



Concussion.Org

International Concussion Society

www.Concussion.Org

Table of Contents

Executive Summary 3

Leadership 4

Opportunities for Involvement 5

Become a Board Member 6

Understanding Concussion 7

Concussion.Org 8

Impact 9

Outreach & Marketing 10

Bios 11-13

Contact Us 14





Executive Summary

The International Concussion Society aims to be the most prolific global concussion organization, dedicated to providing accurate, vetted and reliable information about one of the most common, yet least understood, forms of traumatic brain injury. As the founders of ICS, we are working to build a board of directors comprising key influencers who can make a difference in the concussion space, in addition to an advisory team of leading physicians, scientists and other healthcare professionals to help us break down barriers and make concussion treatment, research and information more accessible.

The primary initiative of the International Concussion Society is the development of the website Concussion.Org. Concussion.Org will be the number one destination for information related to concussion prevention, diagnosis and management. Through this platform, we will serve medical professionals, athletes, coaches, schools, patients and the public by providing a central repository of accurate and scientifically vetted concussion research.

Concussion.Org will be a highly visible terminal designed to inform the conversation about concussion all around the world. Providing resources that include a quick-response team for press inquiries, a database of information on new research and its immediate or future translational relevance, and breaking news updates on the latest developments in the field, Concussion.Org is the first central repository of concussion information of its kind.

To support our initiatives, we are engaging a Board of Directors to help us make an impact.

Please consider joining us in this new initiative.

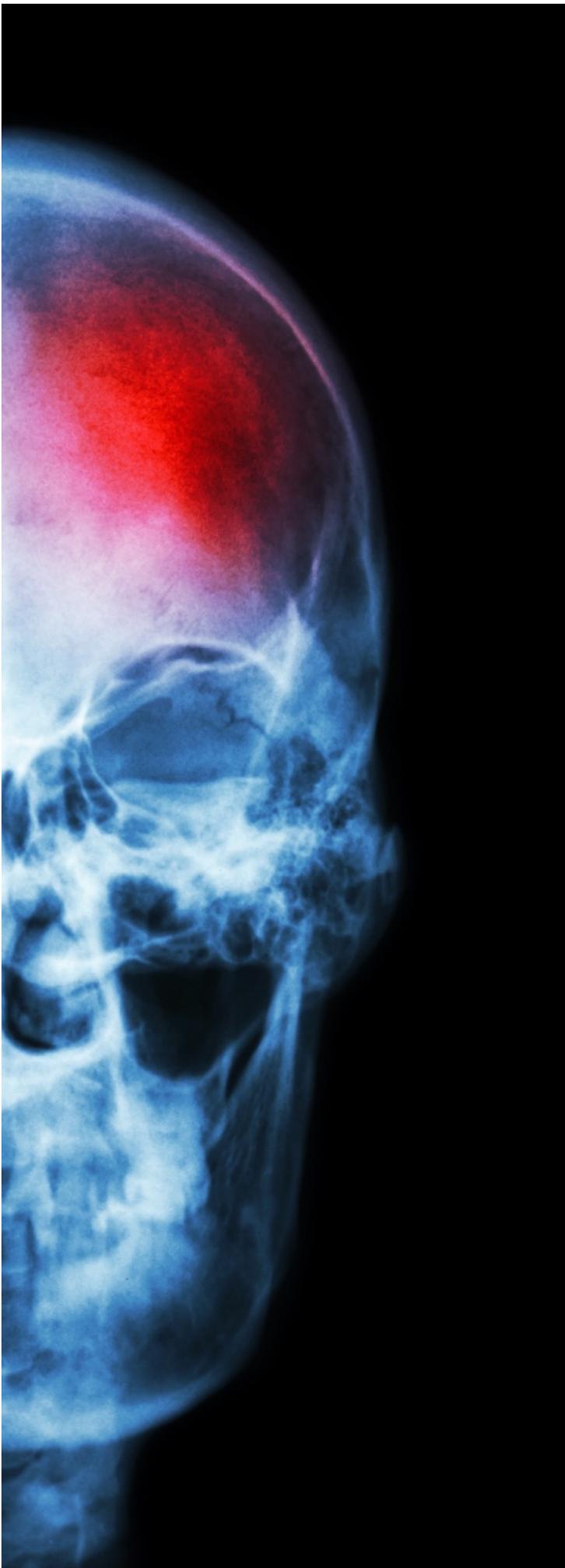
Sincerely,

David Dodick, MD, FACP, FRCP, FAAN, FAHS
John Leddy, MD, FACSM, FACP
Ken Shubin Stein, MD, MPH, MS, CPH, CFA

Leadership

The International Concussion Society and Concussion.Org were founded by three highly influential figures in neurology, advocacy and outreach, each of whom is committed to making an impact in the concussion field. Under the leadership of David Dodick (Mayo Clinic), John Leddy (University at Buffalo), and Ken Shubin Stein (Columbia University), this team is poised to change the global perception of concussion research, treatment and diagnosis.





