35 Years of HELP, HOPE, AND HEALING

2015 Annual Report

Brain Injury Association of America

Celebrating 35 Years 1980-2015
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Meetings were held on February 27, May 1, August 20-21, and December 4, 2015.
Dear Friends:

In 2015, the Brain Injury Association of America (BIAA) celebrated its 35th Anniversary as the nation’s oldest and largest brain injury patient advocacy organization.

Throughout the year, BIAA secured important legislative and regulatory gains, including shepherding the move of the Federal Traumatic Brain Injury Program to the Administration on Community Living, preserving access to inpatient rehabilitation hospitals and units for Medicare beneficiaries, and enhancing the stature of medical rehabilitation research within the National Institutes of Health.

BIAA influenced awareness and understanding of brain injury by launching a new three-year public awareness campaign – #NotAloneInBrainInjury – and by creating a new online Concussion Information Center (CIC). We welcomed 1.4 million visitors to our website and circulated nearly 50,000 copies of our acclaimed newsmagazine, THE CHALLENGE!

In 2015, BIAA continued its collaboration with the Brain Injury Research Center at the Icahn School of Medicine at Mount Sinai to develop and disseminate Guidelines for the Rehabilitation and Disease Management of Adults with Moderate to Severe TBI. Through BIAA’s Academy of Certified Brain Injury Specialists, we trained and certified 1,800 brain injury specialists as part of our ongoing mission to improve access to high quality care nationwide.

BIAA and its network of state affiliates and chapters responded to 30,000 individual requests for information and resources through our National Brain Injury Information Center. This unique collaboration allows BIAA and its partners to spread help, hope, and healing all across the United States.

BIAA’s programs and services were made possible through the generous support of thousands of individuals, including an extraordinary bequest from the estate of Robert J. Sbordone, Ph.D.

On behalf of the Board of Directors, volunteers, and staff, I am pleased to present the Brain Injury Association of America’s 2015 Annual Report.

Susan H. Connors, President/CEO
Brain Injury Association of America
The Brain Injury Association of America (BIAA) established the National Brain Injury Information Center (NBIIC) to assist individuals and families who experience the life changing, sometimes devastating, effects of brain injury. Callers who dial 1-800-444-6443 are automatically linked to compassionate, knowledgeable specialists who assist in locating rehabilitative, legal, financial, and other support services critical to maximizing recovery. The NBIIC program offers consistent, user-friendly information about brain injury, provided by trained brain injury specialists.

Nationally, BIAA responded to more than 30,000 calls for help in 2015. People we serve range from families struggling with a child in a coma to caregivers wondering how to support a person in the community whose injury happened decades ago, and everything in between.

**CALLERS TO BIAA’S NATIONAL BRAIN INJURY INFORMATION CENTER BY TYPE IN 2015**

- **PWBI** 41%
- **Family** 41%
- **Prof** 18%

Of the people who contact us: 41 percent are family/friends of an injured person, 41 percent are people with brain injuries, and 18 percent are professionals.
The most common reason people contact us are: caregiver coping (23 percent); insurance (18 percent); financial (13 percent); concussion (11 percent); coma (10 percent); legal (8 percent); and pediatric (8 percent).

**Sample responses from people who contacted us for information and support:**

"Thank you for taking the time to answer every question I had, and for your patience."

“This is the most brain injury information I’ve found in one place since I started searching!”

"Excellent resource for me (I have had a brain injury for 12 years) and for my family.”

“Nobody else I’ve called has answered the phone immediately – that is special.”
Advocacy

The Brain Injury Association of America (BIAA) worked with veteran service organizations, health and disability advocates, and grassroots activists to achieve several legislative victories in 2015.

BIAA successfully lobbied for the relocation of the Federal Traumatic Brain Injury (TBI) State Grant Program to the Administration for Community Living (ACL) within the U.S. Department of Health and Human Services (HHS). ACL’s mission is to maximize the independence, well-being, and health of people with disabilities, as well as their families and caregivers. ACL also houses the Administration on Aging, Office on Disability, and the Administration on Developmental Disabilities. By elevating the TBI program, BIAA anticipates that state agencies and protection and advocacy organizations will be better able to coordinate with and leverage programs and resources to improve services for people with brain injury and their families.

