can assess, monitor progress and have the medical documentation needed to help the athlete return-to-play, and return-to-learn, safely,” said Dr. Branch.

XLNTbrain Sport™ provides athletic organizations with an online- and mobile-based concussion management program developed by double-board certified neurologist Harry Kerasidis, M.D. XLNTbrain Sport™ concussion protocols meet or exceed published standards of care by numerous

medical and sports medicine associations including the National Athletic Trainers Association, the American Academy of Neurology.

The XLNTbrain Sport™ suite of concussion tools include:

- Video education that requires taking a quiz to acknowledge understanding
- Neuro-cognitive baseline testing that includes an emotional reactivity component
- Balance testing at baseline, time of injury, and through recovery
- Smartphone mobile sideline assessment app
- Return-to-play recovery protocol
- Automated reporting to designated medical personnel

The subscription-based XLNTbrain Sport™ program is also currently serving thousands of athletes of all ages and skill levels. [Register for a brief overview here](#), or by calling (855) 333-9568 or email at info@xlntbrain.com.

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