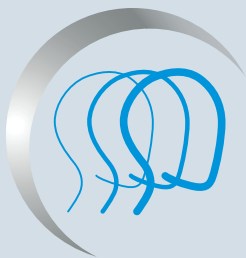




The  
**VALUE**  
of **YOUR**  
**INVOLVEMENT**



**BRAIN INJURY**  

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**BUSINESS & PROFESSIONAL  
COUNCIL**

# The **VALUE** of **YOUR INVOLVEMENT**

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Market Development

Executive Business

Industry Networking



# Market Development

The BIAA Business and Professional Council supports lobbying efforts directed at eight different federal agencies to support the needs of individuals living with a brain injury.

Did you know:

- The Council played a key role in the inclusion of rehabilitative services and devices as an Essential Health Benefit;
- Successfully lobbied for the establishment of the Assisted Living for Veterans with Traumatic Brain Injury Pilot Project; and
- Introduced the concept of brain injury as a disease in comments on the framework of care for persons with multiple chronic conditions.

*Help us continue to shape the legislative  
and policy needs of those we serve.*



# Executive Business Education

The Council and BIAA offer the annual BIAA Brain Injury Business Practice College, known as one of the most well-rounded brain injury business conferences in the nation. The College brings together providers and organizations from around the United States for three days of training and networking in the areas of leadership, strategic planning, brand management, risk management, value proposition, mergers and acquisitions, change management and in-depth interactive case studies.

Engagement in the College and meetings of the Council provides members a rare opportunity to learn about the political, regulatory, and policy landscape in which rehabilitation providers serve people with brain injury.

*Join us for an upcoming opportunity to share insights from others in the field.*



# Industry Networking

Membership in the Council includes the ability to network with insurance payors and colleagues from brain injury programs around the United States, paramount in the changing healthcare landscape, including:

- Meet decision makers from leading national payor sources, including worker's compensation and commercial insurance.
- Discuss opportunities for collaboration within your own state.
- Discuss new funding opportunities with commercial payors and reimbursement trends with CMS.
- Leads on potential program referrals.

*Network with executives and leaders from brain injury programs around the United States.*

# Get involved. Join these founding corporate members:



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Brain + Spinal Cord Rehabilitation



GROVESTON • LUBBOCK



BRAIN INJURY  
ASSOCIATION  

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