



SMARTABASE
BY FUSION

OvertimeElite.com

OOTE

Overtime Elite

Driving innovation in basketball and human performance

About OTE

Overtime Elite (OTE) is a professional basketball league featuring top 17- to 20-year-old domestic and international players. There are six teams in the league, and games are played primarily at the OTE Arena in Atlanta. OTE, owned and operated by Overtime, brings fans as close as possible to the action through broad digital distribution on accounts that have millions of followers. While playing in the league, players receive innovative, cutting edge education and training to prepare them for college and professional basketball.

OTE's three founding sponsors are State Farm, Gatorade and Meta Quest. The league offers a year-round development program combining world-class coaching, the latest sports science and performance technologies, top-notch facilities, and a rigorous, highly personalized academic program that energizes and enhances each athlete's journey from proficiency to pro. Markus Klusemann is OTE's Director of Health, Performance, and Development.



Opportunity

To attract, retain, promote, and develop the best high-school aged basketball prospects from the US and across the world, OTE needs to operate efficiently and effectively and for every department to work together harmoniously. To do so, it's vital that information is current, complete, and immediately available to everyone who needs it. On the performance side, OTE recognized that uniting medical and performance data would enable better load management, injury monitoring, practice planning, and attendance. Such a system also offered the potential to streamline OTE's extensive athlete onboarding/intake process, and improve other administrative workflows.



Challenge

As a new sports league, OTE had to build processes and procedures from scratch across the organization. For the performance team, this meant taking the knowledge and prior experiences of eight skilled professionals and using it to create best practices for medical care, injury rehabilitation, and performance training. The operations staff was tasked with gathering and managing a wealth of information from players, parents, partners, and more across a wide variety of sources. Some data sets were too large or complicated for end users to sift through, so they needed the main details to be summarized in a concise, meaningful, and visual way.



Solution

From the moment a new player and his parents first walk through OTE's doors, they have touchpoints with Smartabase. The administrative group collects information on everything from academics to consent forms, ensuring each player is onboarded successfully. Medical data is collated via a custom EMR and presented to staff and athletes in a readily accessible way. Load management data is presented to staff and coaches to inform practice plans and ensure each player is being challenged without being overloaded. Smartabase also enables OTE to proactively pursue a person-first approach to injury monitoring and return players to practice and play responsibly.



Impact

Smartabase is helping improve OTE's customer service to athletes and their parents by making it easier for coaches to find and apply the exact data they need and streamlining communication. Administrators can easily see which documents a player has submitted and which are incomplete. From a performance perspective, Smartabase has enabled OTE's coaches to create a seamless practice plan workflow that takes the individual load of each player into account. Monitoring and collaborating on athletes' rehab is easier with all injury and medical data readily accessible. An availability dashboard shows the real-time status of each player and their practice attendance, increasing accountability.

The Opportunity

“ We looked for a platform that would allow us to communicate with different data technologies, store all our data centrally, display it in dashboards, and give us the flexibility of exporting information.

- Markus Klusemann, Director of Health, Performance, and Development, OTE



When Markus Klusemann worked with the Australian men's and women's national basketball teams at the Australian Institute of Sport (AIS), he saw firsthand how the Smartabase human performance platform supported athlete development, performance management, and real-time load monitoring. So when he was named as OTE's Director of Health, Performance, and Development, Klusemann saw the potential of implementing such a solution to unite all aspects of elite players' data in a single, unified system.

Klusemann recognized that Smartabase could bring together performance, medical, and other athlete data sets to help his eight-person performance staff – which includes performances coaches, physical therapists, athletics trainers, a sports dietician, and a sports

scientist – collaborate effectively. In addition to serving athletes, he also saw the system could simplify and streamline operational processes like new athlete onboarding, and other administrative tasks that have touch points in departments across OTE.

As the company was heading into its first season, it had an opportunity to build best practices from scratch and needed a versatile AMS that would support the creation of new dashboards and workflows.

The Challenge

“ We needed an EMR system for our physios and athletic trainers, a registration portal for athlete onboarding, and a way to manage data for strength and conditioning, performance, and basketball. The goal was to collect all this information centrally.



One of the ways OTE is revolutionizing basketball is by bringing together top talent from all over the US and across the globe in one place. However, the challenge with doing so is the sheer volume and breadth of data that needs to be collected to set up an individual profile for each athlete, onboard them into the OTE system, and then track their development from both sporting and academic perspectives.

“When our athletes come to OTE, they go through a rigorous onboarding process because we care about holistic development. This means we have many different areas we oversee, from academics to basketball to medical to business areas,” said Markus Klusemann.

This information could be presented in many different formats and requires additional input from staff members in various roles across the organization. Klusemann saw that an AMS like Smartabase could consolidate this information and ensure that all required documentation was collected for each new player.

His performance team also needed to collect information on an ongoing basis regarding player nutrition, load in the gym and on the practice court, athlete availability and attendance, medical data, injury tracking and rehabilitation, and more.



Load Monitoring and Return to Play

Coaches at OTE wanted to create and deliver detailed practice plans. In concert with a Kinexon player tracking system, Smartabase helps them do so with the additional context of individual player load so athletes aren't pushed too far. A strength and conditioning workflow also enables the performance staff to take weight room workload into account.

