

# STABILIZE YOUR Swing

BY DONNA O'NEIL

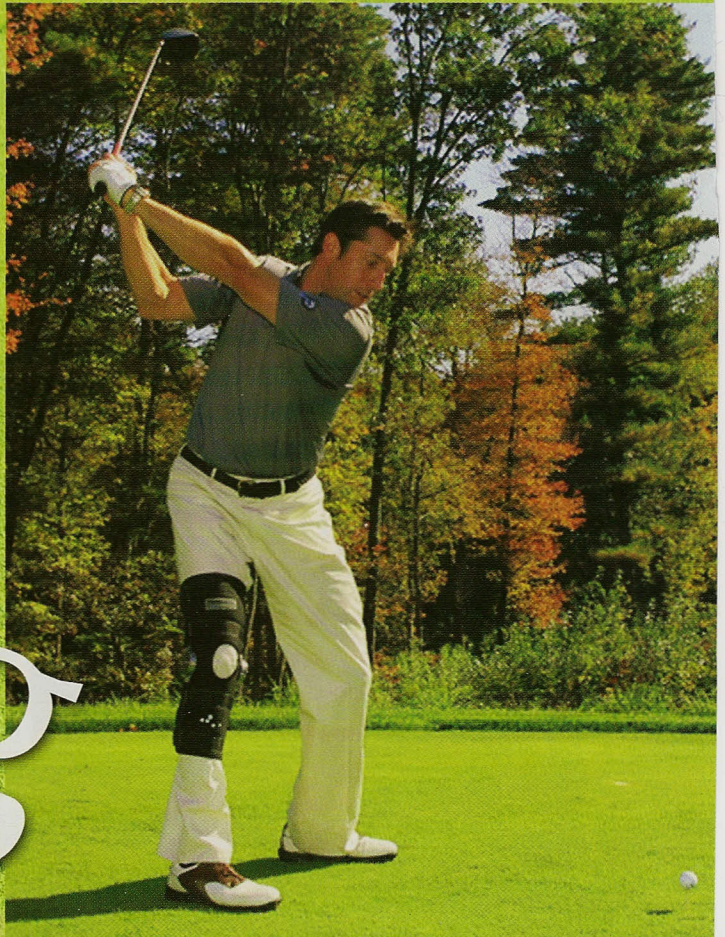
**E**sex resident Dr. Brian McKeon is a golfer from way back. For a while, he was plagued with a swing that just wasn't up to par. He practiced; he concentrated; he tried all kinds of things. He just couldn't keep his body quiet.

And then he hit a blast. He combined his sports medicine experience with his passion for the game and found the sweet spot.

The Chief Medical Officer and team physician for the Boston Celtics treats professional athletes and casual sports enthusiasts daily in his practice at Boston Sports and Shoulder in Waltham and Chestnut Hill. He regularly uses appliances to aid in the healing process when a patient is nursing injuries to legs, arms, shoulders, hips and other body parts. The idea that an appliance born from the medical braces could be incorporated as a training aid fit his dilemma to a tee.

"The notion of 'The Anchor - Golf Swing Stabilizer' came to me in thought in 1999," said McKeon.

After a bit of bump and run and several prototypes, The Anchor - Golf Swing Stabilizer was ready for market seven to eight years later. McKeon said he worked on the prototypes and the final product in the time between his daily medical practice, his



Dr. Brian McKeon wears the training brace he designed to stabilize the golfer's leg during the swing.

*Courtesy photos*

commitment as the Celtics team physician, writing textbooks and teaching - and, of course, playing a round or two of golf.

McKeon funded the whole process himself, using orthopedic principles and his knowledge of mechanics and knees to develop The Anchor.

Its function is to maintain the back knee flex to help "avoid many fundamental errors such as swaying, 'coming up out of the swing,' over-swinging and the dreaded 'reverse pivot' fault," he said.

The product, used by professionals as well as casual golfers, was inspired by the doctor's own experience and experimentation. A member of Turner Hill Golf Club in Ipswich, McKeon admitted his swing wasn't stable.

"It wasn't tight, not compact enough, not efficient," he said. "My back leg was moving around on me. And anyone knows that the less moving parts you have, the more efficient you are."

"With my understanding of the musculoskeletal system and Hogan's Principles, I started fooling around with orthopedic braces. They weren't designed for this sort of thing, so I broke more than a few, but I came up with a final design and started showing it around."

(Hogan's Principles are based on the fact that practice and repetition will make anyone a good golfer. Hogan believed in a special wrist movement and specific positioning of the back leg.)

