

The Society to Increase Mobility, Inc.
 dba, Neurotech Network
 2012 Annual Report



The year of 2012 proved to be a less active than the previous for Neurotech Network. We continue to maintain our free educational resources on the website and respond to consumer requests. Our educational outreach decreased; however, we tried to deliver the same material electronically in an attempt to be more cost effective. The events associated with the Department of Veterans Affairs were complete by mid-year and the contract expired. By being fiscally responsible, the contract was renewed in September. We also updated and launched new resources in 2012. As the economic climate in the U.S. improves, the area of charitable fund-raising is still a very volatile arena. Neurotech Network must take this into account for future sustainability. Below is a reflection of 2012 activities and the vision for the future.

Neurotechnology Outreach & Educational Activities

Designed to increase awareness and education about neurotechnology devices, therapies and treatments among the disability and medical professional communities, this is a core activity of Neurotech Network. The first half of 2012, extended the outreach conferences for the contract with the Department of Veterans Affairs and the Cleveland FES Center. For each outreach presentation, a proposal was submitted to the conference organizers, along with the creation of presentation and handout materials. A landing page on the Neurotech Network website offers resources for attendees and for those who may have missed the session. Exhibit space was only enacted at selected events. Below are the details of these initiatives and the results of each event.

1. *Outreach Events*

The goal was to host an educational session at six events. Below is a listing along with location, dates, speakers and audience composition. In addition, there is one event listed below that is outside of the VA contract, the Assistive Technology Expo listed.

Event	Location	Date	Speakers	Audience Composition
Abilities Expo	Atlanta, GA	Feb 2012	Neurotech Network,	Consumer focus Workshop attendees: 50
American Spinal Injury Association Conference	Denver, CO	April 2012	Neurotech Network, Cleveland FES Center	Clinician focus Workshop attendees: 75
Events not associated with the VA contract				
United Spinal Association Webinar	Internet	March 2012	Neurotech Network	Consumer focus Workshop attendees: 140
University of Kentucky	Louisville, KY	March 2012	Neurotech Network	Clinician focus (a few consumers & students) attendees: 50
Clarkson University Physical Therapy Conclave	Internet	March 2012	Neurotech Network	PT student attendees: 100

The internet based events were no cost events for Neurotech Network. For the webinar, marketing and technology assistance was provided by United Spinal Association. This event proved to be an effective means to reach the disability community, not only in the U.S. but in other parts of the world. We will pursue this option for future outreach activities.

2. *Feedback of performance through traffic analysis*

The response has been positive and the audiences tended to be inquisitive. Events with a clinician focus tended to have a larger attendance. The true measure is how we were able to drive traffic to the website for further education. Below is a comparison of website traffic in 2011 compared to the previous year.

	2011	2012	% Change
Unique Visitors	10,621	13698	29%
Visits	15,433	19487	26%
Hits	221,523	288586	30%

We learned that the conference format helps to gain exposure to the clinician community and is an effective means for education; whereas, the internet-based medium is an impactful and cost effective means to reach the consumer audience and possibly student. We suspect the increase in traffic is associated with the webinar and traffic accumulation from previous events. Travel expenses are a major obstacle; however, it may be necessary in order to effectively reach the clinician community. Neurotech Network will explore means of conducting more webinars in the future.

3. *Website Resources*

The website continues to be the main resource provided by Neurotech Network. Throughout 2012, updates were provided through the renovated website. Visit www.NeurotechNetwork.org to see easier navigation and additional resources. Below is a table showing the progression of website traffic over the past 4 years.

Website Traffic	2009	2010	2011	2012
Unique Visitors	9183	10477	10621	13698
Visits	14522	17101	15433	19487
Hits	185221	236191	221523	288586

4. *Developing Educational Resources*

Our educational resources are also at the heart to Neurotech Network’s mission. The website is the most cost effective means to offer this. Working in collaboration with the Brain Injury Alliance of New Jersey, we launched, the new ‘*Neurotechnology for Brain Injury*’ Fact Sheet. Along with the launch of this resource, Neurotech Network has a dedicated page for Brain Injury. In addition, we had an effective outreach effort toward the consumer and clinician communities. Neurotech Network also updated several of the existing educational pages throughout the year.

5. *Telling Stories through Publications*

Working in collaboration with Neurotech Press, the book titled *On My Feet Again: My Journey Out of the Wheelchair Using Neurotechnology* was released in October. Although the book is about the personal story of Executive Director, Jennifer French, the publication serves the mission of outreach for Neurotech Network. In addition, all proceeds from the book are directed to Neurotech Network and the Institute for Functional Recovery. With the success of this book, there are prospects for future publications of a similar nature.

