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**MT. DIABLO MEMORY CENTER IS FIRST TO OFFER BASELINE
CONCUSSION TESTING TO LOCAL ATHLETES IN
CONTRA COSTA COUNTY**

*– The same test for better management of sports-related concussions utilized by the NFL
is now available to all Contra Costa county athletes*

Walnut Creek, Calif., August 5, 2010 – The Mt. Diablo Memory Center today announced that it is the first clinic in Contra Costa County to offer a baseline concussion test called ImPACT™ (Immediate Post-Concussion Assessment and Cognitive Test) to any competitive or recreational athlete. This test, and the information it provides, is a key tool for measuring the severity and managing the treatment associated with head trauma resulting from a concussion.

ImPACT™ is a computerized concussion evaluation test previously available only to athletes on select high school, collegiate, elite or professional sports teams. It is the first time that this program has been made available to any individual athlete 10 years and older. This includes not only competitive and recreational team athletes, but also skiers, snowboarders, skateboarders and cyclists.

ImPACT™ baseline testing is available by appointment at the Mt. Diablo Memory Center in Walnut Creek. The cost for individual testing is \$40 per athlete. Group discounts are available for teams and organizations.

“It can often be difficult to determine the severity of a concussion or head trauma when there is no history or established benchmark of an individual’s brain function,” said Eric Freitag, Psy.D., neuropsychologist, Credentialed ImPACT Consultant™ and director of the Sport Concussion Program at the Mt. Diablo Memory Center. “This test allows us to establish that baseline and store it for review later should an injury occur, enabling a patient to be more effectively evaluated and treated.” Dr. Freitag further emphasizes the importance of a baseline before a sport season begins. He adds, “Fall sports is just around the corner and it is recommended that all athletes in high risk sports, especially football, have a baseline cognitive test.”

ImPACT™ is a computerized neurocognitive test proven effective in measuring the severity and effects of a concussion, helping to determine when it is safe for concussed athletes to return to sports or activity. The test requires an athlete to take a 30-minute test

on a computer that measures brain functions such as memory, speed of processing and visual motor skills. The individual's baseline data is stored in a computer file. Should the individual ever experience a concussion, he or she will re-take the ImPACT™ test in the days following the concussion. Post-concussion data is then compared to baseline scores to help determine the severity and effects of the injury. The test is a tool that provides objective data for doctors and trainers as to when an athlete's neurocognitive brain function has returned to baseline and when it is safe to resume activity.

ImPACT™ was developed by doctors at University of Pittsburgh Medical Center and is used by the NFL, Major League Soccer, Major League Baseball and numerous other professional and collegiate sport organizations.

A concussion, which occurs in about 10-20 percent of all athletes participating in contact sports, is any alteration of mental status due to sudden and violent rocking of the brain inside the skull caused by a traumatic blow to the head or upper body. Concussion symptoms – lasting various lengths of time – may include amnesia, disorientation, confusion, foginess, headache, blurred vision, nausea, fatigue and sometimes loss of consciousness. “Concussions are becoming an increasing concern to athletes and their parents,” said Dr. Freitag. “We want to address these concerns and provide athletes with important information on how to best manage these injuries.”

According to Dr. Freitag, “Physical symptoms can vary in severity and even clear completely before an athlete's brain has fully recovered from a concussion. ImPACT™ testing can help us monitor brain recovery even in the absence of subjective symptoms. Fortunately, most athletes who experience a concussion can completely heal from their injury as long as they are not returned to exertion or play too soon. Research shows that athletes who are returned to play too soon after a concussion can experience consecutive and more serious brain injury, even from light contact or exertion.”

About the Mt. Diablo Memory Center's Sports Concussion Program

The Mt. Diablo Memory Center's Sport Concussion Program, provides clinical testing and treatment, and educational presentations that focus on the diagnosis and management of sports-related concussions in athletes of all levels. For more information about the Center and the program, go to www.sportconcussion.com or call (925) 988-0569. For more information about the ImPACT™ test, go to www.impacttest.com.

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