"The crowning glory," McKeon said, "came after a visit to Las Vegas to see Butch Harmon."

Claude "Butch" Harmon is considered by many to be one

of the premier golf instructors. McKeon said, although Harmon did not publicly endorse the product, he was amazed with it.

### TAKING SOME SPORTS MEDICINE

Brian McKeon founded Perseus Athletics in Essex in 2002, to develop technically advanced sports medicine products.

Perseus Athletics consists of a worldwide network of specialists from research and design to engineers and professionals in the sports and medical fields. Their efforts produce "cutting-edge technology to the world of sports medicine, without compromising the human aspect of personal and athletic care."

Watch for Dr. Brian McKeon to promote The Anchor – Golf Swing Stabilizer on ESPN Zone and a variety of golf shows.

Visit [perseusathletics.com](http://perseusathletics.com) for ordering information and to view a video featuring McKeon demonstrating the benefits of the training aid.

The Anchor isn't legal for tournament play, but it helps promote hip turn and positioning. It allows the golfer to put the club on the proper swing plan and minimize the over-the-top maneuver.

"I've heard reports that some of the top-ranked golfers in the world are using it, as well as some pretty hardy hackers," McKeon said.

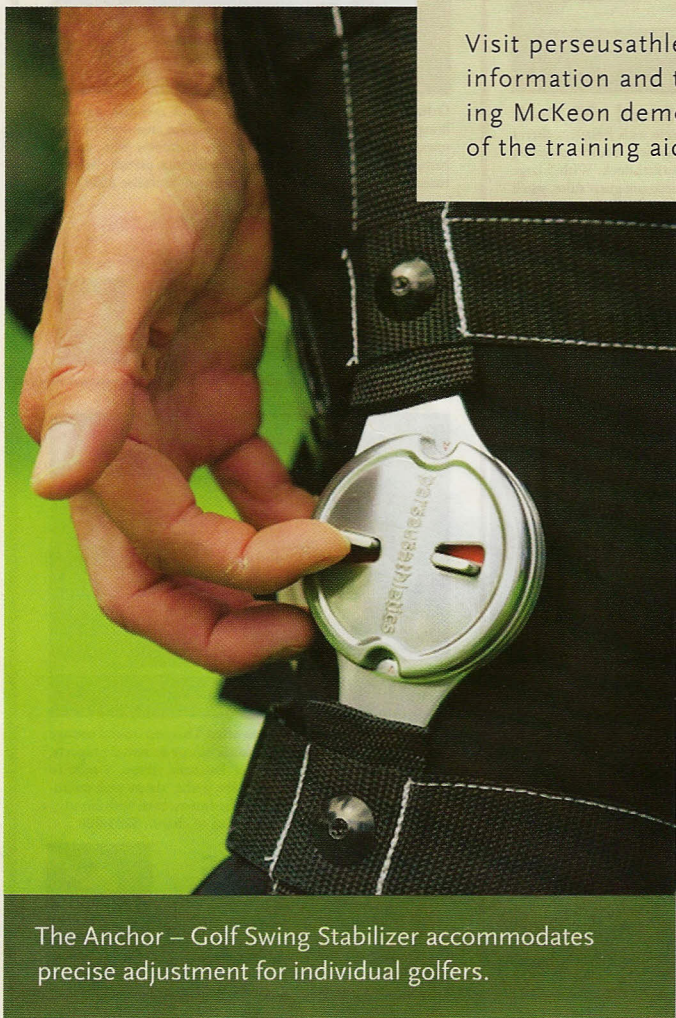
"Golf is similar to throwing a Frisbee, throwing a baseball and many other casual sports. When you execute the movement, you load one side and shift to the other. The idea behind The Anchor is to make you more stable, and the more stable you are, the more efficient you are. In this case, the better you will hit a golf ball.

"Even pros have issues with their short game. They move off the ball wrong," McKeon said. "You have to move back to the ball or you'll miss it. It's the fundamental swing thought process."

The Anchor, available in three sizes: small, medium and large, is a universal aid, interchangeable on left or right leg depending upon the golfer's dominant side.

Currently available in black, it is going "golf" green in its next production run mid-2009. The color difference will distinguish it as a training aid rather than a medical brace, McKeon said. ■

*Donna O'Neil is a journalist who has set foot on a golf course just once. She saw her brother-in-law wrap a brand new Big Bertha around a tree and her son take a dive in the water for a ball. She decided that writing was a much less stressful alternative.*



The Anchor – Golf Swing Stabilizer accommodates precise adjustment for individual golfers.