

The website, social media exposure and education dominated the work of Neurotech Network in 2014. We placed most of our resources and efforts into improving our accessibility online, recruiting a social media following and improving our educational resources. We also released a second book, *Bionic Pioneers: Brave Neurotech Users Blaze the Trail to New Therapies*. It is a collection of 10 diverse stories of how these brave people living with neurological conditions overcame their challenges using neurotechnology. Neurotech Network also continued our educational outreach activities associated with the Department of Veterans Affairs and United Spinal Association throughout the year. We also participated in some special opportunities to enhance our media presence. Finally, we improved our advocacy efforts to be a voice of change to improve access to neurotechnology devices, treatments and therapies. All of our efforts are not possible without funding support from our generous and loyal donor base. Neurotech Network must take this into account for future sustainability. Below is a reflection of 2014 activities and the vision for the future.

Website and Social Media Resources

In 2014, we launched our new website at www.NeurotechNetwork.org. The new site is both desktop and mobile compatible. It has a new look and navigation capabilities. We also added resources like additional [Free Fact Sheet pages](#), a [Publications](#) section, additional [Real Stories](#) and more. The website continues to be the main resource provided by Neurotech Network. The new site launched in July. Our traffic decreased for a short period of time, but is now growing. Below is a 6-month table.

Website Traffic	July	Aug	Sept	Oct	Nov	Dec
Visitors	85	1070	1259	1349	1149	1351
Page Views	560	2736	2094	2111	1521	2000

The new interface used for the site is Adobe Business Catalyst which also integrates the e-newsletter and address database. The new reporting tools also helps us to better understand the source of our visitors; which is mainly direct access. In addition, it shows a high unique visitor rate but a need for improvement in visitor loyalty. We also find that there has been an increase in e-newsletter subscriptions.

Along with the new website, Neurotech Network launched a social media presence. We are now communicating and gathering followers on Facebook, Twitter, Pinterest and LinkedIn. News of interest, events, new user stories and videos are all periodically posted to these sites. An ‘Ask Me Anything’ was conducted on Reddit in May just prior to the World Science Festival. This event provided valuable exposure to a tech-savvy audience. We have also partnered with the Disability Today Network to improve our reach specifically to the disability community.

Publications that Tell the Real Stories

Coupling our educational outreach and funding efforts, Neurotech Network, working in collaboration with Neurotech Press, publishes the real stories of neurotechnology users. In October of 2012, we released the book titled *On My Feet Again: My Journey Out of the Wheelchair Using Neurotechnology*. It is the personal story of Executive Director, Jennifer French, and her experience of being a participant

in a clinical trial and neurotechnology user. More information about this book may be found at www.OnMyFeetAgain.org

In November of 2014, the book titled *Bionic Pioneers: Brave Neurotech Users Blaze the Trail to New Therapies* was released. It tells the stories of 10 brave individuals with neurological disabilities who made the decision to participate in a clinical trial or become a recipient of a newly approved neurotech device to treat their conditions. These pioneering souls not only improved their own quality of life— they helped advance the pace of technological progress, scientific development and advancements in medical treatments. More information about this book may be viewed at www.BionicPioneers.org

All profits from the books are directed to Neurotech Network to continue our educational efforts. Over 400 copies were sold in the last new weeks of 2014. A promotional plan in 2015 is underway to work with the people featured in the book and the respective vendors to promote the real stories of neurotechnology users. We are taking suggestions now for a sequel to this book.

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 2014, four quarterly newsletters were distributed and the number of recipients has slowly grown. *The Current* is a tool to gain awareness and expand distribution. The newsletters were distributed via the internet and emails to our subscriber list as well as a selection of the disability media. Along with the launch of the new website, we terminated the services from Constant Contact and began using the integrated email campaign feature of Adobe. This change is also a cost cutting effort. The newsletter is also archived in PDF format and provided on our website.

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. Exhibit space was only enacted at selected events. We also delivered four webinars in conjunction with the United Spinal Association and the Miami Project. 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.

Event	Location	Date	Speakers	Audience Composition
Florida Adult Protective Services Retreat	Fort Myers, Sarasota, Tampa	Feb 2014	Neurotech Network	Clinical/Social Work Focus
Mechanisms of Action	Orlando, FL	March 2014	Neurotech Network, Cleveland FES Center	Scientific Focus
TEDxCle	Cleveland	April 2014	Neurotech Network & Institute for Functional Restoration	General
World Science Festival	New York	May 2014	Neurotech Network, Case Western Reserve University, Cornell University, Brown University	General

National Institutes of Health Neural Interfaces	Dallas, TX	June 2014	Neurotech Network, Cleveland FES Center	Scientific Focus
National Veterans Wheelchair Games	Philadelphia	Aug 2014	Neurotech Network	Consumer Focus
Paralyzed Veterans of America Summit & Expo	Las Vegas	Aug 2013	Neurotech Network, Cleveland FES Center	Clinician focus
Academy of Spinal Cord Injury Professionals	St. Louis, MO	Aug 2014	Neurotech Network, Cleveland FES Center	Clinician focus
American College of Rehabilitation Medicine	Toronto, ON	Oct 2014	Neurotech Network, Miami Project, Shepherd Center	Clinician Focus
Neurotech Leaders Forum	San Francisco, CA	Oct 2014	Neurotech Network	Industry Focus
FDA BCI Workshop	Washington, DC	Nov 2014	Neurotech Network	Industry & Scientific Focus
United Spinal Webinar Series		Jan, April, July & Oct 2014	Neurotech Network & Miami Project. Titles included: Rehab is Over Now What, Can I Walk Again, Intro to Implanted Neural Prosthesis & Breakthroughs in Stem Cell Research	Consumer/Clinician focus

The internet-based events were no cost events for Neurotech Network. For each webinar, marketing and technical assistance was provided by United Spinal Association. 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.

Advocating for Access

Neurotech Network has a mission to advocate for access. Jennifer French, Executive Director, continues to serve on advisory boards and provides guidance to the research and industry communities. A section for Advocacy resources as been provide on the new website with links to WIKI-Stim, a searchable database of neurotechnology publications; the Patient Advocacy Foundation and the US FDA Consumer education. Neurotech Network also participated in the Brain Computer Interface for Amputees and Paralysis Workshop. A presentation along with published public comments were provided to the US FDA. This advocacy effort strives to improve access to the technology.

Fundraising

For the 2014 Fiscal Year, Neurotech Network raised \$13,206. The major source of income was the contract with the Department of Veterans Affairs for the Neurotechnology Outreach and Education activities; which concluded in October but was renewed in December. 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 2014, total expenses were \$18,660. The majority of the expenses were related to travel for outreach. Corrections in billing will be adjusted to accommodate the increase in travel expenses under the VA contract. Neurotech Network also had reserves to pay for the updated website and outreach expenses. Sustainability measures will be taken for 2015 as well as funding efforts through publications and educational events.

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

- ◆ Alfred Mann Foundation
- ◆ Ardiem Medical Devices
- ◆ Bioness
- ◆ Cleveland FES Center
- ◆ Craig Hospital
- ◆ Electrical Geodesics, Inc.
- ◆ Neuroxcel
- ◆ Neurotech Reports
- ◆ 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 continue to grow the social media and on-line presence. 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 2014 activities. With the goals for 2015, Neurotech Network will remain true to our mission of increasing education of and advocacy for access to neurotechnology devices, therapies and treatments.