

# Impact Report 2024



# From Our Leadership

As we reflect on the impact that the Brain Injury Association of America had on the brain injury community in 2024, we keep coming back to one word – growth.

Growing our organization – extending our reach, amplifying our advocacy efforts, expanding our professional education programs, generating awareness about living with brain injury – is a key pillar of the three-year plan we introduced at the end of 2023, and 2024 saw us move confidently in that direction.

In 2024, we held the largest Brain Injury Awareness Day gathering to date, with more than 300 survivors, caregivers, professionals, and supporters meeting with members of Congress to advocate for more brain injury funding and resources. We added new professional programs to our certification and certificate offerings, empowering our community of professionals to more deeply understand brain injury. We launched a new survivor-focused awareness campaign, highlighting the voices and experiences of people living with brain injury. We reunited with the United States Brain Injury Alliance, bringing more chapters and affiliates under our umbrella and promising a deeper impact for brain injury survivors and their loved ones. We continued our long-running work to have brain injury formally recognized as a chronic condition, gratified with the Centers for Medicare and Medicaid Services' decision to do just that. And, we launched our Luminary of the Year fundraising campaign, honoring our founder, Marilyn Price Spivak, in a joyous celebration that highlighted the resilience of our community.

To be sure, there is much to celebrate in the brain injury community – and much work to be done. For the millions of people living with brain injury, we will continue our work to ensure everyone in the United States who sustains a brain injury is diagnosed, treated, and accepted.

Thank you for your support, and for all that you do to advance our mission.



*Rick Willis*

**Rick Willis**

President & CEO



*Page Melton Ivie*

**Page Melton Ivie**

Chair, Board of Directors

# 2024

## By the Numbers

**923k+**

Visits to  
our website

**6.5m+**

Social media  
impressions

**72k+**

Email  
subscribers

**6,468**

Requests addressed  
by the National Brain  
Injury Information  
Center

**4,280**

Actions taken by  
brain injury  
advocates

**\$84k+**

Awarded in  
grants through  
the Brain Injury  
Research Fund

**1,500+**

Survivors, caregivers,  
and professionals  
educated through our  
webinar series

**6,769**

Professionals  
certified through the  
Academy of Brain  
Injury Specialists

**794**

Professionals  
and support  
staff certified  
through our  
certificate  
programs



**“Thanks to organizations like the BIAA, brain injury is no longer the sentence it once was. Research has come so far in helping those who have suffered from brain injury recover and lead fulfilling, successful lives. Lives like the one I have been blessed to have led myself.”**

*Danielle Brazant, brain injury survivor*

# My Brain Injury Journey

## A New Awareness Campaign

In an effort to engage and educate the public about brain injury, we launched a brand-new, survivor-focused awareness campaign in 2024.

The My Brain Injury Journey campaign aims to start a larger conversation about some of the lesser-known aspects of brain injury while acknowledging its unique and dynamic nature and empowering survivors and their loved ones to share their personal stories about navigating life after brain injury.

My Brain Injury Journey was designed with help from support group leaders, advocates, and people living with brain injury. Since its launch, hundreds of survivors and their loved ones have shared the stories of their unique brain injury journeys with BIAA.



Read personal stories from survivors and caregivers by scanning the QR Code or visiting [biausa.org/personal-stories](https://biausa.org/personal-stories).



**“The campaign highlights that every survivor is welcome and valued in this inclusive and comprehensive movement from BIAA to both advocate for and provide support to brain injury survivors from all walks of life.”**

*Cazoshay Marie,  
brain injury survivor*

# Brain Injury as a Chronic Health Condition: Pushing for - - and Achieving – Recognition

At least 64 million adults report having experienced one or more TBIs in their lifetime, and 11.4 million Americans over 40 with a history of TBI that caused loss of consciousness are living with a disability. Yet, the long-term impacts of brain injury are not well known outside of the community.



