

Come out of the Cold.  
**Stop Icing Sports Injuries.**

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Demand us on Social Media





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# INTRODUCTION

“Quite frankly, Sports Med On Demand is a game changer for health industry professionals. When used effectively, you’ll not only develop the business of your dreams, but the lifestyle to go along with it.”

~Dr. Ken Kaufman



In addition to providing the very best care for our patients, we are also entrepreneurs, and we never stop grinding. We are constantly working toward our goals. We live the chiropractic lifestyle and we’re passionate to share it with our patients. I know, I’ve been there. I never stop thinking about my next move to moving one step closer to success.

You may have gotten into chiropractic initially to help people. But, after a few years, the business of practice becomes reality. Everywhere you turn, there’s another regulation, insurance rule and reimbursement reduction. Your costs go up and your income goes down. You feel like your business is out of your control and you’re simply working for the insurance carriers as they dictate your income, make care plan determinations, and approve or disapprove the tests you can order. What happened to *you* being the doctor and the best advocate for your patient?

Eventually, you lose the passion and excitement for practice and forget the very reason you got into chiropractic. It’s time to identify and reconnect with your WHY, your reason for waking up every day with the motivation to keep moving forward. Whether it's providing great care to your patients, giving back to the community or creating the ideal life for your family, your WHY is what truly drives you and is bigger than the business or the day-to-day hurdles.

Over my nearly 30 year career, I’ve gone through the same setbacks, struggles, and stressors. I created Sports Med On Demand (SMOD) to be an endless source of motivation and a tool to help you stay connected to YOUR why. From defining your vision of success, to setting goals and putting a plan in place to take back control of your business and your life, this will be your roadmap to success. I hope you join us. Always remember, you are in control of your success.

Yours in Health, Dr. Ken Kaufman



## TO ICE OR NOT TO ICE

“Almost forty years ago, I coined the term RICE (Rest, Ice, Compression, and Elevation) as the treatment for acute sports injuries. Subsequent research shows that Rest and Ice can actually delay recovery. Today, RICE is not the preferred treatment for an acute athlete injury.”

Dr. Gabe Mirkin, author. *The Sports Medicine Book*, 1978.

It's quite simple.

### You are hurting your clients if you are doing this.

I wanted to take the time to share my perspective on a controversial subject that generates a lot of questions with my patients. For nearly 40 years, ice packs have been the go-to first aid tool on athletic fields and training rooms around the world. It has become the unquestioned first step in the treatment of soft tissue sports injuries. It's easy, cheap and readily available. In fact, I regularly prescribed ice for low back pain, injuries and overused muscles.

However, all that changed in 2015 when I was with the Baltimore Orioles at their spring training facility right here in Sarasota. While playing a game in Boston, their second basemen Jonathan Scope, suffered an injury. The team flew him to Sarasota for treatment and rehab. It turned out he had partially torn his PCL and sprained his MCL in his right knee. I was there to treat a couple of other players and listened while their head athletic trainer Richie Bancel went over Jonathan's MRI results.

Jonathan sat in the training room. His knee was swollen and I could tell he was in some discomfort. After several minutes, I took the assistant athletic trainer Brian Ebel aside and asked; “Why doesn't he have ice on his knee?”. It was then that Brian shocked me in saying, “Ken, we don't ice injuries anymore.”

I think the expression on my face said it all, but at first, all I could come up with was, “Wait, what?”. No pun intended, but this was a statement that started the meltdown.





It didn't take long for my mind to flood with the questions I knew my patients would be asking.

- What about the inflammation?
- What about the swelling?
- What about the rest of the RICE method?
- How does everyone NOT know this?
- Why have I not known this?

Now, if you know me, you'll know I'm a researcher. I need to know the forward, backward, inside-out, upside-down, truth...and I need to know it NOW. So, that's exactly what I found. The truth is when you go over the research; or lack of research on icing injuries, it becomes blatantly obvious that you shouldn't ice an injury. In fact, using ice post-injury actually does more harm than good.

This new information challenged a long-held belief that I had. I personally soaked my legs in ice baths on a regular basis while training for a marathon. Not only that, but I placed my professional reputation on the line by recommending ice to my patients every single day. I also had my kids ice their sore knees and twisted ankles since the day they were born. I clearly believed in icing.



# SO, WHAT'S SO WRONG WITH ICE AND FROZEN PEAS?

"As it stands, our results provide evidence that topical cooling does not enhance and seems to delay the return to normal of muscle damage markers and subjective fatigue feeling after eccentric exercise."

