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BUSINESS

# Three Questions: John Kelley, chief executive of CereScan

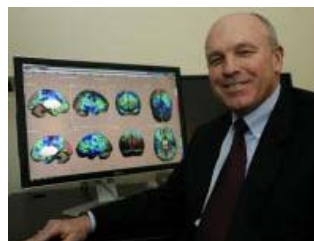
CereScan is a Denver-based brain-imaging company  
*The Denver Post*

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POSTED: 05/03/2010 01:00:00 AM MDT

Q: What is CereScan?

A: It's right in the middle of an exploding marketplace, which deals with the human brain and the knowledge and science that's being learned about the brain. We're about to launch a multi-city clinic that provides a set of services, and one of those services is a functional brain image — an image of how your brain is working versus whether the pieces are all there, like an MRI or CT would do.



John Kelley's company uses nuclear medicine SPECT scans to evaluate blood flow in the brain. (John Prieto, The Denver Post )

In Denver, we're up and running. Just under 40 percent of our patients have flown in from outside the state of Colorado, including Canada and New York and South Carolina. Our next city where we have a facility ready to go would be Seattle.

Q: What types of medical conditions could a CereScan brain image help treat?

A: ADD/ADHD, bipolarism, the early detection of Alzheimer's, depression and the impact and the status of somebody who's had a traumatic brain injury, and that can range from a football player to a soldier to somebody in a car accident.

Q: What have you done with the National Football League?

A: We presented to the NFL Players Association back in February. We had invited eight current and former players to have two sets of brain images, and we did a full clinical analysis of their history: Have they been on steroids? Have they been on a pain reliever? What kind of pharmaceuticals have they been on?

We then put together that information into a very scientifically based report. Our suggestion based on that information was that all players in the NFL should have a baseline set of images to see how their brain is functioning so that in the event that something happens, such as a concussion in a game, they would then have a baseline to compare back to to see if their brains are still functioning in the same manner.

*Edited for length and clarity by Andy Vuong*

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