

# *Perspective of an advocacy organization serving persons with severe TBI*

**Rick Willis**

President & CEO, Brain Injury Association of America



# Who We Are



# THE



# OF BRAIN INJURY.

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SEEKING HELP,  
ADVOCACY & ADVICE  
PLEASE!





# Our Issues

- **Gap in awareness:** Many misconceptions. People think of brain injury as a one-time event.
- **Focus on acute:** Healthcare and insurance system is primarily focused on acute care.
- **Scale of the Issue:** Funding for care and long-term study of brain injury is inadequate compared to the number of people affected.



“The way that healthcare is structured, there is a lot of emphasis on treatment in the hospital – but **what happens after that?** Are they being supported with **therapy?** What are their **residential options?** When we talk about recognizing, treating, and covering brain injury as a chronic condition, I think that last piece of it is making sure there are **resources** there – insurance resources, nonprofit resources –to **continue providing support** once they leave the acute care setting.”



**Page Melton Ivie**  
**BIAA Board Chair**



# What We Need

- Awareness of the dynamic nature of brain injury.
- Increased public health resources focused on lifelong effects of brain injury.
- Expanded private insurance benefits and supports, particularly with Medicare and Medicaid.





# What We Can Do

- Speak with one voice.
- Ensure CMS designation translates to expanded access to care.
- Create a national action plan for brain injury.

