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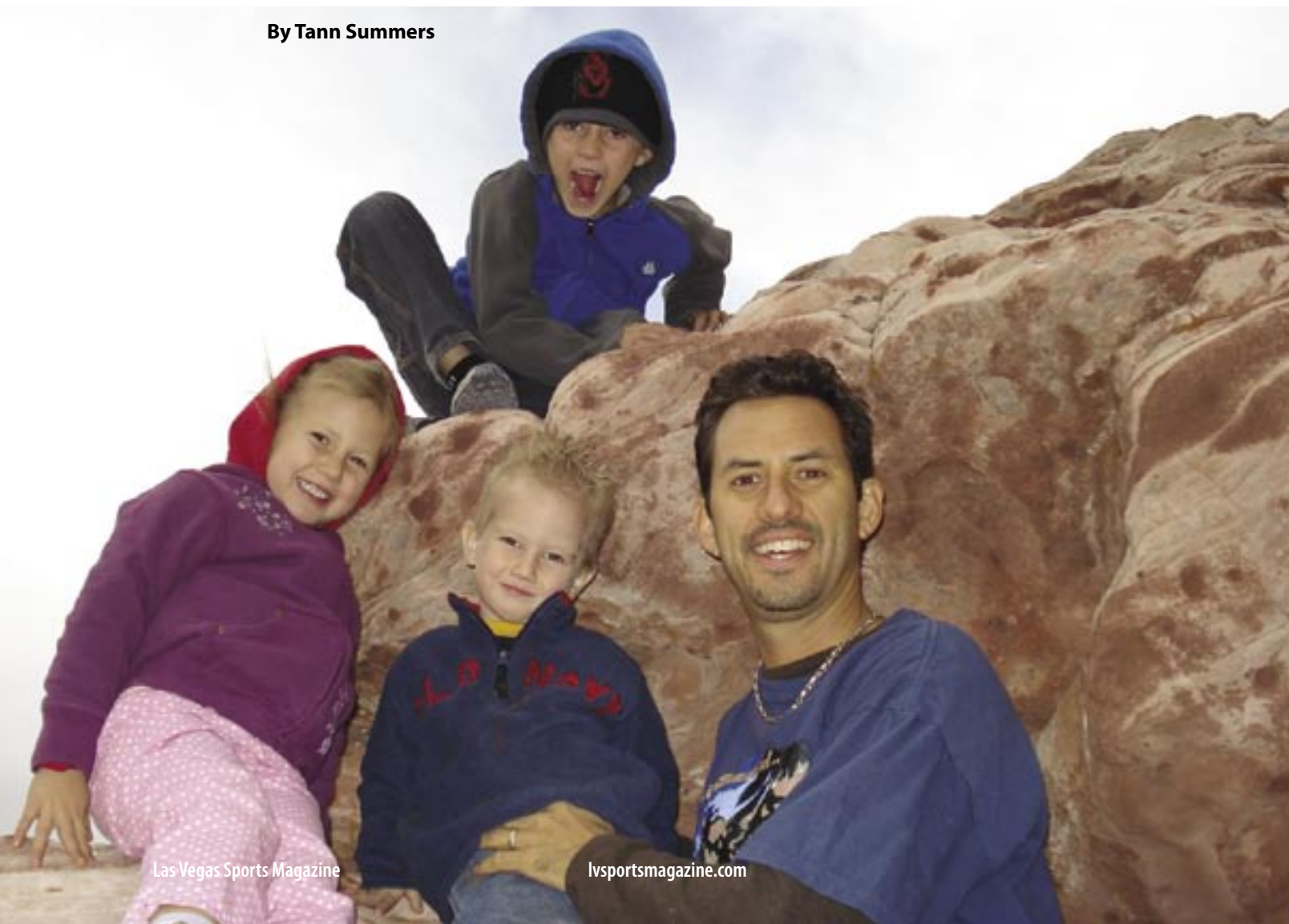
Marc Savard of "V" Theater



Staying in the Game

Sports medicine helps athletes compete and stay healthy

By Tann Summers



Dr. Randa Bascharon has seen her share of sports injuries.

From highly-skilled professional athletes and aspiring ones, to weekend warriors and children taking up a sport for the first time, sports injuries are part of the game. Whether it's a knee, an elbow, or an aching back that forces the cancellation of a tee time at your favorite course, injuries are increasing.

"Athletes of all levels get injured more often from body stress due to a lack of recovery time," said Dr. Bascharon. "Most of the time, the problem is overtraining."

But according to Bascharon, preventative care and post-injury treatment are keys to returning athletes to the game they love. Bascharon practices at Advanced Orthopedic & Sports Medicine (www.vegasortho.com) with locations at 4275 Burnham Avenue and 9280 West Sunset Road.

Consulting on sports performance, Bascharon's comprehensive performance program is becoming more and more popular in the sports world with professional athletes ranging from boxers and golfers.

"This has become a popular niche portion of my practice," said Bascharon, who specializes in helping athletes of all levels improve training and performance.

The program focuses on patient stress and recovery. Dr. Bascharon said she customizes the treatment and "relays it in an easy-to-understand way to help coaches and athletes."

"It helps them train smarter instead of harder and utilize the information to maximize their efforts," she said.

From consulting with team medical staffs to individual care with athletes at all levels, Bascharon's practice became one of the first in the U.S. to utilize Omega Wave Sports

Technology, which was created in the 1980s by a team of Russian scientists.

The program also helps weekend warriors and those "struggling with weight loss and staying in shape," Bascharon said. "All kinds of people can benefit."

Another practice assisting Las Vegas Valley athletes is the Southern Nevada Chiropractic Wellness Center (www.reissdc.com). Located at 9670 West Tropicana Avenue, the center is open mornings at 9:30 a.m. Monday through Friday, except for Tuesday, and afternoons Monday through Friday, except for Thursday.

Owned and operated by Dr. Michael Reiss, the practice has sports-specific programs to assist with injuries. Reiss said he believes everyone can have a pain-free, happy lifestyle whether they were hurt in an accident or in a sports-related injury.

"I teach athletes to eat better, move better and think better," said Dr. Reiss. "The mental aspects are so important."

The center treats a variety of patients from newborns to even one lady in her 90s. Reiss said his clinic can perform three key functions: (1) make the pain go away, (2) fix the problem, and (3) train patients to prevent the next injury by reorganizing their health lifestyle.

"I'm a wellness coach," said Reiss, who works with golfers, football and tennis players and even wakeboarders. "People really get better. We teach them how to regain and maintain their health."

The bottom line, according to Weiss, is "Your body doesn't have to wear out," he said. "You keep better fuel in your body, and you keep exercising going to keep your joints loose." ■

B & P
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