Thanks to BIAA’s persistent advocacy, patients with brain injury and stroke were spared in the Medicare Payment Advisory Commission’s plan to compensate inpatient rehabilitation hospitals/units at the same rate as skilled nursing facilities.

BIAA is serving on the Consumer Advisory Board (CAB) for the Chronic Effects of Neurotrauma Consortium, whose mission is to fill the gaps in knowledge about the basic science of mild TBI and its effects on late-life outcomes and neurodegeneration, identify service members most susceptible to these effects, and identify the most effective treatment strategies.

BIAA is a member of the steering committee of the Coalition to Preserve Rehabilitation. The Coalition submitted extensive comments to the HHS Office of Civil Rights on Nondiscrimination in Health Programs and Activities provisions within the Patient Protection and Affordable Care Act.

BIAA continued its strong support of the Enhancing the Stature and Visibility of Medical Rehabilitation Research at NIH Act in the U.S. Senate, and the 21st Century Cures Act in the U.S. House of Representatives.

On Sept. 16, 2015, BIAA, in association with Reps. Pascrell and Rooney, co-chairs of the Congressional Brain Injury Task Force, the National Council on Aging, and National Association of State Head Injury Administrators, hosted a congressional briefing before the Senate Special Committee on Aging: Preventing Falls and TBI-Related Injuries Among Older Americans.

Brain Injury Awareness Day on Capitol Hill, held March 18, 2015, included a brain injury awareness fair with more than 50 exhibitors, a briefing, “Finding a ‘New Normal’ – Post Injury Supports and Services that Make a Difference,” and a reception to celebrate the Congressional Brain Injury Task Force and Brain Injury Awareness Month. BIAA and NASHIA presented awards to Sens. Bob Casey and Orrin Hatch, and Reps. Bill Pascrell and Tom Rooney for their leadership getting the TBI Reauthorization Act passed and signed into law.
The 2015 BIAA Brain Injury Business Practice College was held March 9-11 at the ASAE Conference Center in Washington, D.C. Attendees learned about the use of financial and predictive analytics in a rehabilitative care setting and reviewed a market analysis and environmental scan of the managed care marketplace. Sessions on leadership, workforce engagement, and social media were also presented.

The Academy of Certified Brain Injury Specialists (ACBIS) has been a cornerstone of the Association’s professional education since 1996. BIAA processed more than 1,800 applications in 2015, expanding the internationally-recognized voluntary certification to more than 6,000 specialists in the United States and other countries. The Association is grateful to the professionals who volunteer their expertise to maintain and enhance the quality of ACBIS education and the rigor of the certification process:

Sharlene Adams, CBIST, LSX
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Drew Nagele, PsyD, CBIST
Barbara O’Connell
Cindy Roth Pahr, M.Ed., CBIS
Heidi Reyst, Ph.D., CBIST
Eric Spier, M.D.

The BIAA Career Center, which was launched in October 2013, continues to help match brain injury professionals with the best jobs in the field. For job seekers, the BIAA Career Center is a free service that provides access to employers and jobs in healthcare and brain injury. Employers can post jobs online, search for candidates based on specific job criteria, and contact qualified candidates. Visit the Career Center at careers.biausa.org.

David Strauss Memorial Series:
Understanding Pseudobulbar Affect (PBA), Lori Penatzer, PharmD
The TBI EDGE Project: Physical Therapy Outcome Measures for Moderate to Severe TBI, Karen McCulloch, PT, Ph.D., MS, NCS
Implementing Brain Injury Services for School-Aged Children, Cindy Roth Pahr, M.Ed., CBIST
Science Corrects False Beliefs About Limits to Brain Repair, Sandra Bond Chapman, Ph.D.