Advocating for Access

Neurotech Network has a mission to advocate for access. Jennifer French, Executive Director, has joined the advisory counsel for the Brown University Institute for Brain Science, the Advanced Platform Technology Center and the American Congress for Rehabilitation Medicine Special Interest

Group. In addition, there has been limited involvement with the Institute for Functional Recovery from Case Western Reserve University. Reimbursement is a key issue to access technologies. Neurotech Network began the process of exploring means to assist potential consumers with advice for self-advocating for reimbursement. Although a lengthy process, our goal remains to develop resources in this area.

The Current Newsletter

The Current Newsletter remains completely electronic; proving to be a more effective way to reach our constituents. The newsletter provides our audience with short updates of activities, resources and recent news briefs of interest, as well as links for our readership to learn more. In 2012, three newsletters were distributed and the number of recipients has slowly grown. *The Current* focus remains as awareness and expanded distribution. The newsletters were distributed via the internet and emails to our subscriber list as well as a selection of the disability media. The distribution list is over 8500 with the majority (54%) being members of the Disability Community (self-reporting), including individuals and care-givers. Neurotech Network uses Constant Contact services; which allows us to manage subscription requests, multiple email messages and feedback reporting. The newsletters have also been archived and available on the website through the Education or Media Center portals.

Neurotechnology in the Media

In 2012, Neurotech Network appeared in two peer-reviewed published journals. [Journal of Nurse Life Care Planning, Neurotechnology: Introducing a New Frontier for Neurological Conditions](#): Summer 2012 issue was an overview of neurotechnology. The other publication is [Spinal Cord, Technology for Mobility in SCI 10 years from now](#): January 2012 issue with multiple authors. The *Life in Action* Magazine featured an article, [Wired People: Taking Neurotech Devices Home](#), which appeared in the March 2012 issue. This magazine is the official publication of the United Spinal Association. Later in the year, major media outlets, including the Washington Post and FoxNews, featured neurotechnology stories. The links to these publications are below:

- [Washington Post, Media Planet: Brain Health, My Journey Out of The Wheelchair](#): December 2012
- [FoxNews.com: Neurostimulation allows paralyzed athlete to walk down the aisle at her wedding](#): December 2012

Fundraising

For the 2012 Fiscal Year, Neurotech Network raised \$2,678. The major source of income was the contract with the Department of Veterans Affairs for the Neurotechnology Outreach and Education activities; which concluded in August but was renewed in October of 2012. This will prove to be a source for 2013. Other income came from speaking engagements and private donations. Fundraising and sponsorship package will be refined in 2013 and will be a major focus to help Neurotech Network remain sustainable. In 2012, total expenses were \$3,610.19. This is the first time Neurotech Network is reporting a loss for the year. Again, sustainability will be the focus for 2013.

Neurotech Network added a new member to the family of sponsors, RI, LLC. We continue to appreciate the support from these corporate sponsors.

- ◆ Alfred Mann Foundation
- ◆ Ardien Medical Devices
- ◆ Bioness
- ◆ Cleveland FES Center
- ◆ Craig Hospital
- ◆ Neural Signals

- ◆ Neurostream Technologies
- ◆ Neurotech Reports
- ◆ Restorative Therapies
- ◆ RI, LLC

The challenge for Neurotech Network is to achieve a healthy balance between funding sources; contractual, foundation and corporate.

Forward Seeking Statement

For the future, Neurotech Network will continue to work toward the key components of our mission, education and advocacy. Webinars proved to be an effective and cost-friendly medium to reach the disability community. This medium will be expanded in the near future. Along with this, Neurotech Network will develop a key on-line strategy and means of measuring performance to become more prevalent in the on-line space. With a non-profit grant from Google for the use of Adwords and Analytics, Neurotech Network will refine this plan and expand our reach. In addition, fundraising is a key priority. Nurturing the current relationships, expanding sponsorship opportunities and exploring foundation grant opportunities will all be key components of a fundraising effort over the next few years. Finally, the expansion of publications will not only be a source of income for Neurotech Network but also achieve our mission for outreach.

This concludes the overview of 2012 activities. With the goals for 2013, Neurotech Network will remain true to our mission of increasing education of and advocacy for access to neurotechnology devices, therapies and treatments.