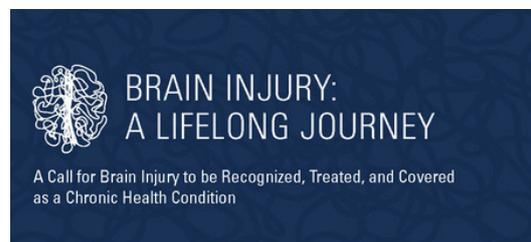
## September 2024

Centers for Medicare and Medicaid Services add TBI to their list of chronic health conditions for C-SNP plans

BIAA has long known that brain injury is, for many survivors, a chronic health condition that impairs the brain and other organ systems, and may persist or progress over a person's lifetime. In 2024, we published a position paper called "Brain Injury: A Lifelong Journey," calling on the Centers for Disease Control and Prevention and the Centers for Medicare and Medicaid Services to formally designate brain injury as a chronic health condition, as well as spotlighting the perspectives of survivors, caregivers, and medical professionals about what formal designation would mean.

In a victory for the brain injury community, the Centers for Medicare and Medicaid Services (CMS) recognized traumatic brain injury (TBI) as a chronic health condition.

CMS added TBI to its list of chronic conditions for chronic special needs plans (C-SNPs) through its Medicare Advantage program effective for the January 2025 plan year.



Every year, at least 2.8 million Americans sustain a traumatic brain injury. While many of these injuries are fairly mild and cause only temporary neurological impairment, there are currently more than 5 million people living with a permanent brain injury-related disability – that's one in 60 Americans.

The chronic, long-term effects of brain injury are wide-ranging, and can include fatigue, sensitivity to noise and light, memory loss, mobility problems, chronic migraines, trouble with focus and executive functioning, depression, anxiety, and susceptibility to conditions such as Alzheimer's disease, stroke, Parkinson's disease, and chronic traumatic encephalopathy (CTE).

Brain injury is viewed by many in the healthcare system as well as the general public as a one-time event with effects that become stable, rather than the beginning of a process of recurring or persistent effects that continue to change. Unfortunately, the idea that brain injury can permanently change a person – their capabilities, their personality, their ability to work and socialize as they once did – is not something understood by people who have not experienced it.

There is also a lack of understanding about the long-term effects and chronic nature of brain injury, particularly among those living with invisible disabilities. But designating brain injury as a chronic condition that can require lifelong management of symptoms would go a long way toward correcting misconceptions about a condition that impacts millions of Americans.



This Brain Injury Awareness Month, the Brain Injury Association of America is calling for the Centers for Disease Control and Prevention and the Centers for Medicare and Medicaid Services to designate brain injury as a chronic condition, and that brain injury should be recognized, treated, and covered as such. In addition to the impact on public awareness and understanding about this condition, formal designation of brain injury as a chronic health condition would increase the priority for funding brain injury research, allow for additional public health resources to be focused on lifelong effects of brain injury, and would incentivize health insurance providers, particularly in Medicare and Medicaid plans, to provide additional benefits and other supports as they do for other chronic health conditions.



Scan the QR code or visit [bit.ly/4kU9GJd](https://bit.ly/4kU9GJd) to download a copy of the position paper.

# Brain Injury Awareness Day 2024



More than 300 advocates joined us in Washington, D.C. in March to participate in our Brain Injury Awareness Day advocacy event.

Our advocates represented 38 states and held more than 215 meetings with their senators, congressional representatives, and staffers to advocate for more services, research, and funding for brain injury.



On August 21, 2024, the brain injury community lost one of its strongest advocates in Washington when Rep. Bill Pascrell Jr. (D-NJ), passed away at the age of 87.

In 2001, Rep. Pascrell co-founded the Congressional Brain Injury Task Force, which works to increase awareness of brain injury in the United States, supports research initiatives for rehabilitation and potential cures, and strives to address the effects these injuries have on all Americans. Rep. Pascrell also championed funding for programs at the Department of Defense that go towards traumatic brain injury research and treatment.



