

The Brain Injury Association of America has made important strides toward achieving many of the goals set forth in the Association's strategic plan, "5 Priorities in 5 Years," which was adopted by the Board of Directors in 2008 and is reviewed annually to ensure the plan remains updated. In accordance with the strategic plan and mindful of the progress already made, BIAA's Board, staff and volunteers will pursue the following key priorities:

2012 GOALS

1 INCREASE ACCESS TO BRAIN INJURY CARE

- Promote universal standards of care
- Demonstrate inconsistent policies and practices among payers
- Pursue legal strategies to expand access to care
- Seek state and federal mandates for comprehensive treatment and long-term care

2 UNIFY BIAA AND STATE AFFILIATES

- Build consistency in programs and services nationwide
- Align state and federal public policy goals and communication materials
- Maximize effectiveness through ongoing organizational development
- Ensure long-term financial stability and growth of affiliates

4 SECURE ADEQUATE RESOURCES TO ACCOMPLISH OUR MISSION

- Achieve annual revenue growth of 2-5%
- Aggressively market new and valued programs and services
- Identify national sponsors for a nationwide fundraising event with affiliates
- Establish a research endowment

5 INFLUENCE AWARENESS AND UNDERSTANDING OF BRAIN INJURY

- Strengthen BIAA's voice for individuals with mild brain injury
- Invite greater involvement by all constituents and external audiences
- Co-brand products and services with partners outside the brain injury field
- Actively recruit business leaders and scientists for Board service

3 EMBRACE TECHNOLOGY

- Establish and maintain a robust information management system
- Deliver education and networking opportunities via the Web
- Continually elevate technology fluency at BIAA and among affiliates
- Revise Website to become more dynamic and user-friendly

A brain injury is not an event or an outcome. It is the start of a misdiagnosed, misunderstood, under-funded neurological disease. Individuals who sustain brain injuries must have timely access to expert trauma care, specialized rehabilitation, lifelong disease management and individualized services and supports in order to live healthy, independent and satisfying lives.

The Brain Injury Association of America (BIAA) is the country's oldest and largest nationwide brain injury advocacy organization and is **the voice of brain** injury. We are dedicated to increasing access to quality health care and raising awareness and understanding of brain injury through advocacy, education and research. With a nationwide network of more than 40 chartered state affiliates and hundreds of local chapters and support groups, we provide help, hope and healing for individuals who live with brain injury, their families and the professionals who serve them.

VOICE OF BRAIN INJURY

The Brain Injury Association of America is the voice of brain injury. Through advocacy, education and research, we bring help, hope and healing to millions of individuals living with brain injury, their families and the professionals who serve them.

2011 ACCOMPLISHMENTS
2012 GOALS

Please visit www.biausa.org for more information about brain injury and to learn how you can get involved.



Brain Injury Association of America
1608 Spring Hill Road, Suite 110
Vienna, VA 22182
703-761-0750



2011 ACCOMPLISHMENTS



The Brain Injury Association of America (BIAA) is dedicated to increasing access to quality health care and raising awareness and understanding of brain injury through advocacy, education and research.

INCREASE ACCESS TO CARE

BIAA's multi-year advocacy campaign to ensure individuals with brain injury benefit from federal healthcare reform was reflected in an October 2011, Institute of Medicine (IOM) report commissioned by the U.S. Department of Health and Human Services (HHS). The report, which recommends the criteria for individual and small group health insurance plans beginning in 2014, incorporates many of BIAA's positions.

The Traumatic Brain Injury Act is the only federal law authorizing a comprehensive, coordinated approach to brain injury prevention, research, education and service system access for civilians in the U.S. BIAA, in partnership with other stakeholders, worked throughout 2011 to strengthen long-range planning and secure \$16 for TBI Act programs in 2012. BIAA and its partners,

including the National Association of State Head Injury Administrators and the Congressional Brain Injury Task Force, also began planning for the TBI Act's reauthorization in 2012.

In collaboration with Wounded Warrior Project, the Congressional Brain Injury Task Force, Senate Armed Services Committee and select Senate offices, BIAA persuaded TRICARE to define in writing its coverage of cognitive rehabilitation for active duty military and medical retirees.

BIAA and 17 Brain Injury Association state affiliates participated in the National Brain Injury Information Center (NBIIIC), which assists callers to 1-800-444-6443. BIAA and its state affiliates provided personalized information and support to thousands of individuals in need, linking them to rehabilitative, legal, financial and other support services critical to maximizing recovery.

IMPROVE QUALITY OF CARE

In 2011, BIAA's Academy of Certified Brain Injury Specialists (ACBIS) processed more than 1500 applications from licensed professionals and direct service workers who demonstrate their knowledge, experience and commitment to caring for individuals with brain injury by earning this valuable credential. Currently, there are more than 5000 certified specialists nationwide. For the first time ever, ACBIS Alliance recognized organizations that demonstrate a commitment to excellence in providing brain injury services through ACBIS certification.

This year, BIAA introduced ACBIS Provisional Certification for graduate students who are currently enrolled in an accredited university allied health program or credentialed teaching program. The Association also collaborated with rehabilitation professionals in Ireland and the United Kingdom to create culturally sensitive educational materials for ACBIS applicants in those countries.