“We set up a load monitoring system using acute-to-chronic workload and other ratios,” Klusemann said. “We’ve created an overview dashboard and put in future planning of player loads, which we connect with a season plan.”

OTE is also gathering data from players’ movement screens and standardized strength assessments conducted using VALD’s technology that helps identify limitations, highlight anyone who is at greater risk of injury, and prescribe corrective exercises. This is an example of collecting and presenting data that’s actionable for both performance and medical staff. If a player does get hurt, such information can also be used to manage their recovery.

“The load monitoring features in Smartabase allowed us to put a plan in place where we progress them from week one to week two and then week three,” Klusemann said. “Having the previous data from before they were injured helped us establish a benchmark to work toward. It also improved communication between stakeholders and coaches about when it’s safe for an athlete to return. Putting that information in Smartabase, being able to use it to plan ahead, and then communicating that plan has been really valuable in those kinds of situations where we are returning athletes to practice and play.”



Electronic Medical Records

OTE isn't just dedicated to improving its players on-court performance, but also safeguarding their overall wellbeing. To this end, Fusion Sport helped build a customized electronic medical records (EMR) component within Smartabase. Rather than trying to juggle data between two disparate systems, OTE's staff can find all the information they need on a single platform. The medical hub provides an at-a-glance view of each player's health data, from the consent forms they complete during onboarding to details about injuries and the corresponding treatments. This makes it easier for physicians, athletic trainers, physical therapists, and other medical staff to deliver coherent and continuous care, while providing coaches with the high-level overview they need to best manage their players and teams.

Nutrition Monitoring

OTE recognized that nutrition is one of the pillars of performance and recovery, and has a sports dietician and chef on site to help players dial in their eating habits.

“Our sports dietician works together with the athletes and does an assessment, which we capture in Smartabase,” Klusemann said. “We look at how many meals they eat a week, how well they’re sleeping, their hydration, and so forth, and we get a score from that assessment. Then we track how that goes throughout the season and if they’re improving their eating habits. The other part is working together with our chef to provide the foods that the guys like, but also different components that they need from a performance perspective.”

The Impact

“ Smartabase automates and streamlines our communication, which helps provide transparency to those people that need it.

A big plus that Smartabase provides at OTE is its ability to consolidate all kinds of data – whether it concerns performance, health, medical, or operations – in a standardized way and then present it clearly and concisely to the people that need it, when and where they need it.

“One of the biggest benefits of Smartabase is that it saves us time,” Klusemann said. “One example is athlete goal setting. We’ve used Google Sheets and other forms in the past, but when it got to the fifth time of doing it differently, I knew that we needed to design something that would look good and be easy for players and their parents to understand. At first, people thought they could use their own Excel spreadsheet, but then they realized that this wouldn’t work over the course of a season because things get lost. So we put it into Smartabase instead. Now it’s in a single, consolidated form in one place. It’s easier to collect, store, and report on information in a simple manner.”

Creating a unified repository for data doesn’t just expedite the input and access of information, but also improves collaboration between individual roles and OTE’s various departments.

“Smartabase is helping our communication,” Klusemann said. “For example, one of the documents that has been put into our medical hub is a high-level executive summary. It’s created by our physical therapists and athletic trainers and is sent to me and our executive team. When things are moving quickly and there’s a lot going on, one of the most important things for us has been to establish what information is important to whom, and how it needs to get to them. We’ve been using Smartabase to automate this, so people don’t have to remember to text this person and then send information to someone else. A lot can get lost and fall through the cracks that way. So we’re continuing to refine things like automatic alerts for people across the organization.”



Looking forward, Klusemann and his colleagues are already thinking of new ways to extend the reach of Smartabase. As OTE is committed to developing their players in the classroom as well as on the court, Smartabase could be used to track academic progress. “We have a mandate to enable our athletes to graduate,” Klusemann said. “We can adapt the schedule to their needs from a development standpoint, both as a basketball player and as a high school student.”

OTE is also considering extending its use of Smartabase to support individual athlete nutrition. “We are really diving deep into looking after an athlete’s nutrition needs. We are building individualized meal & supplement plans that we’ll track throughout the season,” Klusemann said. “And we’ll probably use Smartabase for some simple things like meal attendance and supplement compliance to get a gauge on how much use the athletes are getting out of what the chef is providing.

“Another advantage that Smartabase offers OTE is supporting athlete education. To maximize their potential, each player needs to fully buy in to the development tools and methods that Klusemann and his performance staff provides. Being able to see how they’re progressing over time goes a long way.

“One of our main goals is to educate our players on why we’re doing certain things and not just telling them, ‘Hey, you need to do this, and it will make you better.’” Klusemann said. “Using Smartabase to display their information allows us to pull up a dashboard and show someone the decrease in their body fat, how much muscle mass they’ve gained, and so on. Providing this immediate feedback on the information we’re collecting helps them understand why we’re doing it and how they progress throughout the season.”

About



Fusion Sport

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A global company founded in Brisbane, Australia in 2003 with international headquarters in Colorado and London, Fusion Sport is a global leader in using data to optimize human performance. The company’s performance and analytics platform, Smartabase, is the source of truth for national sporting federations, Olympic committees, many of the world’s highest-profile sporting teams, military research and operational wings, and performing arts organizations. To discuss how we can help you realize the full potential of your data and improve human performance, health, and wellness, contact us at sales@fusionsport.com.



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