# The National Brain Injury Information Center

*Providing help, hope, and healing*

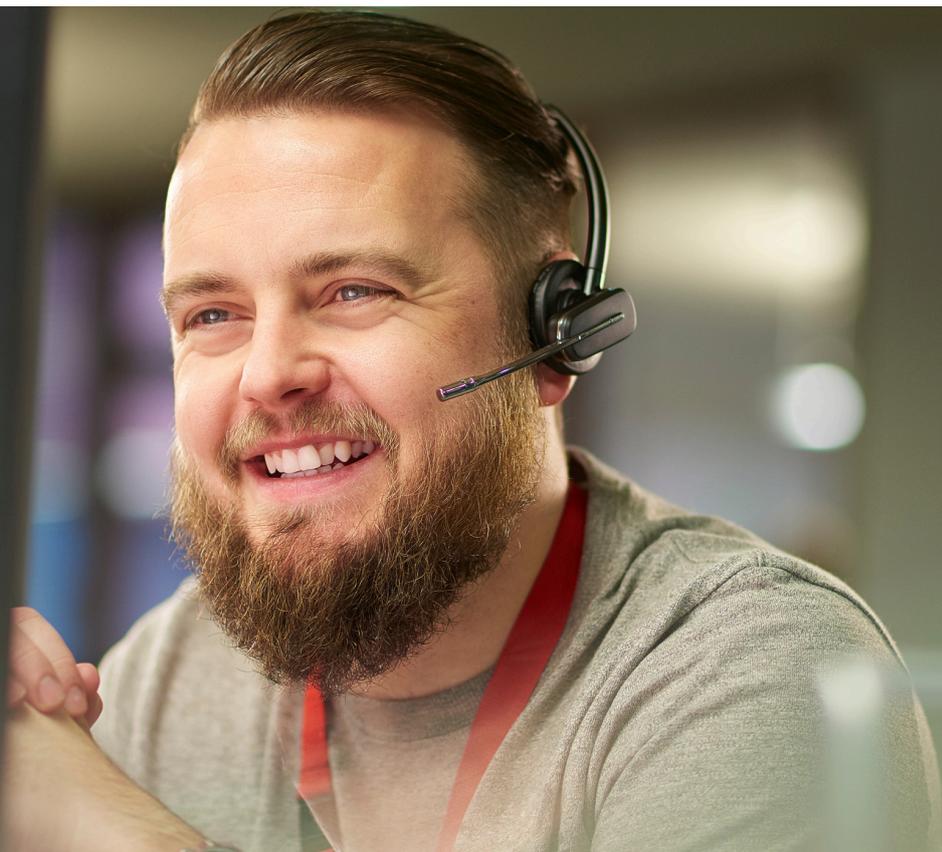
BIAA established the National Brain Injury Information Center (NBIIIC) to assist individuals and families experiencing the life-changing effects of brain injury. NBIIIC is a help line and central point of contact for individuals affected by brain injury, staffed by specialists who assist in locating rehabilitative, legal, financial, and other support services that are critical to maximizing recovery. In addition to connecting survivors and their loved ones with resources, NBIIIC also provides brain injury professionals with helpful information about treating their patients.

Through 6,468 personal interactions, NBIIIC connected individuals across the country with vital brain injury resources, support networks, and specialized care options.

## Most Common NBIIIC Request Topics/Issues

- Cognition
- Caregiver coping
- Insurance
- Financial
- Concussion
- Rehabilitation

An average of 2.5 topics or issues were addressed per request.



▲ 21%

Increase in requests received

16,104

Topics addressed during requests

# Enhancing Education

2024 saw BIAA expand and enhance its professional education programs, providing people who work with and treat brain injury survivors with additional opportunities to expand their knowledge, deepen their understanding of brain injury, and continue to provide their brain injury patients with the best possible care.

## CBIS Advanced Practice

Through our Academy of Certified Brain Injury Specialists, we introduced a new certification option for brain injury professionals, Advanced Practice in Neurorehabilitation Certification (CBIS-AP). CBIS-AP gives neurorehabilitation professionals an opportunity to further enhance their knowledge and distinguish their careers.



*Katie Krauseneck,  
OTR/L, CBIST-AP*

**“Advanced Practice Certification was not just a checkbox on my professional journey; it was an educational experience that allowed me to deepen the connections between existing concepts while exploring new strategies and interventions.”**

## Understanding Concussion

With the prevalence of concussions across various age groups, there is a growing demand for knowledgeable professionals who can effectively assess, treat, and support individuals with concussions. In recognizing the need for specialized training in concussion care, in 2024 we introduced Understanding Concussion: Symptoms, Diagnosis, and Treatment Approaches, a certificate course.

