

THE JOSEPH B. MARTIN CONFERENCE CENTER

HARVARD MEDICAL SCHOOL

ELITE SPORTS MEDICINE: ADDRESSING MEDICAL, LEGAL, BUSINESS AND COMMUNICATION CHALLENGES

Thursday
June 27th
2024

8:30-9:00 **REGISTRATION**

9:00-9:30 **INTRODUCTION AND OUTLINE OF THE CONFERENCE**
Prof. Carl-Henrik Heldin, Nobel Prize Chairman Emeritus.

THE
NOBEL
PRIZE

9:30-10:00 **BRINGING ASPECTS OF ELITE ATHLETE CARE TO
THE GENERAL PUBLIC**
Dr. Niko Mihic, Real Madrid.



10:00-10:30 **ANATOMY OF PERFORMANCE**
Dr. Christopher S. Ahmad, New York Yankees.



10:30-11:00 **DUTY OF CARE AND LEGAL ISSUES IN SPORTS MEDICINE**
Juan Manuel de Remedios, Partner at White & Case.

WHITE
& CASE

11:00-11:15 **NETWORKING BREAK**

11:15-11:45 **CARDIAC ARREST AND EMERGENCY CARE OF THE ELITE
ATHLETE ON THE FIELD OF PLAY**
Dr. Jim Ellis, NFL Medical Director of Emergency Preparedness.



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11:45-12:15 **SLEEP AND PERFORMANCE**

Dr. Alen Juginović, Dept. of Neurobiology, Harvard Medical School.



12:15-12:45 **ADVANCES IN ASSESMENT OF TRAUMATIC BRAIN INJURY**

Dr. Beth McQuiston, Neurologist, Chicago Illinois.



12:45-13:30 **LUNCH**

13:30-14:00 **CHALLENGES IN CARE OF THE INJURED KNEE**

Dr. Kristofer Jones, Los Angeles Lakers.



14:00-14:30 **BUILDING A CHAMPIONSHIP ORGANIZATION IN NASCAR**

Steve Lauetta, President 23XI Racing.



14:30-15:00 **REHABILITATION: THIS IS HOW WE ROLL**

Dr. Maggie Bryant, President of Performance, Health & Wellness, LA Clippers.



15:00-15:15 **NETWORKING BREAK**

15:15-15:45 **SPONSORSHIP BRANDING AND REVENUE**

Jana Kierstead Pompadur, Director of Harvard Business School.



15:45-16:15 **COMMUNICATION CHALLENGES**

Ana Brant, Head of Communication, Wynn Las Vegas.



16:15-16:45 **BUSINESS IMPLICATIONS**

Andrea Radrizzani, Owner Leeds United 2017-23. Board member UEFA Foundation.



16:45-17:15 **CONCLUSION: PANEL TO RECAP KEY POINTS**

Medical, Legal, Business, and Communication Issues Related to Elite Sports Medicine.

Event hosted and moderated by Ana Blanquart, Bloomberg Adria journalist and Media Consultant.



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