



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.

**2010 ACCOMPLISHMENTS**

**2011 GOALS**

# 2010 ACCOMPLISHMENTS

## CONSUMER SERVICES HIGHLIGHTS

- Expanded the National Brain Injury Information Center (NBIIC) to assist callers to (800) 444-6443 in finding resources and information. BIAA and participating state affiliates provided personalized information and support to thousands of individuals in need, linking them to rehabilitation, legal, financial and other support services that are critical to maximizing recovery.
- Developed the Council of Brain Injury Alumni with an initial focus on creating a platform for persons with brain injury to share their stories of hope and healing.
- Provided six Caregiver's Education Series Webinars to educate families on topics as diverse as: assistive technology, special needs trusts, aphasia, community recreation, cognitive stimulation and behavioral issues after brain injury.
- Participated with the Coalition for Regenerative Stem Cell Medicine to encourage clinical trials of cord blood stem cells to treat pediatric brain injury.
- 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.

## PROFESSIONAL SERVICES HIGHLIGHTS

- Expanded the Academy of Certified Brain Injury Specialists (ACBIS) to more than 5,000 certificants and transitioned to an electronic application, testing and notification process.
- Began development of the ACBIS Alliance Award to recognize organizations which demonstrate a commitment to excellence in providing brain injury services through ACBIS certification.
- Hosted the 5th Annual Brain Injury Business Practice College and Brain Injury Litigation Strategies 2010 and produced 12 online Webinars in the Mitch Rosenthal Memorial Lecture Series, the David Strauss Memorial Lecture Series and the Business of Brain Injury Series.
- Co-sponsored the 2010 World Congress on Brain Injury held in Washington, D.C.
- Developed the conceptual framework for Clinical Guidelines for Post-Acute Moderate to Severe Brain Injury.

- Recognized the work of outstanding contributors to brain injury research and clinical service:
  - Jeffrey Englander, M.D., Santa Clara Valley Medical Center, was awarded the 2010 Sheldon Berrol Clinical Service Award for his contributions to improving the quality of care, professional training and education in the field of brain injury;
  - Wayne Gordon, Ph.D., ABPP/Cn, Mount Sinai School of Medicine, was awarded the 2010 William Fields Caveness Award for his research contributions dedicated to improving the lives of individuals who have sustained brain injuries; and
  - David O. Okonkwo, M.D., Ph.D., University of Pittsburgh Medical Center, was awarded the 2010 Young Investigator Award for his work in developing novel therapeutic interventions for brain and spinal cord injury.

## AFFILIATE SERVICES HIGHLIGHTS

- United with affiliates in a nationwide branding campaign, including the introduction of an updated logo, matching Websites and consistency in information services and education programs.
- Hosted the 15th Annual State Affiliate Leadership Conference – Uniting as the Voice of Brain Injury in Dearborn, MI.
- Conducted annual review of state affiliate operations to ensure quality standards in governance, operations, programs, services and advocacy.
- Presented Awards of Excellence to the Brain Injury Associations of Arizona, Michigan, New Hampshire, New York State, Vermont, Virginia and Washington, D.C. in recognition of their outstanding performance.
- Introduced quarterly conference calls between affiliates and the Centers for Disease Control and Prevention (CDC) to foster communication, collaboration and resource sharing.
- Delivered keynote presentations at state affiliate conferences and events in California, Mississippi, New York, North Carolina and West Virginia.
- Welcomed the Brain Injury Associations of Louisiana and Nevada as chartered state affiliates.



## Awareness and Prevention HIGHLIGHTS

- Launched a new Website at [www.biausa.org](http://www.biausa.org) to increase access to the wealth of information from BIAA with new features including video, discussion forums and much more. As the top ranked, non-sponsored site when searching the term "brain injury," the site welcomes more than 1,000 new visitors each day.
- Published a special edition of *Brain Injury Source* on "Maximizing Rehabilitation Outcomes and Cost Efficiency Following Acquired Brain Injury," a seminal compilation of the research demonstrating the value of rehabilitation for individuals with brain injury.
- Worked with reporters from *The Wall Street Journal* and *National Public Radio* on their coverage of blood biomarkers, insurance company tactics following health care reform legislation and access to cognitive rehabilitation for military personnel.
- Celebrated March as Brain Injury Awareness Month, coordinating the development and dissemination of campaign materials focusing on concussion using the headline, "A concussion is a brain injury. Get the facts." Among the campaign components, an ad in *People* magazine reached nearly 4 million subscribers.
- Published four editions of *THE Challenge!*, including a 30th Anniversary edition highlighting advances in science, medicine, public policy and affiliate development plus a special section on BIAA's accomplishments through the years.
- Distributed more than 5,000 free brain helmets to children through BIAA's Lynn A. Chiaverotti Memorial Fund.

## ADVOCACY AND GOVERNMENT RELATIONS HIGHLIGHTS

- Ensured the inclusion of rehabilitation in the essential benefits package of the Patient Protection and Affordable Care Act, which was omitted in the original version of the health care reform bill.
- Crafted and secured support for and adoption of a cognitive rehabilitation amendment to the National Defense Authorization Act of 2010 to ensure greater access to this vital therapy for service members.

- Launched a new grassroots advocacy program, Grasshopr, which embraces social media and allows for online discussions and dissemination of public policy information. Seven state affiliates have also formed their own groups within the site.
- Facilitated self-advocacy skills by teaching individuals with brain injury how to make Congressional appointments, embark on a full day of lobbying on Capitol Hill and follow up with contacts and maintaining relationships.
- Worked to ensure passage of The Veterans Health Care Authorization Act, which authorizes the Department of Veterans Affairs (VA) to provide care to veterans with traumatic brain injury through contracts with non-VA providers.
- Began preliminary meetings with the Food and Drug Administration (FDA) to promote incentives for private industry to develop new treatments for individuals with brain injury.
- Secured \$16 million in FY 2011 TBI Act funding from the Senate Appropriations Committee to continue CDC's public awareness and education efforts and the Health Resources and Services Administration's grant programs to states and protection and advocacy organizations.
- Secured \$111,919,000 in FY 2011 funding for the National Institute on Disability and Rehabilitation Research from the Senate Appropriations Committee, an increase of more than \$2 million over the previous year.
- Supported Congressmen Bill Pascrell, Jr., and Todd Russell Platts on the Concussion Treatment and Care Tools Act (ConTACT Act) and provided technical assistance to the House Energy and Commerce Committee regarding the bill language, helping to shepherd the legislation through the committee and full house consideration.



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 over the next three years:

# 2011 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

## 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

## 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

**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.

Please visit [www.biausa.org](http://www.biausa.org) for more information about brain injury and to learn how you can get involved.



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