

# 35 Years of **HELP, HOPE, AND HEALING**



2015 Annual Report



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Meetings were held on February 27, May 1, August 20-21, and December 4, 2015.

## A Message from the President/CEO



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.

A handwritten signature in black ink that reads "Susan H. Connors". The signature is written in a cursive, flowing style.

Susan H. Connors, President/CEO  
Brain Injury Association of America

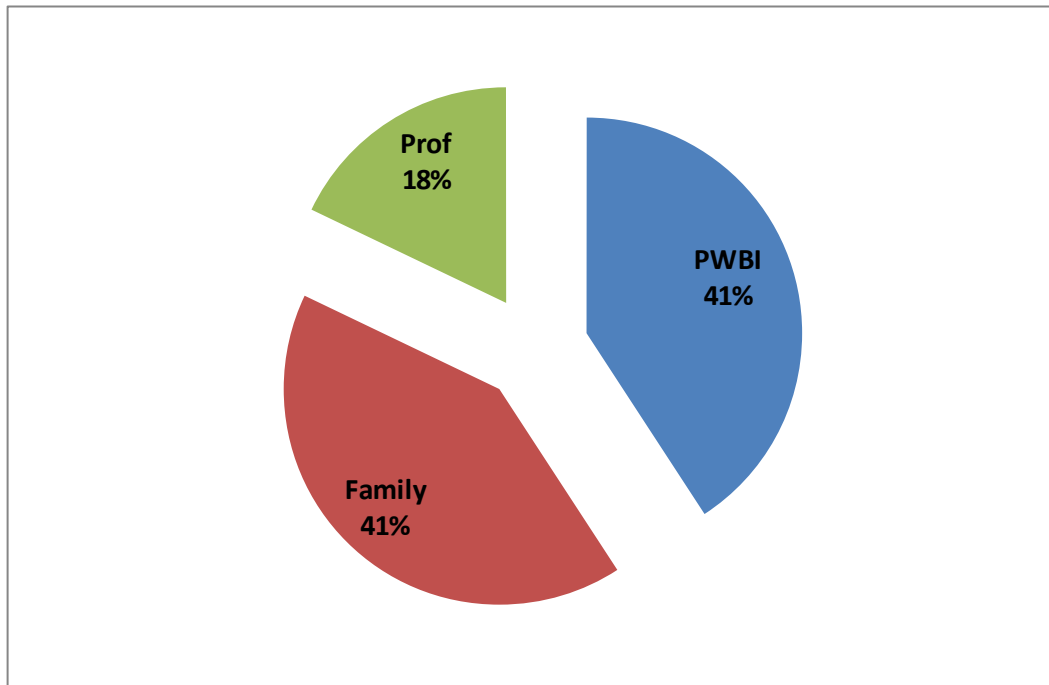
# National Brain Injury Information Center

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The Brain Injury Association of America (BIAA) established the National Brain Injury Information Center (NBIIIC) 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 NBIIIC 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.

