

PRESS RELEASE



BIOFREEZE® SPORTS AND REHABILITATION CENTER OPENS AT LOGAN COLLEGE OF CHIROPRACTIC; NATIONALLY-KNOWN DR. LANEY NELSON NAMED DIRECTOR

(ST. LOUIS--) President George A. Goodman, D.C., F.I.C.C., has announced the official opening of the *BIOFREEZE® Sports and Rehabilitation Center at Logan College of Chiropractic* and the appointment of *Laney Nelson, D.C., D.A.C.B.S.P.*, a nationally-known figure in the world of chiropractic sports injury care and rehabilitation, as its director. The center, endowed by a grant from BIOFREEZE®, maker of the widely known family of topical pain relieving products, was officially opened last month at a ceremonial ribbon cutting on the campus of Logan College of Chiropractic campus in Chesterfield, a suburb of St. Louis. In addition to Drs. Goodman and Nelson, special guests included Dr. Marc G. Malon, chair of the

Logan Board of Trustees; Perry Isenberg, Vice President of Marketing for Performance Health, Inc, the manufacturer of BIOFREEZE® Pain Relieving Products; and, Jeffery Ware, DC, Logan's dean of chiropractic affairs.

“Performance Health Inc. is proud to be working with Logan College to further promote the relationship between chiropractic care and total health and wellness. For 15 years, Biofreeze has worked hand-in-hand with chiropractic to benefit patients and the profession. The new BIOFREEZE® Sports and Rehabilitation Center is a forward-thinking concept we are very excited about,” says Perry Isenberg.

Through the BIOFREEZE® Sports and Rehabilitation Center, all Logan students and interns can learn “hands-on” rehabilitation techniques through the skills of Dr. Nelson. The center is open to individuals as well as corporations, small businesses, schools, community groups and other organizations.

“We deeply appreciate the generosity of Performance Health Inc. in helping make the BIOFREEZE® Sports and Rehabilitation Center a reality,” Dr. Goodman notes. “Our partnership ensures that Logan College will continue to play a major role as a leader in determining the future course of chiropractic education and training.”

A graduate of Western States Chiropractic College, Dr. Nelson was in private practice for 25 years in Salt Lake City where he served on the staff of Cottonwood Hospital. He has extensive experience as a team chiropractor for a number of amateur and professional baseball, hockey, soccer and rugby organizations. Dr. Nelson founded the Utah Chiropractic Sports Injury Council, served as the Utah Olympic chiropractic liaison to the World Olympics Association Winter Olympics 2001 and is a published writer and guest lecturer. In addition to experience with athletes, Dr. Nelson worked extensively with patients suffering from serious back

conditions, including failed back surgeries.

“At Logan, we want to continue to make a difference in the future of chiropractic. Establishing the college’s first-ever clinical rehabilitation program and successfully luring Dr. Nelson to St. Louis to run it is a major step forward for Logan College and the chiropractic profession,” says Dr. Goodman.

The sports and rehabilitation’s health assessment program at Logan utilizes a patient questionnaire, physical examination, blood work-up and exercise testing. The information gathered is loaded into a computer software program that is designed to assess the biological and chronological age of the participant. Based on the latest concepts of patient aging developed by Polar, the program evaluates each patient’s body composition, blood indices, strength and flexibility and creates a baseline of that individual’s current health status. Each patient’s test results are reviewed and evaluated by Logan senior interns and licensed chiropractic physicians before recommendations, including diet and exercise, to improve overall fitness and individual wellness levels are made.

Patients enrolled in the BIOFREEZE® Sports and Rehabilitation Center at Logan College of Chiropractic will be evaluated regularly for progress as they work to move through four phases of treatment, beginning with non-weight-bearing exercises designed to improve flexibility and range of motion. A second phase encompasses structured weight-bearing exercise programs while a third phase includes aerobic activity. The fourth rehab phase is a wellness measurement instrument that is used to help guide rehab patients in positive lifestyle changes to improve their health, and is a stand-alone program.

“A major aspect of any sports-oriented chiropractic practice is rehabilitation, because rehab is essential to getting the athlete back into competition. Field doctors generally have great

adjustive skills, but are just too busy to invest in the extensive time needed for full-scale rehabilitation,” Dr. Nelson explains. Consequently, patients some times end up in a ‘holding pattern’ category where they plateau at 35 to 45 percent improvement. Rehab can get them to 65 percent improvement and beyond. In the educational and training environment at Logan, we have the senior interns coordinate the labor-intensive aspect of rehabilitation, as they are trained to provide rehabilitative care correctly and effectively. The goal of our program is to serve as a resource to doctors of chiropractic across the state and throughout the St. Louis region where there patients who ‘plateau” can be referred for additional, intensive treatment.”

According to Dr. Nelson, the wellness component can stand by itself because it can be used for very high-level wellness assessment and health management for peak performance. He believes the program could potentially interest any group with common health issues, individuals with demanding, stressful jobs and serious athletes whose activities take a toll on their bodies.

“Our rehab approach is global in nature,” Dr. Nelson adds. “Although some of the exercises in our program are similar to those that patients experience in physical therapy, we are integrating them into a comprehensive program that evaluates the patient holistically. We also target the patients’ segmental spinal motion in order to help expand their range of motion where limitations exist. By focusing on this goal, we increase the possibility of advancing the patient toward a normal level of physical activity.”

During his long career, Dr. Nelson has served as a director and regional leader of the Wrangler ProSport Rodeo chiropractic program and was the director of chiropractic services at the 2001 World Figure Skating Championships in Salt Lake City. He served for 10 years as the team chiropractor for Brigham Young University’s athletic teams and has taught numerous

postdoctoral seminars. He achieved Diplomate status with the American Chiropractic Board of Sports Physicians.

Logan College has approximately 1,100 students, representing most states and several foreign countries, at its 112-acre campus. Established in 1935, Logan is the second-largest chiropractic college or university in the North America. The college provides health and wellness care for patients in the St. Louis metropolitan area through nine local health centers in St. Louis, St. Louis County and St. Charles County.

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