



Outreach activities dominated the work of Neurotech Network in FY2013. We continue to maintain our free educational resources on the website and respond to consumer requests. Our educational outreach activities have focused on offering educational sessions, electronic distribution and publications. The events associated with the Department of Veterans Affairs were held throughout the year. Neurotech Network also hosted sessions as a complement to the contract; extending our reach and exposure. Much of our fund-raising effort was focused around the book publications. As the economic climate in the U.S. improves, the area of charitable fund-raising is still a very volatile, however we have some very loyal sponsors. Neurotech Network must take this into account for future sustainability. Below is a reflection of 2013 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. We offer educational sessions with a variety of topics congruent with neurotechnology. Some of our outreach conferences were a result of a contract with the Department of Veterans Affairs and the Cleveland FES Center. Others were designated as book signings or ancillary educational sessions. 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. We also delivered four webinars in conjunction with the United Spinal Association. This is a valuable partnership to reach the disability and medical professional communities in a very cost effective way. Our sessions are well attended with above average satisfaction rating. 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 five events. Below is a listing along with location, dates, speakers and audience composition. In addition, there are eleven additional outreach events not associated with the VA outreach contract.

Event	Location	Date	Speakers	Audience Composition
American Physical Therapy Association Combined Sections Meeting	San Diego	Jan 2013	Neurotech Network, Cleveland FES Center, Craig Hospital, Thomas Jefferson University	Clinician Focus
American Spinal Injury Association Conference	Chicago, IL	May 2013	Neurotech Network, Cleveland FES Center, Brown University and Northwestern University	Clinician focus
Cleveland Neural Engineering Workshop	Cleveland, OH	June 2013	Neurotech Network, Miami Project	Professional focus
National Veterans Wheelchair Games	Tampa, FL	July 2013	Neurotech Network, Cleveland FES Center	Consumer Focus
Paralyzed Veterans of America Summit &	Orlando, FL	Aug 2013	Neurotech Network, Cleveland FES Center	Clinician focus

Expo				
Events not associated with the VA contract				
United Spinal Association/NSCIA Webinar	Webinar, Exercise	Feb 2013	Neurotech Network	Consumer/Clinician focus
Craig Hospital In-service & Support Group	Denver, CO	Apr 2013	Neurotech Network	Consumer/Clinician focus
United Spinal Association/NSCIA Webinar	Webinar, Pain Management	June 2013	Neurotech Network	Consumer/Clinician focus
No Barriers	Telluride, CO	Aug 2013	Neurotech Network, Cleveland FES Center	Consumer focus
Abilities Expo Boston	Boston, MA	Sept 2013	Neurotech Network	Consumer focus
United Spinal Association/NSCIA Webinar	Webinar, Clinical Trials	Sept 2013	Neurotech Network	Consumer/Clinician focus
Neurotech Leaders Forum	San Francisco, CA	Oct 2013	Neurotech Network, Neurotech Reports	Professional focus
Self-Reliance CIL	Tampa, FL	Oct 2013	Neurotech Network	Consumer focus
GE Aviation Persons with Disabilities Network	Dayton, OH	Oct 2013	Neurotech Network	Consumer focus
American College of Rehabilitation Medicine Annual Meeting	Orlando, FL	Nov 2013	Neurotech Network, collaborators with the SCI-SIG and conference organizers	Clinician focus
Abilities Expo San Jose	San Jose, CA	Nov 2013	Neurotech Network	Consumer focus

The internet-based events were no cost events for Neurotech Network. For each webinar, marketing and technology assistance was provided by United Spinal Association. These events proved to be an effective means to reach the disability community, not only in the U.S. but also abroad. Expenses for other events were either provided by the event organizers or funded through speaker's fees or book sales. These outreach activities are not only effective toward our mission but also cost effective. For future events, we will seek those that are sustainable for our efforts.

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 2013 compared to the previous year.

	2012	2013	% Change
Unique Visitors	13698	15663	14%
Visits	19487	22033	13%
Hits	288586	341958	18%

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. We suspect the increase in traffic is correlated to the consumer inquiry, since the spike in traffic occurs around consumer-oriented 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 internet-based consumer communication in the future.

3. *Website Resources*

The website continues to be the main resource provided by Neurotech Network. Throughout 2013, updates were provided through the website. Visit www.NeurotechNetwork.org. Below is a table showing the progression of website traffic over the past 4 years.

Website Traffic	2010	2011	2012	2013
Unique Visitors	10477	10621	13698	15663
Visits	17101	15433	19487	22033
Hits	236191	221523	288586	341958

Neurotech Network will work to update the website in 2014 for improved navigation, exposure and accessibility. New exposure through social media will also be explored.

4. *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 2012. 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 Restoration. With nearly 500 copies distributed including media exposure, book signings and 14 different speaking engagements, the success of this book provides a new means to communicate the mission of Neurotech Network. The release of a second book is planned for the near future.

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, here has been limited involvement with the Institute for Functional Restoration 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, our e-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 2013, four 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 9000 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.

Fundraising

For the 2013 Fiscal Year, Neurotech Network raised \$16,010. 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 February of 2014. This has proven to be a good partnership with the Cleveland FES Center. Other income came from speaking engagements, corporate sponsorship and publications. Fundraising and sponsorship package continues to be a focus to help Neurotech Network remain sustainable. In 2013, total expenses were \$11,691.90. Neurotech Network remains sustainable fiscally for 2013 with new revenue sources and cost cutting measures. Again, sustainability will be the focus for 2014.

Neurotech Network continues to appreciate the support from these corporate sponsors.

- ◆ Alfred Mann Foundation
- ◆ Ardiem 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 over the next year as well as alternative means of engaging the consumer and caregiver audience. 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 2013 activities. With the goals for 2014, Neurotech Network will remain true to our mission of increasing education of and advocacy for access to neurotechnology devices, therapies and treatments.