



The Center for Human Athleticism and Musculoskeletal Performance and Prevention (CHAMPP)

The goal of UR Medicine for this vibrant community is to make Rochester the healthiest community in America. Utilizing our expertise in research, data science and analytics, patient outcomes and world-class care, we've developed a program for athletes and health-minded people to reach their highest level of physical and mental performance, while preventing injury. At the Center for Human Athleticism and Musculoskeletal Performance and Prevention (CHAMPP), we will provide people of all fitness levels—whether a serious athlete, fitness hobbyist, performer such as a dancer, stage actor or stage musician, or someone who works in physically demanding vocations—the best care and training to allow them to be at their peak fitness level before, during and after any activity.

What is CHAMPP?

CHAMPP is a new approach to health, wellness, and personal performance that harnesses research, data science and clinical expertise from several disciplines to help athletes and physically active people have the physical ability to reach their goals and lead their best and fullest lives. Our vision is to lead people with the best research, technology and evidence-based practices to prevent injuries and help them achieve their highest level of personal performance regardless of their desired activity or health status. CHAMPP is a world-class “hub” facility that will be integrated within the future Musculoskeletal Institute (MSKI) that includes space for training, locker rooms, classrooms/education and clinical research.



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How will CHAMPP work?

CHAMPP will be able to deliver assessments of physical performance and utilize data science and proprietary analytics to project the risk of future injury and prescribe exercise, strengthening and other interventions. We will extend the reach of orthopaedic care—and especially sports medicine—to athletes who have been treated and rehabilitated from an injury, and offer more effective injury prevention, training and conditioning. Additionally, we will offer team, group or individual programs and/or ongoing memberships across audience segments including: Strength and Flexibility, Speed and Explosiveness, Nutrition and Mental Approaches and Strategies. Certified coaching programs will be available for personal trainers and others who provide strength and performance training instruction.



Where will CHAMPP be accessible?

CHAMPP will feature a central destination facility that is co-located and integrated with basic scientists, clinical researchers, educators and clinicians. This center will include a world-class training facility with separate areas tailored for team and professional sports, as well as fitness hobbyists, adult and senior fitness and vocational training—including specialized performance training. Several stand-alone “spoke” facilities will be located in the Greater Rochester area. Embedded CHAMPP coaches will be located at area high schools, colleges and professional sports teams.

What differentiates CHAMPP within the market?

CHAMPP will provide:

- Clinical research and evidence-based best practices applied to health and wellness.
- Biometric analysis and the use of analytics for interventions to prevent injury.
- Performance tracking and analytic feedback to tailor and modify individual training programs.
- World-class campus and technology.