Mitch Rosenthal Memorial Series:
Evidence-Based Treatment for Emotion Recognition Deficits after Brain Injury, Dawn Neumann, Ph.D.
Functional Outcomes after TBI: Overview of Methods and Clinical Applications, Kristen Dams-O'Connor, Ph.D.
Symptoms of Persistent Behavior Problems in Children with mTBI, Keith Yeates, Ph.D., and Gerry Taylor, Ph.D.
Movement Path (Tortuosity) and Functional Status in Patients with TBI, William Kearns, Ph.D.

Caregiver Education Series:
Returning to Work: Working with Professionals who have Sustained Brain Injuries, Madelaine Sayko
Brain Injury: Awareness, Depression, and Catastrophic Reaction, Ron Sasso, MS, LPC, CBIST
Aging and Brain Injury, Debra Braunling-McMorrow, Ph.D.
Fatigue after Brain Injury: Strategies to Help, Michelle Ranae Wild, M.A.
College after Brain Injury, Dr. Mary Kennedy
Pseudobulbar Affect (PBA) and Traumatic Brain Injury (TBI): Symptoms, Burden, and Challenges of Diagnosing PBA, James McGrory, M.D.

Business of Brain Injury Series:
Measuring Outcomes in Post-Hospital Brain Injury Rehabilitation: The Mayo-Portland Adaptability Inventory, Gary Seale, Ph.D., and Frank Lewis, Ph.D.
Discharge to Home: Safety Concerns and Modifications, Debbie Hartzler, OTR/L, CAPS

Butch Alterman Memorial Series:
Awareness and Insight after Brain Injury, Dr. Maria Romanas
Focus on Discovery, Jeff Sebell

Complimentary Webinar
More Management/Less Care: What the Future Holds for Brain Injury Rehabilitation, Bruce Gans, M.D.
Public Awareness and Prevention

NASCAR driver Jared Irvan, son of NASCAR legend Ernie Irvan, added the BIAA logo and website to his car in order to raise awareness about brain injury and the association.

BIAA launched its new three-year brain injury awareness campaign in March. The theme for the 2015 to 2017 campaign is *Not Alone* and provides a platform for educating the general public about the incidence of brain injury and the needs of people with brain injuries and their families.

BIAA partnered with helmet maker Nutcase throughout 2015 to raise awareness about brain injuries and prevention. Nutcase featured BIAA-written blogs about brain injury on its website and generously donated a portion of sales for the month of March to BIAA as part of their “I love my brain” campaign.

In November, BIAA launched the interactive Concussion Information Center (CIC), an online resource created to help people understand what a concussion is, what symptoms to look for, challenges faced by people with concussions, recovery protocols, returning to school and sports, accommodations, and follow-up care.

In 2015, more than 50,000 copies of BIAA’s quarterly magazine, *THE Challenge!*, were distributed in print and thousands more copies viewed online at [www.biausa.org](http://www.biausa.org).

The association was mentioned in the press 2,088 times in 2015 and our social media following increased by 41% to 17,702.

BIAA welcomed 1.4 million visitors to its website in 2015 and more than 254,000 downloaded information and resource materials from the site.
Research

BIAA continued its collaboration with the Brain Injury Research Center at the Icahn School of Medicine at Mount Sinai to develop and disseminate “Guidelines for the Rehabilitation and Disease Management of Adults with Moderate to Severe Traumatic Brain Injury (TBI).”

The aim of this three-year research project, funded by BIAA through generous donations, is to identify how much rehabilitation adult patients with moderate to severe TBI should receive, in what setting, and at what point after injury in order to achieve the best results.

In October, members of the dissemination advisory board met with the project’s leadership team and panel chairs to review research design and methodology and to discuss dissemination options and associated timelines. The research is expected to be complete in 2017.

BIAA and Mount Sinai have pledged to keep the brain injury community fully informed and will invite input and feedback at certain key points throughout the project. Please visit biausa.org/TBIGuidelines for more information.