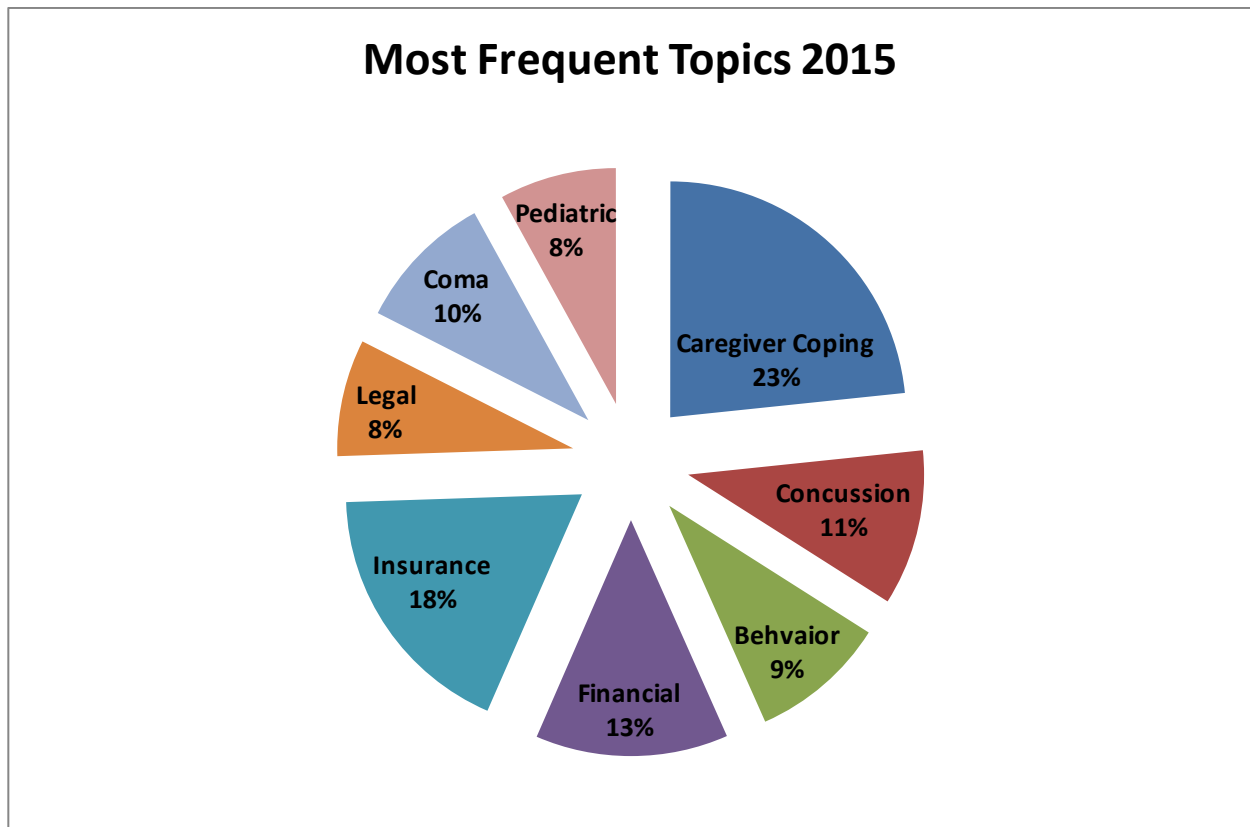
## CALLERS TO BIAA'S NATIONAL BRAIN INJURY INFORMATION CENTER BY TYPE IN 2015



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.

# 2015 NBIIC Topics

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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

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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 21<sup>st</sup> 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 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.



# Education, Research, and Support Services

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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  
Juan Carlos Arango-Lasprilla PhD  
Susan Bartlett, LCSW, CRC  
Cynthia Boyer, Ph.D.  
Rita Cola Carroll, Ph.D., CPCRT, CBIST  
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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](http://careers.biausa.org).

BIAA offered five webinar series in 2015: the **David Strauss Memorial Series**, **Mitch Rosenthal Memorial Series**, **Caregiver Education Series**, **Business of Brain Injury Series**, and the **Butch Alterman Memorial Series** for people with brain injuries.

**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

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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

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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](http://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

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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<sup>SM</sup>**

BIAA collaborated with affiliates in Indiana, Missouri, Illinois, and Maine on Bowling for Brain Injury<sup>SM</sup> 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

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

# BIAA Mission

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

# Values

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- 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

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**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

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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

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### **\$5,000 and Up**

Douglas and Heidi Brewer  
Cablevision Systems  
Centre for NeuroSkills  
Harold F. Pritchard Revocable Trust  
Law Offices of Bruce G. Fagel  
Michigan Brain Injury Providers Council  
The Robert J. Sbordone Trust  
Ira Sherman and MaryJo Meier  
Traumatic Brain Injury Litigation Group  
Virginia T. Dashiell Foundation

### **\$1,000 - \$4,999**

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Kayla Sloop  
Bill Smeltzer  
J. Smith  
Ruth Smith  
Jennifer N. Smith  
Lori Smith  
Diane Smith  
Craig Smith  
Dena Smith  
Kristin L. Smith  
Andrea Smith  
Sally A. Smith  
Lori Smithson  
Ross and Debbie Snider  
Deborah Snyder  
Laura Snyder  
Kristen Snyder  
Donna Snyder  
Southshore Property Owners  
Association  
Judy Speck  
Jessica Spencer  
Joanne St. Pierre  
Susan Stamp  
George Stamulis  
Ashley Standerwick  
Leslie and Theresa Stapleton  
Tiffanie Starks  
Mary Starr  
Carole Starr  
Donald Starr  
Curtis Stauffer  
John and Marlene J. Stebbings  
Julie Steckler-Kopil

Christopher Stefan  
Jim Steffen  
Ruth Stein  
Jack Stephen  
Robert Stevens  
Heather Stevens  
Becky Stevens  
Helen Stewart  
Jill Stewart  
Mark Stewart  
Kent Stewart  
Tracey Stobart  
Jackie Stout  
Wesley Stover  
Erin Stratton  
Marcia Strong  
Annie Stuckey  
Christine Succop  
Jay and Ruth Sugerman  
Mary Sheila Suhr  
Helen Sullivan  
Timothy and Norita Sullivan  
Nick Svarczkopf  
Susan Swanfeldt  
Valerie Swanson  
The Sweezer  
Audra Swindell  
Jordan Syrigos  
Kelli Syrigos  
Joey Tapia  
Peter Tasker  
Melanie Tassinari  
Antoinette Tavarone  
Robert Taylor  
Sabrina D. Teague  
Donald Teague  
The ANSYS Family  
The Siemers Family  
Barbara Thibeault  
Dave Thoele  
Jeffrey Thomas  
Tammy Thomas  
Devin Thomas  
George N. Thomas  
Barry and Terri Thomas  
Marie Thompson  
Sarah Thompson  
Heather Thomson  
Joyce Tignino  
Angela Till  
Vanessa Tjelle  
Karen Tornberg  
Dawn Toudouze  
Rob Traister  
Sandra Trevino  
Susan Tropeano

