



Mental Performance is Peak Performance

Why It Matters

Athletes train their bodies every day — yet mental performance is often left to chance. Continicare Sports Performance provides a daily framework for mental fitness, helping athletes build resilience, sustain focus under pressure, and recover quickly from setbacks. Unlike generic wellness apps, Continicare is clinical-grade, evidence-based, and rooted in CBT — designed for elite athletes and scalable across teams, federations, and training programs.

Behavioral Health Assessment (BHA) – Sports Edition

Captures the psychological performance profile of each athlete by measuring:

- Performance anxiety
- Resilience under pressure
- Identity after injury
- Motivation & discipline
- Confidence & self-efficacy
- Team vs. individual mindset
- Burnout & recovery

Motivational Drivers Inventory (MDI)

Motivation is foundational. The MDI identifies what fuels each athlete:

- Autonomy (ownership of choices)
- Competence (growth and mastery)
- Relatedness (connection and belonging)
- Purpose & Meaning (values, legacy)
- Reward & Enjoyment (fun, recognition)

Paired with Contractual Assumptions (limiting beliefs like *“If I fail once, I am worthless”*), the MDI creates a dual-axis motivational map to guide daily support.

Psychoeducation & Digital Therapeutics (DTx)

Sports-specific CBT modules address the unique mental demands of athletics:

- Coping with injury and supporting recovery
- Rebuilding confidence after failure (missed shots, crashes, concussions)
- Visualization and focus techniques (the timing of this practice is important)
- Preventing burnout and sustaining long-term motivation
- Balancing sport, personal life, and identity

Daily micro-coaching nudges reinforce motivational drivers and reframe limiting assumptions (e.g., *“One mistake ruins everything”* → *“One mistake is just one moment — reset and refocus”*).



Daily Support & Dashboards

Athlete “Check-Ins” monitor:

- Mood
- Energy
- Confidence
- Readiness to perform

Dashboards provide tailored insights:

- Athlete: private trends in motivation, confidence, and resilience.
- Coach/Trainer: aggregate team data to spot patterns (confidence, burnout risk, cohesion).
- Clinician: deeper schema mapping, coping engagement, and adherence.

Integration with Sports Medicine, Athletic Training, & Coaching

- Aligns psychological progress with athletic training and rehabilitation.
- Fits into training cycles: pre-competition, practice, and recovery.
- Bridges clinical psychology, sports psychology, and coaching for seamless support.

The Main Outcomes:

- Improved team cohesion
- Understanding your role on a winning team
- Energy management (hydration, nutrition, rest, relaxation, sleep)

The Result:

Continicare Sports Performance makes mental performance trainable, measurable, and scalable. It is adaptable for athletes, students, and professionals — making mental fitness a foundation for success.