BIAA and the Brain Injury Business and Professional Council developed and disseminated a survey for brain injury service providers to complete in order to assess brain injury treatment and rehabilitation through health plans operating under the Affordable Care Act (ACA) requirements. By the end of 2015, 107 consumer responses and 27 provider responses had been tallied, and 68% of respondents felt that they did not have adequate coverage to meet their health care needs.
Chartered State Affiliates

The Brain Injury Association of America’s chartered state affiliates provide local and statewide help, hope, and healing to millions of constituents through programs and services, education, prevention and awareness initiatives, and support groups. BIAA held its 20th Annual Affiliate Leadership Conference in Clearwater Beach, Fla., Nov. 11-13. BIAA affiliate leaders came together to discuss and focus on innovative strategies to strengthen governance and fundraising acumen. BIAA President and CEO Susan Connors presented the award for Chief Volunteer of the Year to Brant “Bud” Elkind, M.S., CBIST, and for Chief Staff Professional of the Year to Peggy Reisher. Association award winners included:

- Brain Injury Association of New York State: 2015 Award of Excellence for Advocacy
- Brain Injury Association of Georgia: 2015 Award of Excellence for Advocacy
- Brain Injury Association of Maryland: 2015 Award of Excellence for Communications
- Brain Injury Association of New Hampshire: 2015 Award of Excellence for Programs and Services
- Brain Injury Association of Missouri: 2015 Award of Excellence for Programs and Services
- Brain Injury Association of California: 2015 Award of Excellence for Collaboration
- Brain Injury Association of Massachusetts: 2015 Award of Excellence for Collaboration
- Brain Injury Association of Nebraska: 2015 Award of Excellence for Collaboration

Bowling for Brain Injury™
BIAA collaborated with affiliates in Indiana, Missouri, Illinois, and Maine on Bowling for Brain Injury™ awareness events. Individuals who wished to support their state and national brain injury associations used online software to raise funds through social networks and business contacts before coming together to celebrate their achievements at local bowling alleys.
BIAA Vision

Everyone in the U.S. who sustains a brain injury is diagnosed, treated, and accepted.

BIAA Mission

Our mission is to advance awareness, research, treatment, and education that improves the quality of life for all people affected by brain injury.

Values

Leadership: We stand up for what we believe in.
Integrity: We tell the truth and keep our promises.
Respect: We treat others the way we want to be treated.
Diligence: We work hard every day.
Strategy: We think before we act.
Growth: We aspire to do more and be more.
2015 Corporate Sponsors

Avanir Pharmaceuticals, Inc.
Centre for Neuro Skills (CNS)
Delta Foundation
Learning Services
NeuroRestorative
Pate Rehabilitation
Rainbow Rehabilitation Centers
Special Tree
The Transitional Learning Center at Galveston (TLC)
Bequest

In August 2015, BIAA received an extraordinary gift from the estate of Robert Sbordone, Ph.D., an authority in clinical neuropsychology. The bequest provides an unprecedented opportunity for BIAA to invest in strategic revenue generation and long-term stability.

