Perspective of an advocacy organization serving persons with severe TBI

Rick Willis

President & CEO, Brain Injury Association of America



Who We Are



THE

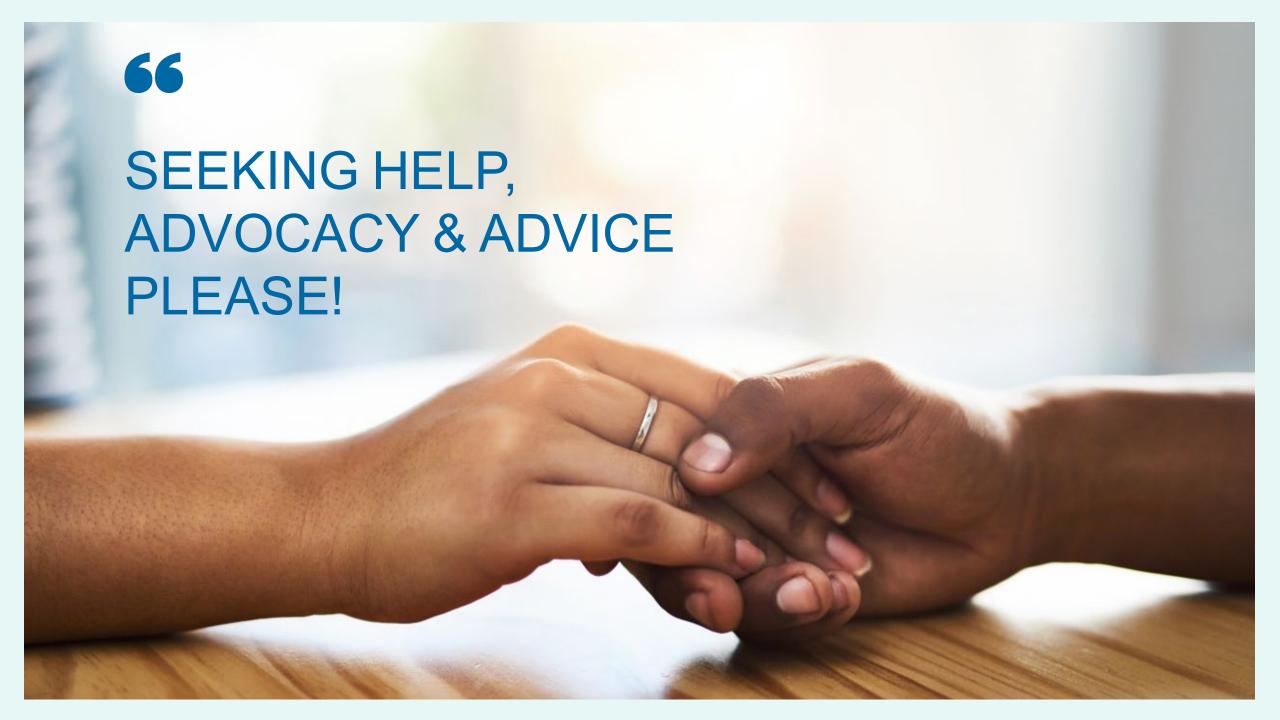








OF BRAIN INJURY.



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.