Opportunities for Involvement

We are actively recruiting a multidisciplinary diverse group of individuals who share a common interest in concussions. There are three ways to get involved in our initiatives:

International Concussion Society

The International Concussion Society will be the world's premier scientific association dedicated to the research, treatment and prevention of concussions. The mission of the ICS is to promote academic leadership, support research and develop a global understanding of the most prevalent type of traumatic brain injury. As the organization behind Concussion.Org, the global repository of all concussion-related science, ICS is dedicated to sharing, developing and distributing accurate and meaningful information related to concussion science.

Board of Directors

The Board of Directors steering the International Concussion Society will engage medical professionals, patient advocates, industry leaders and other influencers who share a common interest in translating and disseminating concussion information and advancing concussion research. From physicians to sports enthusiasts, professional athletes, business leaders, sports executives and philanthropists, we are involving individuals from a broad spectrum of backgrounds to ensure that we fully deliver our message to vast networks of people.

Scientific Advisory Board

Our Scientific Advisory Board of leading physicians and scientists will ensure that only the most accurate, reliable and relevant information is shared on our online channels. Charged with reviewing original content, responding to press inquiries and translating the clinical relevance of meaningful peer-reviewed studies, this team will be an integral part of the Concussion.Org website. Expanding our network of leading concussion experts and researchers to help curate content will help us drive those efforts further.

Become a Board Member

International Concussion Society Board of Directors Responsibilities

Our goal is to drive research and understanding for concussion as the global epidemic that it is. To reach our underlying objectives, we ask that each board member contribute \$5,000, either by securing a contribution from a third party, or via personal donation. The International Concussion Society is a non-profit organization, so any monetary contributions are tax deductible. Each board member will be responsible for securing this amount within the first 12-months of their membership, and every year following. Fundraising efforts, such as benefit events, are encouraged, as we seek to involve and engage a broad community of supporters. Other obligations for the Board of Directors include participating in an annual meeting either in person or via conference call and making an overall commitment to concussion awareness to the community at large.



Understanding Concussion

A concussion is a type of traumatic brain injury caused by a bump, blow, or jolt to the head and brain that disrupts the normal function of the brain.¹

90%

90% of sports-related concussions take place without the individual losing consciousness.²

1.6 million - 3.6 million

1.6 million – 3.8 million recreational and sports-related concussions occur each year in the United States alone.³

40%

40% of athletes with concussions return to play before they should, putting them at risk for additional injury.⁴

Fulfilling a Need

Until now, there was no adequate resource providing the public access to accurate, vetted and relevant information on concussions online.

 **Concussion.Org**
International Concussion Society



Concussion.Org

The global platform for concussion information

Concussion.Org will be the number one destination for reliable information related to concussion prevention, diagnosis and treatment. Our mission is to serve medical professionals, athletes, administrators, coaches, patients and the public by providing a central repository of accurate and scientifically vetted concussion research. Working alongside a world-class scientific advisory board, Concussion.Org will be the most trusted global resource on one of the most common, yet least understood, forms of traumatic brain injury. Brought to you by the International Concussion Society, please visit www.concussion.org for more information.



Impact

Our goal is to establish Concussion.Org as the world's most reliable concussion resource. We will build a database of contacts and maintain ongoing communication with these audiences, segmented into three categories: physicians, scientists and healthcare professionals; schools and sports programs; and athletes, patients and their families.



Physicians, Scientists & Healthcare Professionals

The International Concussion Society created Concussion.Org to provide a platform for general practitioners, nurses, ER doctors and other medical professionals to access resources that will enhance their understanding of concussion. With content vetted by leading physicians and scientists, our website will be the most comprehensive provider of continuing education, and the most reliable source for the latest news on innovations in this rapidly-evolving field. Concussions are complex conditions; symptoms vary widely in both their presentation and the timeline of their onset. Early, individualized therapeutic response plays an essential role in reducing the long-term effects of concussion. Too often, the primary barrier to successful treatment is a lack of familiarity with the condition and its nuances. Our goal is to build an audience of medical professionals and engage them with the broader efforts of the International Concussion Society.