2015 Donors

$5,000 and Up
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Centre for Neuro Skills
Harold F. Pritchard Revocable Trust
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Michigan Brain Injury Providers Council
The Robert J. Sbordone Trust
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Jennifer Cox
Dave and Cydney Cox
Terry Cox
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Susan Crane
Bill Crawford
Melanie Creel
Eugenia V. Crincoli
Mary Ann Crisman
Lisa Crismore
Claudia Cruz
Allison Cunningham
Jerry Cunningham
Eileen M. Curry
Jerome Curtin
Tim and Deanna Curtin
Mike and Penny Curtiss
Linda Cutler
Kristy Cyr
Katie Dagenais
 Mishelle Dalal
Molly Dalton
Courtney Daniel
Martha Daniel
Stanley and Diana Danner
Gary Darden
Laura Davidson
Terry Davies
Pauline Davis
Brenda Davis
Kristen Davis
Charles Davis
Kayo Davis
Patti Davis
Pierangela Davison
Linda Dean
Mauro and Jeanette DeGillis
Delia Zeta
Alice Demichelis
Martinez Denman
Bonnie Dennis
Karen Derwin
Dominic and Linda Desarno
John and Audrey deSena
Jevon Desena
Patrick Desmond
Jerry Deutsch
Carolyn Devaney
Kali Dewitt
Sharon Diggins
Robert and Lizzi Dillion
Roy and Mary Lou DiNovo
Charles and Dianne Distelrath
Steve and Sonya Dobbelare
Kim Dodson
Mary, Jerry, and Baby D Dollens
Christina Donovan
Jerry Doran
Kim Dorsett
Kim Doty
Chris Downik
Reene Dragan
Kevin Duke
Deborah Dumas
Marsha Dunaway
Melissa Duncan
Bob and Becky Duncan
Timothy and Linda M. Duperron
Robert Durham
Michael Durkin
Kathy Durrell
Marita Dwight-Smith
David A. and Elizabeth A. Dykowski
E and J Gallo Winery
E.E.M.C Inc.
East Meadow School
Rebecca D. Eberle
Mary Ebert
Bueford Ebert
Miles Ebert
Andrea Eckard
Janet Eckroad
Toni Eftink
Cathy Ekronski
Richard Ellis
D.S. Elmore
Letty Elwood
Empire State College CSEA Local #641
Rocky Enfield
Julie Engel
Jackie and Terry Engel
Andrew Engelson
Andrew Epstein
Anna Ettin
Karla Evans
Rebecca Evantash
Lauren Eysermans
Dianna Fahl
Keri Faulkner
Scott Federighi
Arlan and Debbie Fell
Tom Fender
Peter Feret
Melissa Ferrigno
Julie Fessel
Jim and Lori Fiers
Janice Fiore
Avril Fisher
Eric Fluck
David Fluck
Dennis Fogarty
Jill Fons
Paul Fontana
Merilee Forbes-Kearns
Melanie Forbes-Scott
Gregg Fore
Vannah Forrester
Lawrence Forte
Doug Forward
Pat and Lori Fox
Tyler and Krysta Fox
Richard and Debra Fradette
Jean French
Dan and Sandy Frick
Joseph and Laura Frisch
Tina Fromme
David V. Funtanilla
Sarah and Zoe Gaffney
Beth Gage
Annette Gagne
Maria Galan
Dean Gallagher
Mary Gallo
Joanne Gandolfi
Gail Gangi
Peggy Ganser
Luis and Shelly Garay
Marina Garcia
Lucille Gardner
Susan Garfield
Lise Garger
Melanie Garner
Robert A. and Brenda Gaston
Carolyn Geason
Iwona Gebert
Mark Geiger
Lisa Gellings
Friends at General Mills
Patricia George
Barbara Georges
Sandra Gertz
Randy and Donna Geswein
Connie Gibson
Martin and Sandra Giller
Elena Gillespie
Dylan Gillis
Stephen Glasser and Lila Levey
Kenny Glasyher
Andy Glasyher
Bill and Joanie Glasyher
Nancy Gleb
Kristen Goddard
Elaine R. Goldman
Daniel and Patricia Moriarty
Gail Morris
Gloria Morissette
Elizabeth B. Morrissey
Cheri Morrow
Don Mosher
Greg Mosher
William J. Mostler
Marita Mugler
Daniel T. and Sandra Muldowney
Rita Murphy
Denise Myers
Jay Myrick
Michele Myrick
Paul Nel
Kim Nemir
Kitty Newsham
Kathy and Jeff Nicholas
Tracy Nicholson
Tricia Niehoff
Eileen Nieli
Jade and Teal Nieman
Angela Nieman
Ellen Niemann
Anne Nikkila
Richard and Ann Niles
Derek Nisbet
David and Nellie Nix
David and Sandie Nix
Jennifer Nix
Adelle Noack
Dave and Elaine Nokes
Mark and Karen Noll
Mike and Beverly Nollman
Joshua Oberg
Terry O’Donnell
Jeff Oken
Sandra Olenik-Dawson
Peter Olson
Carey Olson
Matt Olson
Margaret A. Olson
Marty and Carol Olson
Mark Olvey
Diane O’Malley
Cathal O’Sculai
Carrie Owen
James R. Owens
Stephen and Susan Pace
Frances Pacilio
Maria Padron
June Page
Bret Pagel
Grant Pagel
Starving Artist Café
Bob and Patti Paladino

