

The Society to Increase Mobility, Inc.
 dba, Neurotech Network
 2011 Annual Report



The focus for 2011 was to maintain our impact; this proved to be a challenging year for Neurotech Network. We were able to remain active in our core initiatives of education and outreach; however, Neurotech Network was able to maintain the activities but did not see significant growth of impact. The contract with the Department of Veterans Affairs was instrumental in allowing the organization to continue these activities. For the second half of 2011, Neurotech Network focused on the Neurotechnology Outreach & Educational Activities. Although the economic climate in the U.S. has begun to improve, 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 2011 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. For the year 2011, we contracted with the Department of Veterans Affairs and the Cleveland FES Center to conduct six outreach conference series. 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. At selected conferences, there was also exhibit space. 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
Assistive Technology Expo	Fargo, ND	April 2011	Neurotech Network,	Consumer focus Workshop attendees: 50
ISCoS-ASIA, The State of Science in SCI Rehabilitation Conference	Washington, DC	June 2011	Neurotech Network, University of Southern California, University of Pittsburgh, University of Adelaide, Case Western Reserve University, University of Maryland, Assistive Technology Indian Spinal Injuries Centre Sector	Clinician focus Workshop attendees: 75
PVA Summit & Expo	Orlando, FL	Sept 2011	Neurotech Network, Cleveland FES Center	Clinician focus Workshop attendees: 120
United Spinal Association Independence Expo	Orlando, FL	Sept 2011	Neurotech Network, Cleveland FES Center	Consumer focus Workshop attendees: 35

Event	Location	Date	Speakers	Audience Composition
American Congress of Rehabilitation Medicine Annual Meeting	Atlanta, GA	Oct 2011	Neurotech Network, Cleveland FES Center	Clinician focus Workshop attendees: 60
Assistive Technology Industry Association	Chicago, IL	Nov 2011	Neurotech Network, Cleveland FES Center	Consumer/Clinician focus Workshop attendees: 4

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.

	2010	2011	% Change
Unique Visitors	10,477	10,621	1%
Visits	17,101	15,433	-10%
Hits	236,191	221,523	-6%

We learned that this format helps to gain exposure to the clinician community and is an effective means for education but it does not necessarily increase traffic to the website. We also learned that travel expenses are major obstacles to sustainability of this objective. In addition, this does not seem to be an effective way to reach the consumer audiences. Neurotech Network will explore other ways to reach the consumer audience in a more cost effective manner such as webinars or alternative events.

2. Website Resources

The website continues to be the main resource provided by Neurotech Network. Throughout 2011, updates were provided through the renovated website. Visit www.NeurotechNetwork.org to see easier navigation and additional resources. Below is table containing website traffic over the past 4 years.

Website Traffic	2008	2009	2010	2011
Unique Visitors	14209	9183	10477	10621
Visits	19927	14522	17101	15433
Hits	261278	185221	236191	221523

The focus is to gain more exposure. In June 2011, Neurotech Network received a grant from Google to use the AdWords service to increase exposure for the cause. After several months of training and testing in addition to the recent launching of Google's Nonprofit Resource center, the use of this service is still being refined. This year, Neurotech Network shut down the Facebook page which proved difficult to maintain and to understand the impact.

3. Developing Educational Resources

Our resources are also at the heart to Neurotech Network's mission. The website is the cost effective means to offer this. During 2011, while working collaboratively with the National Spinal Cord Injury Association and United Spinal Association, the new 'Neurotechnology for Spinal Cord Injury' Fact Sheet was launched. This is a revision to the original resource developed in 2007. It is now available on our website as well as National Spinal Cord Injury Association/United Spinal Association joint resource network, Spinal Cord Central. Neurotech Network also updated several Fact Sheets throughout the year including, Pain Management, Brain Computer and Machine Interfaces, EMG devices for Communication and Rehabilitation, and Exoskeletons & Robotics for Rehabilitation. Finally, we continue to work collaboratively with the Brain Injury Association of

New Jersey in the development of a Fact Sheet specifically for brain injuries. The resource is expected to publish in 2012.