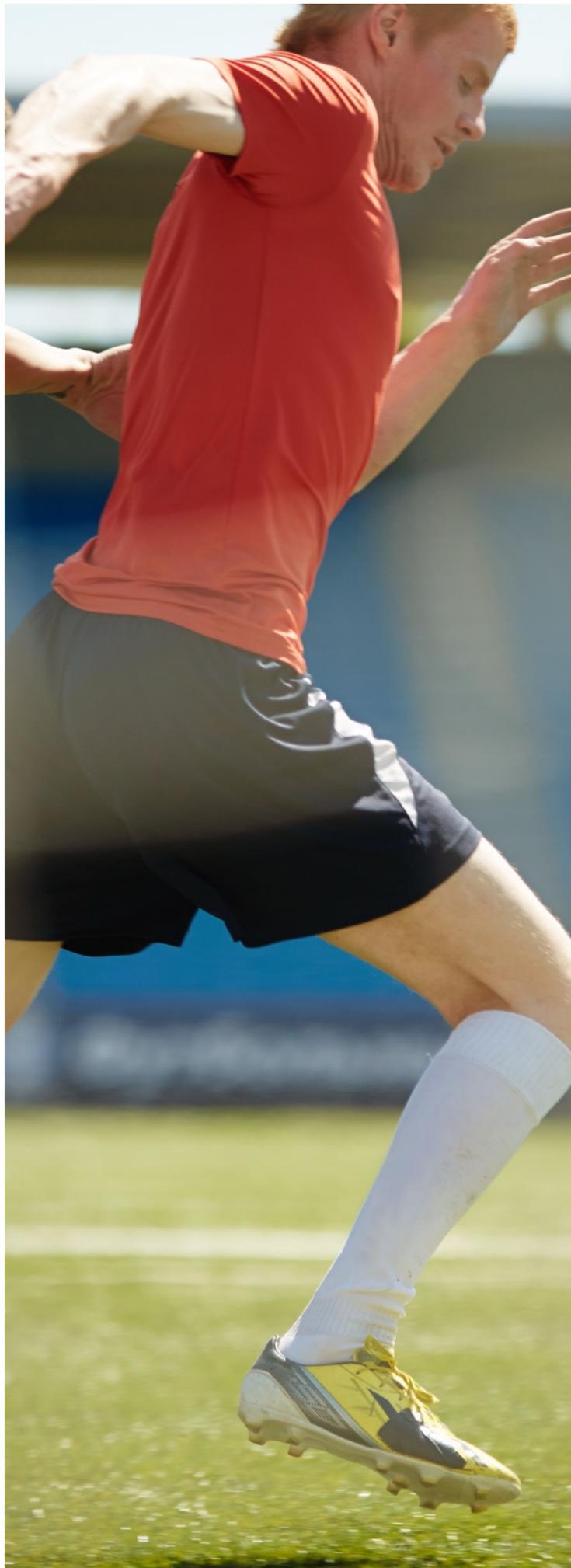
Schools & Sports Programs

Through Concussion.Org, the International Concussion Society will provide support, information and guidelines to coaches, school administrators and sports program directors to help them align their protocols with the most up-to-date best practices. We will develop free resources to empower those responsible for the brain health of their athletes to reduce the number of concussions on the field. Athletic program leadership is often charged with identifying the sometimes imperceptible symptoms of concussion and initiating appropriate treatment immediately—an outsized expectation for a complex condition that often confounds even emergency room diagnostics. In conjunction with the Scientific Advisory Board, Concussion.Org will equip this audience with essential information that will have a lasting impact on concussion treatment and management in youth and adult athletes.



Athletes, Patients & Families

In the absence of standardized treatment guidelines, and without access to reliable information about concussion, athletes, patients and their families are often left to self-advocate for their care and determine whether and when it's safe to return to play. The International Concussion Society is mobilizing an unprecedented effort with medical professionals and former patients to draft comprehensive and instructive protocols that will be made available to both professionals and individuals worldwide. Concussions are a uniquely confounding medical condition, with symptoms and long-term effects that can vary widely from person to person. Despite the best intentions of parents, coaches and even doctors, it is often the patients themselves who are best equipped to recognize when something is wrong and to seek appropriate care.