Michael and Angela Palermo
James Palmtag
Dennis Flis and Jack Fisher
Pamela Spence
Joan Paquette
Robert Park
Ashley Parker
Mike and Retta Parker
Parrott Heads of Puget Sound
Fredric Parsons
Lindsay Parsons
Susan and Greg Pasternack
Dan Pattermann
Brenda Patterson
Mike Paulsell
Renee Paulsell
Billie Paulsen
Alexander Paulus
Andrew M. Paulus
Morgan Paulus
Kevin Paur
Ed and Georgia Pearson
Donna Pechousek
Brandon and Jessica Pederson
Angela Perantinos
Don Perkins
Taylor Perkins
Dianne C. Perkins
Owen Z. Perlman
Sarah Perron
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Chris and Jen Peters
Deborah J. Peters
Colleen S. Peterson
Ashley Phair
Karen and David Phair
Joe Phillips
Lindsey Phillips
Bud and Mary Jane Phillips
Sherrie Pine
Bridget Pitcock
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Tim Podschweit
Linda Podschweit
Sharon Podschweit
Steve Poetz
Polonaise Sodety Lodge 3160, PNA
Krisy Ponder
Mary Polakowski
Alec and Debra Popp
Stephen and Pauline Porell
Jaime Porter
Elizabeth Pratt
Julia Pratt
David Pratt
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Sharon Pryor
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Paula Ray
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Mary Reed
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Ron and Eve Reich
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Kenneth Reuling
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Doreen Rhodes
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La Tonya Richardson
Robert Richmond
R. Jon Richmond
Patsy Richter
Kayce Ridd
Robert Riley
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Nancy A. Ritter
Beatriz Rivera
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Harriett J. Robbins
Mary Roche
Mordecai Rochlin
Jack Rodgers
Alecia Rodgers
Braun Rodgers
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Brain Injury Association of America Financial Highlights

The figures on this page depict the financial activities of the Brain Injury Association of America for the fiscal year ending December 31, 2015.

### Statement of Activities

#### PUBLIC SUPPORT AND OTHER REVENUE

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<td>Program Services Revenue</td>
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<td>Special Events</td>
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<td>Other Revenue</td>
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### Statement of Financial Position

#### ASSETS

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#### LIABILITIES

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#### NET ASSETS

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| **Total Liabilities and Net Assets**                              | **$3,497,810** |

A complete copy of financial statements audited by Ross, Langan and McKendree, LLP is available upon request from the Brain Injury Association of America, Inc., 1608 Spring Hill Road, Suite 110, Vienna, VA 22182 or on our website at [www.biausa.org](http://www.biausa.org).
2015 Revenue

Public Support and Other Revenue

- Program Services Revenue 53%
- Special Events 5%
- Contribution 42%
- Other Revenue 0%

2015 Expenses

Expenses

- Individual and Family Services 6%
- Government Relations and Advocacy 12%
- Management and General 6%
- Fund Raising 11%
- Education, Training and Research Services 23%
- Public Awareness and Communications 31%
- Affiliate Services 11%
2015 Staff

Marianna Abashian, Director of Professional Services
Greg Ayotte, Director of Consumer Services
Amy Colberg, Director of Government Affairs
Susan Connors, President and CEO
William Dane, Texas Division Manager
Tiffany Epley, ACBIS Assistant
Dianna Fahel, Customer Service Specialist
Jessica Lucas, ACBIS Coordinator
Carrie Mosher, Sales Manager
Mary Reitter, Executive Vice President/COO
Rob Traister, Director of Communications