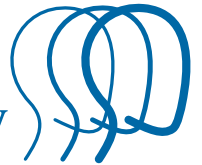


# ACCOMPLISHMENTS └ 2009

# GOALS └ 2010












Brain Injury Association  
of America  
[biausa.org](http://biausa.org)











## The Voice of Brain Injury

Advocating for 7 million individuals with brain injury, their family members and the professionals who conduct research, provide treatment and deliver lifelong services

## Help

-  Expanded the **National Brain Injury Information Center** to 12 state affiliates to link callers to the nearest source of information and support; consistently earned 90th percentile customer service rating; provided Spanish-language services as needed;
-  Maintained the world's most **comprehensive Web site** on brain injury, earning a Google Page Rank of 7 and attracting nearly 40,000 visitors per month;
-  Launched the online **National Directory of Brain Injury Services**, searchable 24/7 by program type, service specialty, age requirements and location;
-  Circulated 80,000 print editions of **THE Challenge!**, BIAA's 20-page, four-color periodical featuring brain injury news, information, resources and advocacy updates;
-  Endorsed the American Recovery and Reinvestment Act to provide \$87 billion to states to **prevent Medicaid cuts**;
-  Secured changes in public and private payer insurance policies to **expand coverage of cognitive rehabilitation**;
-  Actively participated in the Disability and Rehabilitation Research Coalition (DRRC) to restore and **preserve funding for health and function research** within the National Institute on Disability and Rehabilitation Research;
-  Welcomed Nebraska as the 44th chartered state affiliate in our nationwide advocacy network; and
-  Hosted multiple **educational meetings, conferences and webinars** including the Annual State Affiliate Leadership Conference, quarterly Caregivers Educational Webinar Series, Litigation Strategies 2009, quarterly Mitch Rosenthal Memorial Lectures, and quarterly David Strauss Memorial Lectures.

## Hope

-  Diligently lobbied for provisions beneficial to individuals with brain injury as part of **America's Affordable Health Choices Act of 2009**, including eliminating coverage denial for pre-existing conditions, removing lifetime spending caps, ensuring comprehensive benefits packages and fighting harmful cost containment provisions;
-  Secured federal funding for **TBI Act** programs that support universities, state governments and local protection and advocacy organizations in conducting research, surveillance, public education, capacity building and service system access improvements;
-  Endorsed **Heroes at Home Act of 2009** to provide training and compensation to the caregivers of service members injured in Iraq and Afghanistan;
-  Testified at the **Social Security Administration** Compassionate Allowance hearing in support of expedited benefits for individuals with brain injury;
-  Collaborated with author Lee Woodruff on cognitive rehabilitation article published in **Parade Magazine**;
-  Served on the steering committee of the **Coalition for Regenerative Stem Cell Medicine** and endorsed H.R. 1718, the Family Cord Blood Banking Act; worked with the Neurotechnology Industry Organization to gain support for H.R. 1483, The National Neurotechnology Initiative Act;
-  Secured a congressional resolution designating March as **Brain Injury Awareness Month**, received Presidential proclamation recognizing efforts, and placed concussion awareness public service announcements in **People** magazine;
-  Endorsed the **Community Choice Act** to end our country's bias for providing care in institutional settings, such as nursing homes and psychiatric facilities.

# 2009

# ACCOMPLISHMENTS

## Healing Healing

- ✓ Established the Council of Brain Injury Alumni and launched a pilot **Self-Advocate Empowerment Program** to provide training and support to individuals with brain injury who wish to lobby their congressional representatives;
- ✓ Expanded the **Academy of Certified Brain Injury Specialists (ACBIS)** to more than 4,000 members;
- ✓ Lobbied congress in support of the **Veterans Health Care Authorization Act**, allowing service members to access care from non-VA providers;
- ✓ Published **Conceptualizing Brain Injury as a Chronic Disease**, a position statement discussing the disease-causative and disease-accelerative consequences of traumatic brain injury;
- ✓ Translated federally-funded **TBI Model Systems research findings** from professional journal articles into user-friendly abstracts that have been downloaded more than 200,000 times;
- ✓ Collaborated with the Defense Centers of Excellence on the Real Warriors Campaign to **de-stigmatize brain injury**; worked with Operation Never Forgotten on military public service announcements; and
- ✓ Created BIAA's **Research Council** with the goal of establishing a research endowment; recognized **Young Investigator** Michelle C. LaPlaca, Ph.D., for her development of the Display Enhanced Testing for Cognitive Impairment and Traumatic Brain Injury (DETECT™) system.

# 2010

# GOALS

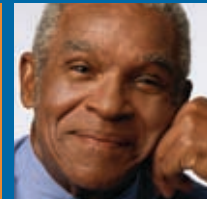
The Brain Injury Association of America is pursuing the following key priorities over the next five years:

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

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Each year, 2 million people in the U.S. acquire a brain injury from an external blow to the head or an internal event, such as a heart attack, stroke or tumor. The injury can temporarily or permanently disrupt brain function—changing who we are and how we think, act and feel.

Falls, car crashes, aneurysms, surgeries, sports and assaults can lead to brain injuries. People who have been injured may experience balance and coordination problems, extreme fatigue, memory loss, concentration difficulty, anxiety, depression, impulsivity or impaired judgment. Brain injuries can lower an individual's performance at school and at work, interfere with personal relationships and bring financial ruin. Even so called "mild" injuries can have devastating consequences, requiring intensive treatment and long-term care.

More than 7 million people in the U.S. live with a lifelong disability as a result of brain injury. The annual estimated cost to society exceeds \$60 billion. Most Americans mistakenly believe employer health plans or the government will pay for needed services in a health crisis. In reality, most insurance policies limit the type, amount and length of rehabilitation available to those who've been injured.

Founded in 1980, the Brain Injury Association of America is the oldest, largest and only nationwide organization advocating for people who have sustained brain injuries, their family members, and professionals who provide research, treatment and services. Our mission is to provide help, hope and healing regardless of the type of brain injury, its severity or the age of onset.

Please visit our Web site for more information about brain injury and to learn how you can help.



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