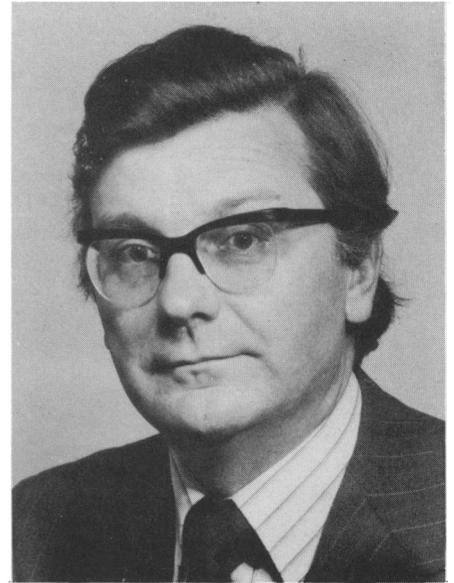


EXETER UNIVERSITY SYMPOSIUM

17th-19th September

OPENING ADDRESS M. BUSSON

Medical Department, The Boots Co. Ltd., Nottingham



The Boots Company became interested in the therapeutic field of Sports injuries some years ago when the role of prostaglandins was mooted as a possible biocellular mediator for soft tissue injuries, and this interest became intensified when Muckle (1976) showed that recovery from minor uncomplicated injuries could possibly be accelerated using appropriate drug therapy.

Sports medicine is still in its infancy, and we are bringing together knowledge from several different disciplines; general medicine, surgery, orthopaedics, physical medicine, anatomy, physiology, and pharmacotherapeutics, and applying the total sum of this knowledge to achieve certain specific aims. Many specialities that have grown up in a similar way to Sports medicine, have been subject to criticism and even ridicule by traditional medicine in the past. Providing we are not deterred, I think the benefits of such an approach to all athletes should be enormous, and moreover the spin-off to general medical practice may also be considerable. Apart from the general levels of fitness, the only difference an athlete has compared with an ordinary patient is one of motivation, to return to complete fitness as rapidly as possible. Maybe some of us could be forgiven for not wishing to return to arduous or tedious occupations as rapidly as, for example, a professional footballer might wish to regain his first team place. Whether or not it is advisable in the long run to pre-empt the natural process of healing, if indeed this can be achieved, I am not sure.

I hope that the views expressed will stimulate us all to think very seriously about our present methods of therapy, and we can adopt the principles and techniques presently being applied in Sports injuries to the benefit of our ordinary, everyday patients. Perhaps the old, time-worn advice "rest it up and we'll see what it's like in a week's time" is not good enough for modern-day practice.

REFERENCE

Muckle, D. S. 1976 "A comparative study of flurbiprofen and aspirin in soft-tissue trauma". *Brit.J. Sports Med.* 10:11.