James and Elizabeth Troutman  
Frankie S. and Michelle A. Trujillo  
Paul Tucci  
Barb Tucker  
Connie Tucker  
Glynn Tucker  
Francis E. Tucker  
Gary Tufte  
Laquasha Turner  
Janet S. Tyler  
Kimberly Ueltschy  
Kerwin Urhahn  
Jack and Uta Valpey  
Kathyvan Buskirk  
Beckyvan der Woerd  
Sue van Volkenburg  
Nancyvan Volkenburg  
Peter van Zandt  
Philip A. Vanaria  
Brittany Vandegohm  
Zachary Vanella  
Dora Vargas  
Clarice Vasicek  
Marlene Vega  
Mike Verzal  
Darrell Vines  
Justin Vitale  
Ruben Vitela  
Cathy Vogel  
Sandhya Vollala  
Jennifer Vorachek-King  
Mollie Wade  
Gregg Wade  
Timothy Wadman  
Tyler Wadsworth  
Robert Waeldner  
Colleen Wagener  
Matthew Wagener  
Roger A. Waha  
Patricia Wakeley  
Tywanda Walker  
Beth Walker  
Bruce Walker  
Susan Walker  
Alex and Joe Walsh  
Wendy Walsh-Turner  
Caprice and Shannon Walters  
Melissa Wandolowski  
Mary Warner  
Jeanne N. Warp  
Stephanie Wasniewski  
Philo and Allena Waters  
Barbara Waters  
Bryan Watkins  
Eugene Waugh  
Brian Way

Theodore and Stephanie Weatherford  
Linda Weatherly  
Elizabeth Weddle  
Erika Weidner  
David Welborn  
Margaret Welch  
Dana Well  
John and Mary Wepfer  
Martha Wesselman  
Brenda West  
Joseph Whetstone  
Janet White  
Bryan White  
John Whiting  
James W. and Susan K. Wiener  
Robert Wieszorek  
Mary Wiglusz  
Josie Wildi  
Whitney Wiles  
Richard and Judith Wilkinson  
Brandi Williams  
Nicole L. Williams  
Dorothy Willis  
Ashley Wilshin  
Josh Wilson  
Royal and Ned Wilson  
Dave Wilson  
Nikki Wilson  
Tessa Wingers  
Belinda Wingo  
Scott Winkelmann  
Lori Winter  
Jenna Wirkus  
Craig and Jane Wissel  
William and Margaret Withorn  
Keith Wolkoff  
Fran Woloszynski  
Arnie and Ethel Ruth Wolverton  
Joyce Woods  
Glenna Wooten  
Patricia Worth  
Matt Wright  
Jackie Wright  
Robert and Barbara Wunsch  
Robert Wunsch  
Pat Wysz  
Melissa Yafchak  
Stephen Yeager  
Yorkville Bowl  
Alexandra Young  
Vicki and Steve Young  
Judith Young  
Marilyn Young  
Matthew Young  
Susan Young  
Catherine Zaleski

Christina Zamer  
Jason Zavislak  
Alyson Zehner  
Donna Zides  
Carl Zietz  
Sarah Zietz  
H.J. Zoffer  
Zog Sports



## 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

Contributions	\$1,388,898
Program Services Revenue	\$1,737,984
Special Events	\$145,973
Other Revenue	\$3,524

<b>Total Revenue</b>	<b><u>\$3,276,379</u></b>
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#### EXPENSES

Public Awareness and Communications	\$760,001
Affiliate Services	\$261,002
Education, Training and Research Services	\$576,436
Individual and Family Services	\$144,867
Government Relations and Advocacy	\$286,289
Management and General	\$158,815
Fund Raising	\$266,582

<b>Total Expenses</b>	<b><u>\$2,453,992</u></b>
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### Statement of Financial Position

#### ASSETS

Cash, Cash Equivalents and Investments	\$3,254,393
Accounts, Affiliate and Pledges Receivable, Net	\$121,957
Prepaid Expenses and Other Current Assets	\$103,191
Noncurrent Assets	\$18,269

<b>Total Assets</b>	<b><u>\$3,497,810</u></b>
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#### LIABILITIES and NET ASSETS

