



SirenMD becomes the Official Medical Platform of the Gulf South Conference

April 5, 2021

Birmingham, Alabama – The Gulf South Conference (GSC) is excited to announce a partnership brokered by Collegiate Sports Management Group with SirenMD, which will become the Official Medical platform of the GSC effective immediately.

“Partnering with SirenMD is a great opportunity for the Gulf South Conference and our member institutions. SirenMD will collaborate with us to continue a focus on health and safety issues and efficiencies that help our student-athletes and medical staffs.” Matt Wilson, GSC

SirenMD is a secure communication, collaboration, and documentation platform designed to increase the quality and efficiency of medical decisions in sports medicine by facilitating real-time, coordinated care the moment a student-athlete injury occurs. Through this partnership, SirenMD will provide the GSC and its members the opportunity to have another arrow in its quiver in optimizing treatment for GSC student-athletes.

Of the sponsorship, Lee Kaplan, MD, CEO and founder of SirenMD, said “We are very pleased to partner with a conference offering 8 men’s and 9 women’s sports across the expansive geography of the Southeastern region of the United States. SirenMD will facilitate care collaboration to optimize the quality, efficiency, and compliance of care provided to student athletes.”

About Collegiate Sports Management Group

CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Licensing, Event Production & Management, CRM, Ticketing and esports. CSMG esports rights encompass the ECAC, the NJCAA, and most of the other 20+ conferences represented by CSMG for traditional sports. To learn more about CSMG, visit www.collegiatesmg.com

About Gulf South Conference

The Gulf South Conference is a charter NCAA Division II member. The GSC has won 53 national titles across 13 sports and has claimed more than 150 regional titles. In 2020-21, the GSC has 13 member institutions and sponsors 19 sports.

About Siren MD

SirenMD is a Miami-based HIPAA-secure communication, collaboration, and documentation platform designed by practitioners for practitioners. Bringing telemedicine to the sidelines enables geographically dispersed care teams to communicate immediately and simultaneously. As a result, injured athletes can recover more quickly and return to play sooner. SirenMD offers native applications for iOS (iPhones) and Android devices and is also accessible through the Web. The platform is currently being used by a number of high school, collegiate, and professional sports teams across the country. To learn more about SirenMD, visit www.sirenmd.com