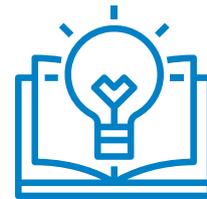
## Brain Injury Fundamentals: Self-Paced

In 2018, we launched our Brain Injury Fundamentals certificate course. Developed by experienced clinicians and rehabilitation professionals, Brain Injury Fundamentals is tailored to those who care for or interact with individuals affected by brain injury. In 2024, we introduced a virtual, self-paced option, making our trainings more accessible to new audiences as well as those who are unable to attend a live training.

# Neuro Rehab Leadership Summit: Elevating Business Practices

Our 2024 Neuro Rehab Leadership Summit brought together leadership from across the neurorehabilitation field to advance business practices and strengthen the sustainability of services for brain injury survivors and their families.

More than 90 professionals representing 45 unique organizations and 16 states attended the 2024 conference.



13

**Educational sessions covered five major subject areas:**

1. Leadership and Human Resources
2. Healthcare Policy and Advocacy
3. Business Operations and Financial Management
4. Quality Standards and Patient Care
5. Technology and Innovation





# Continuing Our Mission

The Brain Injury Association of America is a co-chair of Concussion Awareness Now, a coalition of organizations that are passionate about concussion care, dedicated to ensuring that concussions are treated with the seriousness they deserve. In 2024, we built upon the great foundation of the coalition's launch in 2022, expanding our reach to additional champions and healthcare professionals.

In 2024, CAN reached more than 7 million people, providing them with valuable information about concussions and the importance of seeking an accurate diagnosis and effective care.

We also worked hard to generate greater awareness about concussions with healthcare professionals and provide them with the tools and evidence-based resources that provide information about every stage of a concussion patient's journey, launching our healthcare provider resource hub.

▲ **5,344**

**Number of CAN Champions - a 311% increase over 2023**

▲ **1,100**

**New followers added across our social media platforms**





# LUMINARY OF THE YEAR — 2024 —

In November, we held our inaugural Luminary of the Year celebration, during which 250 members of the brain injury community came together to celebrate Marilyn Price Spivack, the Brain Injury Association of America's co-founder and first-ever Luminary of the Year honoree.

Attendees and our Fundraising Champions raised more than \$460,000 to benefit BIAA's programs, research initiatives, and advocacy efforts.



To watch our video honoring Marilyn, scan the QR code or visit [bit.ly/43Ncelr](https://bit.ly/43Ncelr)

