SPORT TECH BUYER'S GUIDE

by Sparta Science

Sports Technology should optimize **health and performance** for athletes through the consistent use of evidence-based diagnostics and data-driven prescriptions. With so much technology available, it's hard to decide which technology is going to give your organization the maximum ROI.

3 Key questions you should be asking your prospective and current data providers:

1 CAN YOU TRUST THE DATA?

The first step to any great scientific pursuit, especially in health, is to ensure the data and information is consistent and correct. Acting on random and/or incorrect information can do more harm than good both physiologically as well as by eroding user trust. This step is the most simple, yet most overlooked requirement in almost every technology present in the sports landscape. So ask your current provider(s):

- Are there any third party, peer-reviewed articles on the reliability of the data?
- Does the provider or individual(s) have legal clearance to see this health information and use it?
- Have they signed Business Associate Agreement to even store or safeguard this sensative information?

> Sparta has 6 peer-reviewed publications and 6 abstracts, highlighting the reliability of the variables used in decision making of sports & health.

2 CAN EVERYONE IN YOUR ORGANIZATION CAN SEE OR USE THE DATA?

> Sparta is used for talent ID, rehabilitation, and performance optimization as the body is a system so these provisions cannot be exclusive.

Tech should be focused on outcomes and central KPI's (health or performance), so everyone can/should have access to certain parts of the data from the technology yet often times, this data is only accessible by a select few individuals due to the technology's limitations (i.e. the data only lives in Excel/ desktop spreadsheets) and/or fear of accountability to negative trends that may be occurring within individuals. Ideally the technology is quick and non-invasive, to ensure there are longitudinal trends for individuals. Because, the body is constantly changing, the information should be easily collected and current. So ask your current provider(s):

- How is the data being used (health, performance) so each department is aligned to its potential value?
- What is the frequency of data collection?

3 IS THE DATA AGGREGATED IN A SECURE CLOUD DATABASE?

Injuries are rare (less than one ACL injury per team per year) so having access to other's anonymous data is crucial for injury prevention as opposed to relying strictly on your teams' own data. Access to an ever-expanding cloud database ensures constantly improving insights. So ask your current provider(s):

- How many injuries and/or athletes are in the database?
- Is all data stored in the cloud, and who has access?

> Sparta's database includes over 1 million scans, 43,000+ athletes, and 10,000+ injuries –and growing every day.