4. Gain feedback to measure performance

We have two ways to measure performance. First we have a count of attendees to each workshop and feedback from the attendees. Secondly, since we actively drive people to our website, we are also evaluating performance based on visitors to our website around the event (2 days prior, date of event and 4 days after) compared to total visitors within that month. These days were used in the analysis for matrix factors such as event marketing prior to the actual event, day of visits, and review of information received. Results of comparing website traffic from 2010 through 2011, there seems to be a small decrease in 2011 overall. The concern is the education series workshops may not be effectively driving traffic to the website. This may be a factor to exposure and media links.

This performance matrix measurement is lacking one important area; the impact or outcome to the actual cost of the event. We have not been able to establish a true formula to calculate the value of the traffic and therefore devise an ROI for each event. On average, the travel cost of an event is approximately \$1,000. The six events within the Department of Veterans Affairs contract were solvent. Neurotech Network must continue to explore ways to still reach the targeted audiences in a cost-effective manner.

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 recently launched Institute for Functional Recovery born 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 is to develop resources in this area. Finally, in 2011 we continue to develop our user network and build relationships with people who are users of neurotechnology and willing to share their experiences with others.

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 capabilities of interest and providing links for our readership to learn more. In 2011, seven 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. As we learned from the consumer forums, people are going to the internet to get their health information and that is where we will concentrate our efforts. 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

During 2011, there was a wide range of neurotechnology covered in the media. The *Action Magazine* featured an article written by Executive Director, Jennifer French, about Brain Machine Interfaces. This magazine has now changed to *Life in Action* due to the merger of United Spinal Association with Neurotech Network 2011 Annual Report

the National Spinal Cord Injury Association. Later in the year, this publication featured articles about FES Technology. In addition, there was a feature in the report to the Christopher and Dana Reeve Paralysis Foundation. Finally, as a result of the session at the ISCoS-ASIA meeting in Washington, D.C., a manuscript was submitted to the journal *Spinal Cord* which is expected to be published in early 2012. We must further develop activities to reach out to the media in order to increase.

Fundraising

For the 2011 Fiscal Year, Neurotech Network raised \$7,167.05 for the year. Income for 2011 was a large decrease compared to 2010. However sources of income were drastically different. In 2010, the majority of the income came from corporate sponsorship. Whereas in 2011, the major source of income was the contract with the Department of Veterans Affairs for the Neurotechnology Outreach and Education activities. This proved to be an extremely valuable and effective contract for both organizations. In 2011, total expenses were also significantly lower at \$5,709 allowing Neurotech Network to gain a small overall net income for the year.

Neurotech Network added a new member to the family of sponsors, Craig Hospital. 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

The challenge for Neurotech Network is to achieve a healthy balance between funding sources; contractual, foundation and corporate. We also registered with Goodsearch, a fundraising search engine. Here the user identifies Neurotech Network as the charity and for every internet search a donation is made to Neurotech Network. The search engine is powered by Yahoo! and there is no cost to the user. This raised a modest \$55.43; noticeably higher from the previous year. With funds remaining flat, Neurotech Network truly needs to reevaluate the fund-raising efforts for 2012. There are some corporate interests, but more needs to be achieved.

This concludes the overview of 2011 activities. Financial and tax forms maybe found on the Guidestar website listed under The Society to Increase Mobility or Neurotech Network. Forward looking to 2012, Neurotech Network will continue with 1) publishing *The Current* newsletter, 2) building educational resources, and 3) exploring unique ways to deliver knowledge via electronic sources as well as targeted workshops. In 2012, we will develop new educational resource tools, nurture relationships with partnering organizations, explore economical and effective means to communicate and selectively attend scientific, medical and disability community events. With these goals for 2012, Neurotech Network will remain true to our mission of increasing education of and advocacy for access to neurotechnology devices, therapies and treatments.