Topical Cooling (Icing) Delays Recovery from Eccentric Exercise-Induced Muscle Damage.  
The Journal of Strength and Conditioning Research · July 2012

Every mother and grandmother I know keep an icepack or bag of frozen peas on hand in case of "emergencies". We have all had injuries and used ice at some point. Who hasn't put an ice pack or bag of frozen peas on a twisted ankle growing up? Then there's that infamous acronym we all know. Remember? R.I.C.E. - Rest, Ice, Compression and Elevation. Every trainer, health professional, and soccer mom knows this one!

It was Dr. Gabe Mirkin who first coined that in 1978 in his book literally called "The Sports Medicine Book". It then became the holy grail in dealing with injuries as people needed a protocol and until the RICE method, there wasn't one.

Over time, however, Dr. Mirkin gradually modified his position on the R.I.C.E. method and changed his tune in 2014 stating; "Coaches have used my R.I.C.E. guideline for decades, but now it appears that both ice and complete rest may DELAY healing instead of helping."

Dr. Mirkin also said, "Nobody believes in rest anymore. You can get a hip replacement and you're on the bike 12 hours after surgery." As for ice, "there is no data to show that ice does anything more than block pain, and there's data that shows it delays healing." The infamous "Rice is nice" slogan he made famous, however, remains prevalent. "R.I.C.E. is just something that stuck—and it's wrong," Mirkin adds. "I'm partially responsible for this misinformation."

Okay. Now what? What created this shift? How could such a well known and commonly used modality be so wrong? Let me explain.



How icing actually delays the first critical step in the healing and repair process.

Now that we've revealed utilizing ice is detrimental to the healing and repair of the damaged tissue, we're going to explain why.

Once you consider the three phases of tissue repair and healing, it becomes obvious that placing ice on injured tissues is the wrong approach.

1. [The Acute Inflammatory Phase](#) - The first phase of the healing process following an injury is the acute inflammatory phase. Let me repeat that again. The first phase of the HEALING process is INFLAMMATION.
2. [The Proliferative Regenerative Phase](#) - This is where the body begins to lay down new collagen fibers, basically laying the groundwork and making the scaffolding for the new tissue.
3. [The Tissue Remodeling Phase](#) - This is the final phase where the tissue builds on the scaffolding to bridge the gap and heal the injury completely.

Each phase is contingent on the successful completion of the other, therefore, all phases are necessary for healing in that order.

Most people feel the need to STOP the inflammation before it even begins. When someone twists their ankle, their first response is to put ice on it as quickly as possible to stop the dreaded inflammation. They may even go as far as taking anti-inflammatory medication to stop the inflammation at all costs. However, without inflammation, healing cannot occur.

In the words of Dr. Gary Reinl, “Inflammation is your friend and a critical part of the body’s natural healing process.”

In order to heal your injury as quickly and effectively as possible, you need to trust your body and the methods it uses to heal itself. By utilizing ice submersion baths, ice packs, and other cryo therapeutic modalities, you're intercepting the healing process, diminishing athletic performance, causing long term muscle hypertrophy, and compromising exercise recovery.



Just so you know, I not only recommend this to my clients, I use this advice on myself as well.

Several weeks ago, I rolled my ankle during martial arts training. I went down like a ton of bricks and ended up driving myself to the hospital to make sure the “pop” my ankle made wasn’t a “crack”. Big difference. Fortunately, my x-ray revealed my ankle wasn’t broken, however, an MRI revealed 80% tears of the ATF (Anterior talofibular) and CF (Calcaneofibular) ligaments.

In conventional hospital fashion, the recommendation was to wrap my ankle with a compression bandage, ice it and immobilize it for several days. So, what did I do?

Well, in my conventional Dr. Ken fashion, I didn’t follow their advice.

In fact, I did the exact opposite. Here is a picture of me the very next day walking (carefully) without the compression bandage. For the record, I never iced the ankle.



So, to make it crystal clear. You want inflammation.

The problem is inflammation hurts, and it should. You’re injured. Part of the reason why people ice their injuries is to provide some temporary relief, but this relief is due to numbing the nerves in the area, not healing the injury. The only thing that can truly heal your injury is inflammation and you’re interfering with the process when you ice. Again, “Inflammation is your friend and a critical part of the body’s natural healing process.”



## ABOUT US



***SPORTS MED***  
*On Demand*

### **WE LITERALLY CHANGED THE GAME.**

Sports Med On Demand delivers high performance advanced educational programming for chiropractors, personal trainers, and therapists on the worlds number one fully interactive virtual training platform.

I am inspired to create Sports Med On Demand with the number one goal and mission of getting information, knowledge, and skills from the people that have it to the people that need it. I am dedicated to helping you provide the same world class service and get the same world class results for your clients and patients just like the top professionals in the world. Through you, we will improve the lives of millions of people across the globe.

Thank you for joining me on this mission.