##### LIABILITIES

Accounts Payable and Accrued Liabilities	\$203,879
Refundable Advances	\$960,547
Deferred Revenue	\$152,443
Noncurrent Liabilities	\$19,285

<b>Total Liabilities</b>	<b><u>\$1,336,154</u></b>
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##### NET ASSETS

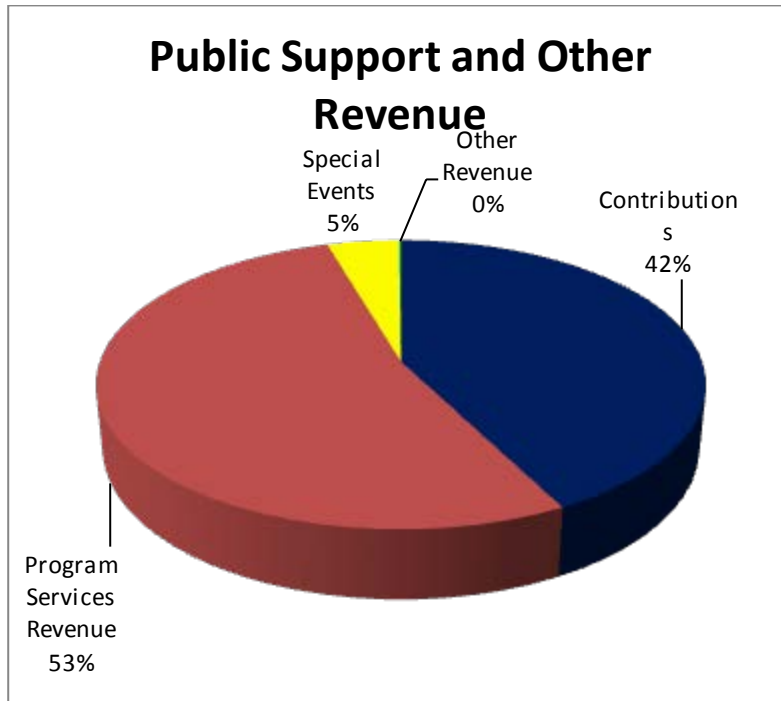
Unrestricted Net Assets	\$2,033,591
Temporarily Restricted Net Assets	\$121,252
Permanently Restricted Net Assets	\$6,813

<b>Total Net Assets</b>	<b><u>\$2,161,656</u></b>
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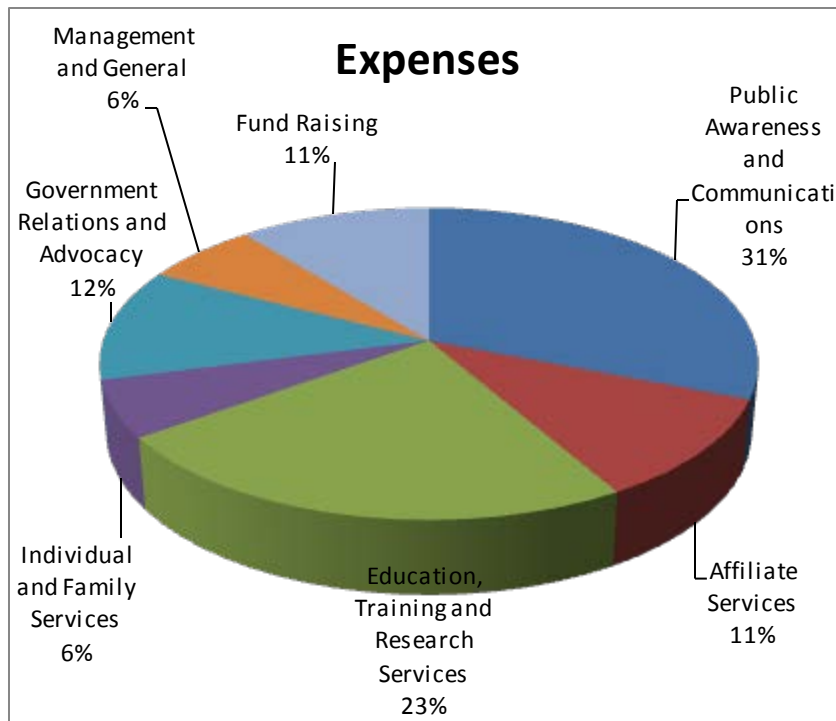
<b>Total Liabilities and Net Assets</b>	<b><u>\$3,497,810</u></b>
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A complete copy of financial statements audited by Ross, Langan and McKendree, LLP is available upon request from the Brain Injury Association of America, Inc., 1608 Spring Hill Road, Suite 110, Vienna, VA 22182 or on our website at [www.biausa.org](http://www.biausa.org).

## 2015 Revenue



## 2015 Expenses



# 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