Outreach & Marketing

There is currently no adequate resource providing the public with access to accurate, vetted information on concussions online. Our primary goal is to fill that void—becoming the number one concussion destination for anyone seeking information on the topic. The content on the site will be comprehensive and meticulously maintained so that the most accurate and timely information is readily available for our visitors.

Content Initiatives:

- Weekly custom content
- Ongoing news sharing
- Access to new research
- Best practices guidelines
- Email communication with audience base
- Press directory for inquiries



David Dodick, MD, FACP, FRCP, FAAN, FAHS

Dr. David Dodick is the Immediate Past-President and Chairman of the Board of Directors of the International Concussion Society. He is a Professor of Neurology at the Mayo Clinic College of Medicine and a consultant in neurology at the Mayo Clinic in Scottsdale, Arizona. He is the Director of the Headache Program and the Sports Neurology and Concussion Program at the Mayo Clinic in Arizona. He is an Adjunct Professor in the Department of Neurosciences, Norwegian University of Science and Technology. He is the Chair of the American Academy of Neurology (AAN) Sports Concussion Conference and its committee, and a member of the AAN's Annual Meeting Committee. He is Chair of the International Headache Society Global Patient Advocacy Coalition and Chair of the American Migraine Foundation. He is the Immediate Past-Editor-in-Chief of *Cephalalgia*, and Past-President of the American Headache Society.





John Leddy, MD, FACS, FACP

Dr. John Leddy is President of the International Concussion Society. He is a Professor of Clinical Orthopaedics and Rehabilitation Sciences at the University at Buffalo Jacobs School of Medicine and Biomedical Sciences. He is the Medical Director of the University at Buffalo Concussion Management Clinic, the Director of Outcomes Research for the UBMD Department of Orthopaedics and Sports Medicine at the University at Buffalo, and the former Program Director of the University at Buffalo Sports Medicine Fellowship. He received his BS degree in Biology from Fordham University and his MD from the University at Buffalo. He completed his Internal Medicine residency at New England Deaconess Hospital and Harvard University and a Faculty Development Sports Medicine fellowship at the University at Buffalo and Union Memorial Hospital in Baltimore. Along with Barry Willer, PhD, Dr. Leddy developed the Buffalo Concussion Treadmill Test, the first standardized treadmill test in the U.S. to determine a concussed patient's exercise tolerance and to prescribe sub-threshold exercise treatment to speed recovery. In 2016, Dr. Leddy received the Best Overall Research Award from the American Medical Society for Sports Medicine. He is a member of the NIH (NINDS) Sports Concussion CDE Working Group, and previously served on the Expert Panel for the Fifth International Consensus Conference on Concussion in Sport held in Berlin.





Ken Shubin Stein, MD, MPH, MS, CPH, CFA

Dr. Ken Shubin Stein is the Co-Founder and former Board Chairman of the International Concussion Society. He is the Founder and Chairman of Spencer Capital Holdings, Ltd. He is a graduate of the Albert Einstein College of Medicine where he completed a five-year medical and research program with a focus on molecular genetics. He graduated with a BA from Columbia College with dual concentrations in Premedical Studies and Political Science. He completed his orthopedic surgery internship at the Mount Sinai Hospital in New York City. He graduated from the Columbia University Mailman School of Public Health with both a Master's in Public Health and a Master's in Science in Epidemiology. The National Board of Public Health Examiners has recognized Dr. Shubin Stein as Certified in Public Health (CPH). He holds the CFA designation and is an Adjunct Professor at the Columbia University Graduate School of Business. He is the Co-Founder and Chairman of Crutches 4 Kids, a nonprofit dedicated to providing crutches and other mobility devices to children around the world. He graduated with a certificate from the Owner/President Management Program (OPM) at Harvard Business School in March 2018, and he is a member of YPO and Chairman Emeritus of YPO Manhattan.



Contact Us

For more information, please contact our team at www.concussion.org or info@concussion.org.

¹What is a concussion? CDC Heads Up Brain Injury Basics. http://www.cdc.gov/headsup/basics/concussion_symptoms.html. Published 2015.

²Facts about concussion. CDC Heads Up Brain Injury Basics. http://www.cdc.gov/headsup/pdfs/providers/facts_about_concussion_tbi-a.pdf. Published 2010.

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2987636/>

⁴ https://www.cdc.gov/headsup/pdfs/youthsports/coaches_engl.pdf

