



## PRESS RELEASE

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### **LIFE UNIVERSITY'S DR. MARK KOVACS PRESENTS KEYNOTE AT THE 2018 SPORTS BIOMETRICS CONFERENCE**

**Marietta, Georgia, December 13, 2018** – Dr. Mark Kovacs, the Director of the LIFE Sport Science Institute (LSSI) and Associate Professor in the Department of Sport Health Science at Life University (LIFE), presented the Keynote at the 2018 Sports Biometrics Conference in San Francisco. Dr. Kovacs delivered a presentation on the important area of “Athletes Are Complex: Understanding Effective Training Load and Monitoring.” The audience for this unique conference was more than 16 Major League Baseball teams (MLB), a dozen National Football League (NFL) and National Basketball Association (NBA) teams and dozens of athletics departments and high-tech firms focused on improving athletic performance and reducing the likelihood of injuries.

“This was an outstanding conference focused on various sport-focused technologies aimed at improving the most important aspects of how athletes, train, compete and recover,” says Dr. Kovacs. “The top sport scientists, sport technology experts, leading companies and top administrators were all in attendance during the three days, and it was a real privilege and honor to present on topics related to sport technology and effective monitoring of athletes.”

Dr. Kovacs presented information based around his work over the past few years in baseball, soccer and tennis, along with much of the information that is researched and presented in his graduate class in Sport Technology. “The ability to share the information is one aspect of the conference, but an even greater benefit is to be able to bring back to the LIFE campus the latest information in these areas and build upon the applied research we are doing at the LSSI, while also adding to the curriculum that is being taught to the students that we mentor here in the undergraduate and graduate programs in Sport Health Science,” remarks Dr. Kovacs. “It also provides great contacts for students who may have an interest in working in sport technology, biometrics, sleep, recovery, performance and injury prevention.”

For anyone interested in more information on the Sport Health Science Department and the degrees offered at Life University, visit [LIFE.edu/Academics](http://LIFE.edu/Academics) or call 800.543.3202.



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### About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest single campus chiropractic program in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, master's and Doctor of Chiropractic degrees, and also has programmatic accreditation through the Council on Chiropractic Education (CCE), the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and the Commission on Accreditation of Athletic Training Education (CAATE). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.

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