At BIAA's urging, the U.S. House of Representatives voted to amend the FY12 National Defense Authorization Act to authorize \$1 million for the development of treatment guidelines for post-acute brain injury rehabilitation. Rep. Todd Platts introduced the amendment with support from Rep. Bill Pascrell and the staff of

Rep. Gabby Giffords. A colloquy between Reps. Platts and Pascrell and Chairman Young of the Defense Appropriations Subcommittee made clear the intent of Congress is for the Secretary of Defense to allocate funds to the Uniformed Services University of the Health Sciences (USUHS) to collaborate with the private sector in writing the treatment guidelines.

Throughout the year, BIAA worked with advocates from Ohio State University and JFK Johnson Rehabilitation Institute to persuade the Senate to include report language accompanying the FY12 appropriations bill supporting the work of the TBI Model Systems of Care Program by urging the National Institute on Disability and Rehabilitation Research (NIDRR) within the U.S. Department of Education to allocate the funding needed to sustain the important work of the existing Model Systems Centers.

More than 75 owners, chief executive officers, chief operating officers and senior staff from the nation's leading brain injury rehabilitation and long-term service provider organizations attended BIAA's 6th Annual Brain Injury Business Practice College to learn about creating a culture of excellence, revenue cycle management and business ethics.

BIAA produced monthly educational webinars in the Mitch Rosenthal Memorial Research Lecture Series and the David Strauss Memorial Clinical Lecture Series on topics such as sports concussions, suicide and adolescents.

BIAA also co-sponsored the Third Interagency Conference on Traumatic Brain Injury, held in Washington, D.C.

Nathan D. Zasler, MD, Tree of Life and Concussion Care Centre of Virginia, was awarded the 2011 Sheldon Berrol, M.D., Clinical Service Award for his contributions to improving the quality of care, professional training and education in the field of brain injury; and

Flora M. Hammond, Rehabilitation Hospital of Indiana and Indiana University School of Medicine, was awarded the 2011 William Fields Caveness Award for her research contributions dedicated to improving the lives of individuals who have sustained brain injury.

In September 2011, BIAA contracted with Mount Sinai School of Medicine to work collaboratively on a grant from the National Institute on Disability and Rehabilitation Research (NIDRR) to address the mismatch in hospital data and school system data concerning the number of children with TBI and offer policy recommendations to improve hospital to school transitions. The project will be completed in 2012.

RAISE AWARENESS

In 2011, BIAA was mentioned in the media more than 1,000 times, and more than 1,000 people visited the BIAA website each day. BIAA also expanded its social media presence with more than 13,000 Facebook friends and close to 500 followers on Twitter.

BIAA facilitated a press conference featuring the Congressional Brain Injury Task Force and the office of Rep. Gabrielle Giffords urging HHS to standardize access to care through the rule making process of the Patient Protection and Affordable Care Act's minimum benefits package. BIAA spokespersons were featured in coverage of the event and in other stories carried by national outlets such as ABC News, The Washington Post, ProPublica/National Public Radio, USA Today, New York Times and US News & World Report and in local and regional Associated Press stories. In 2011, BIAA also built a database of 400 Consumer Subject Matter Experts for referral to the media.

Throughout the year, BIAA partnered with Allergan, Avanir Pharmaceuticals and Medtronic Corporation to increase awareness and understanding of spasticity and pseudobulbar affect, two conditions affecting people with brain injury.

The final year of BIAA's 3-year Brain Injury Awareness Month campaign focusing on sports and concussions helped ensure passage of youth concussion laws in more than 30 states nationwide. BIAA also assisted Reps. Pascrell and Platts, and Sens. Harkin and Enzi to author a letter instructing the Centers for Disease Control and Prevention (CDC) to carry out provisions of the CoNTACT Act, a Congressional Brain Injury Task Force supported sports and concussion measure. CDC began to implement several of the bill's directives in September 2011.

BIAA participated in another successful Brain Injury Awareness Day on Capitol Hill, setting the topic of rehabilitation for the briefing and working with the Congressional Brain Injury Task Force to

secure speakers for the event. The event offered a great opportunity to circulate the results of BIAA's survey on the variability of health insurance coverage for individuals who sustain brain injuries.

Four issues of THE Challenge!, featuring return to work, facilitating communication, the latest in research and the voices of brain injury, were circulated to 20,000 individuals with brain injury, family members and care professionals across the U.S.

BIAA hosted six Caregiver Webinars in 2011 with an average participation rate of 146 participants. Topics included Dealing with Loss after Brain Injury, Using Technology as a Cognitive Prosthetic, Brain Injury and Mental Illness, Return to Work after Brain Injury, and Mild Brain Injury in Children.

The 16th Annual State Affiliate Leadership Conference — Maximizing our Impact as a National Organization — was held in St. Petersburg, Fla., with more than 50 leaders from BIAA's chartered state affiliates. BIAA proudly recognized the Brain Injury Associations of Illinois, Delaware, Massachusetts, Missouri, New York, Virginia and individual leaders in Illinois and Virginia for their outstanding service to people with brain injury.

BIAA continues to actively participate with a number of coalitions, including the Consortium for Citizens with Disabilities, the Raise the Caps Coalition, the Disability and Rehabilitation Research Coalition, the Washington Rehabilitation Coalition, Campaign for Public Health, Christopher and Dana Reeve Foundation, the Coalition to Preserve Rehabilitation, and the Coalition for Regenerative Stem Cell Medicine.