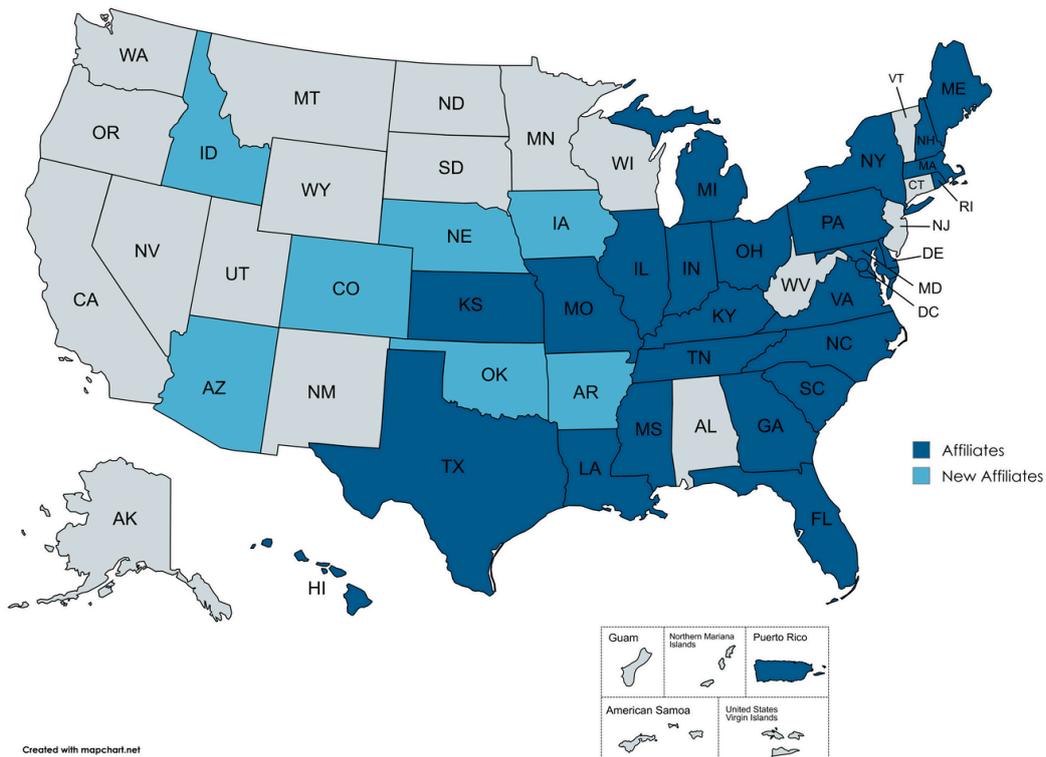


# Expanding our Reach

## BIAA and USBIA Reunite

In September, the Brain Injury Association of America and United States Brain Injury Alliance agreed to become a single united organization.

This was an important milestone for the brain injury community, promising a deeper impact for brain injury survivors and their loved ones.



**29**

State affiliates

**4**

State chapters

# About BIAA



## Our Mission

To advance awareness, treatment, and education that improves the quality of life for all people affected by brain injury.



## Our Vision

That everyone in the United States who sustains a brain injury is diagnosed, treated, and accepted.



## Our Team

Sarah Augustoski  
Greg Ayotte  
Stephanie Cohen  
Melissa Nicewarner Daly  
Paula Eichholz  
Sara Fowdy  
Amy Goulston  
Leith Graham  
Stephani Kelly  
Peter Knockstead  
Laura Ksycewski  
Ruonan Liu  
Katie Logan  
Kelly Marker  
Heather Matty  
Anne McDonnell  
Lauren Moore  
Gina Peattie  
Ahmad Salam  
Karie Schmitz  
Peggy Shaskan  
Denver Supinger  
Steve Walsh  
Tonia Williams  
Rick Willis

## Board of Directors

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David Storto  
Monica Vaccaro  
Rick Willis



*Board of Directors Vice Chair David Harrington, third from right, leads his fellow board members on a tour of a Centre for Neuro Skills facility.*

# Corporate Engagement

Whether through sponsorship of our inaugural Luminary of the Year event, our National Brain Injury Awareness Month Initiative, or the many educational programs and resources we delivered in 2024, we salute and thank these top corporate partners shown here and the other companies whose support and engagement helped to fuel our mission.



# Financial Highlights

The figures on this page depict the financial activities of the Brain Injury Association of America for the fiscal year ended December 31, 2024.

## Statement of Activities

### Public Support & Other Revenue

Contributions & Grants	\$3,120,061
Program Services Revenue	\$1,274,569
Other Revenue	\$595,752
<b>Total Revenue</b>	<b>\$4,990,382</b>

## Expenses

Education, Training, & Research Services	\$742,079
Public Awareness	\$1,118,575
Individual & Family Services	\$233,413
Government Relations & Advocacy	\$308,224
Affiliate Services	\$895,837
Management & General	\$461,150
Fundraising	\$690,142
<b>Total Expenses</b>	<b>\$4,449,420</b>

## Statement of Financial Position

### Assets

Cash, Cash Equivalents, Investments	\$6,362,263
Receivable, Net	\$181,994
Property & Equipment, Net	\$197,326
Other Assets	\$178,962
<b>Total Assets</b>	<b>\$6,920,545</b>

## Liabilities and Net Assets

### Liabilities

Accounts Payable & Accrued Expenses	\$346,800
Deferred Revenue	\$309,653
<b>Total Liabilities</b>	<b>\$656,453</b>

### Net Assets

Without Donor Restrictions	\$4,905,309
With Donor Restrictions	\$1,358,783
<b>Total Net Assets</b>	<b>\$6,264,092</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$6,920,545</b>

A complete copy of financial statements audited by UHY, LLP is available upon request from the Brain Injury Association of America, Inc., 3507 Nutley St., #805, Fairfax, VA 22031 or on our website at [www.biausa.org](http://www.biausa.org).



# Contact Us

Have questions about brain injury? Want to learn more about BIAA, or how to get involved? Feel free to contact us at any time to learn more about our organization.

## Phone

703-761-0750

## Email

[info@biausa.org](mailto:info@biausa.org)

## Website

[biausa.org](http://biausa.org)

## Location

3057 Nutley St. #805  
Fairfax, Va. 22031

