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## **NFL HEALTH AND SAFETY UPDATE—MARCH 13, 2013**

### **NFL, GE Announce Head Health Initiative**

GE and the NFL announced Monday the Head Health Initiative, a four-year, \$60 million collaboration to speed diagnosis and improve treatment for brain injury. The goal of the research and innovation program, guided by healthcare experts, is to improve the safety of athletes, members of the military and society overall. NFL Commissioner **ROGER GOODELL** and GE Chairman and CEO **JEFF IMMELT** unveiled the venture at GE's New York City office at Rockefeller Center with the support of NCAA President **MARK EMMERT**, U.S. Army Medical Command Lieutenant General **PATRICIA D. HOROHO**, Under Armour CEO **KEVIN PLANK** and a panel of medical experts.

"The future of our great game is bright," Goodell said. "The NFL has made tremendous progress in making the game safer and more exciting. But we know we have more work to do."

The initiative includes a four-year, \$40 million research and development program to evaluate and develop next generation imaging technologies to improve diagnosis that would allow for targeting treatment therapy for patients with concussions or other brain injury. In addition the NFL, GE and Under Armour launched a two-year open innovation challenge to invest up to \$20 million in research and technology to better understand, diagnose and protect against concussions.

"Imaging of the brain, studying the brain, is still pretty far behind the study of cancer, heart disease, things like that," Immelt said. "I look at this as a catalyst in terms of where the technology will go. I would say you're going to start seeing really strong activities almost immediately."

Medical experts on site discussed the significance of the ensuing studies, research and technologies and how those advancements will benefit individuals on the playing field and in everyday life. The panel included President and CEO of Magnetic Resonance at GE Healthcare **DR. RICHARD HAUSMANN**; **DR. RUSSELL LONER**, Chair of The Ohio State University Wexner Medical Center Department of Neurological Surgery and a member of the NFL Head, Neck and Spine Committee; Chief of Neurosurgery at San Francisco General Hospital, and Professor of Neurosurgery at UC-San Francisco **DR. GEOFFREY MANLEY**; and Chief Medical Editor for NBC News **DR. NANCY SYNDERMAN**.

To learn more about the Head Health Initiative or submit a Head Health Challenge proposal, click [here](#).

To read Commissioner Goodell's letter to NFL fans on the Head Health Initiative, click [here](#).

For the complete press release, click [here](#).

## **Commissioner Goodell Discusses Player Health and Safety at the University of North Carolina**

NFL Commissioner **ROGER GOODELL** delivered the 28<sup>th</sup> annual Carl Blyth Lecture at the University of North Carolina, Chapel Hill last week. He spoke about the measures the NFL and others — including faculty at UNC — have taken to prioritize player safety.

**DR. KEVIN GUSKIEWICZ**, a member of the NFL Head, Neck and Spine Committee, chairman of the Department of Exercise and Sport Science at UNC, and director of the Matthew Gfeller Sport-Related Traumatic Brain Injury Research Center, has worked to research concussions and the newest technologies to monitor safety on and off the field.

Goodell highlighted the ways the NFL is addressing concussions: increasing concussion knowledge, aiding in research and development, rule changes, and expanding the on-field medical staffs at all levels of football.

“We know that in order to secure the future, we can and must do more to make the game safer and, in the process, we will make other sports safer as well,” said Goodell. “We need a culture of safety for every sport so that all of us that love sports can say with confidence about the future — the best is yet to come.”

To watch Goodell’s full lecture, click [here](#).

## **NFL Player Health Screenings at the Dick Butkus Heart and Vascular Screening Center at St. Joseph Hospital**

Earlier this month, approximately 50 former NFL players, including Pro Football Hall of Fame member **DICK BUTKUS**, received comprehensive medical screenings at the Dick Butkus Heart and Vascular Screening Center at St. Joseph Hospital. The evaluations are part of the nationwide Healthy Body and Mind Cardiovascular and Prostate Health Research Awareness Program sponsored by the NFL Player Care Foundation. The program provides former players with coronary CT scans, EKGs, echocardiograms and prostate-specific antigen blood tests.

“I wouldn’t be here today if it wasn’t for that screening,” said Butkus. “It doesn’t matter how healthy you think you are – knowing your risk factors, educating yourself about heart disease and getting regular screenings can save your life.”

Upcoming screening events are listed below:

- March 18-20: Nassau, Bahamas, NFLPA Annual Meeting
- June 8: San Francisco Bay Area
- July 13: Detroit Lions Training Facility
- August 2-3: Canton, OH, Hall of Fame Weekend, McKinley Grand Hotel

For more information on the NFL’s health and safety work, please visit [www.nflevolution.com](http://www.nflevolution.com).

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