

HEAD SMART PLAYBOOK

Use accurate head impact data to make the right call about player safety



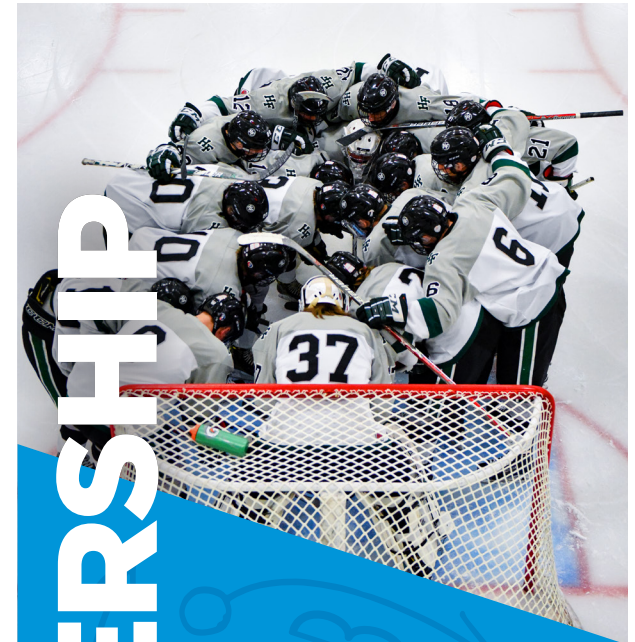
DATA

Introduce real-time, objective data into the process of identifying athletes for sideline evaluation



COACHING

See athletes with high head impact exposure and instruct them on safer playing technique



LEADERSHIP

Take a proactive approach to head health by deeply understanding head impacts across the organization