



FOR IMMEDIATE RELEASE
February 20, 2010

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**CORE HEALTH CARE PRESIDENT DR. JIM MISKO NAMED CHAIR-ELECT FOR THE
BRAIN INJURY ASSOCIATION OF AMERICA (BIAA)
BOARD OF DIRECTORS**

**Available for Comment on Brain Injury Treatments, Advances in the Field, or
Helping a Family Member Cope with a Brain Injury**

(Vienna, VA/Dripping Springs, TX) James S. Misko, PsyD, was recently named Chairman-Elect to the Brain Injury Association of America (BIAA) Board of Directors. Dr. Misko, co-owner and President of CORE Health Care in Dripping Springs, Texas has served BIAA since 2004 in progressively more responsible volunteer leadership positions helping to expand the association's advocacy, legislative influence, and certification programs. In his new role Misko will be responsible for helping to increase access to brain injury care and influence awareness and understanding of brain injury, as well as securing funding to help the BIAA accomplish these initiatives. "Dr. Misko is a talented clinician and a visionary leader," said Susan H. Connors, president/CEO of the Brain Injury Association of America. "We are honored to have Dr. Misko as Chairman-Elect of BIAA's board. His commitment to helping improve the quality of life for people who have survived traumatic brain injuries makes Dr. Misko a very valuable addition to our executive committee."

Misko frequently serves as an **expert resource for national and local media outlets and organizations serving veterans and other individuals with traumatic brain injuries (i.e., gun shots, motor vehicle accidents, other trauma) or acquired brain injuries (i.e., stroke, anoxic/hypoxic injuries, toxicity)**. Dr. Misko may also be used as a **resource for updates on brain injured patients, as well as to discuss advances in brain injury treatments**. Besides coordinating treatment at CORE and a number of other local programs, Dr. Misko also lectures nationally and

throughout Texas endeavoring to raise awareness of brain injury-related issues. In appreciation of these efforts, the Brain Injury Association of Texas awarded him the 2003 Professional Contribution of the Year. Dr. Misko also serves as the Chair of the Academy of Certified Brain Injury Specialists (ACBIS), a standing committee of the Brain Injury Association of America (BIAA).

Dr. Misko is **leading the way in Neuroplasticity research** that will revolutionize the way brain injuries are treated in the future. Misko, along with Dr. Erin Bigler, an internationally respected leader in neuroimaging research and director of the Brigham Young University Brain Imaging and Behavior Laboratory, is working to combine advanced neuroimaging technologies with real-time treatment protocols, enabling immediate determination of a therapy's success in redeveloping an injured patient's brain. Harnessing the potential of neuroplasticity offers tremendous opportunity to treat not just brain injuries, but other brain conditions as well, including mental illness, substance abuse, dementia, and aging.

Dr. Misko will serve a two year term as Chair-Elect, and will then move into his role as Chairman of the Board in 2012.

About CORE Health Care:

CORE Health Care, located between Austin and San Antonio, TX, offers post-acute rehabilitation and long-term care for people with brain injuries, psychiatric disorders, autism or other special needs. Licensed professionals provide physical, occupational, speech, vision, cognitive and psychotherapy. Staying on the cutting edge of new research, CORE provides the most effective treatment with neuroplasticity as the guiding philosophy for individualized care. Our goal is to restore self-directed functional ability to ensure a minimal need for support services. To offer comfort and safety, we have private rooms and a low staff to client ratio. CORE is accredited by CARF, and has successfully provided care for over 25 years. www.corehealth.com

About the Brain Injury Association of America (BIAA):

The Brain Injury Association of America is the voice of brain injury. Through advocacy, education and research, BIAA and its nationwide network of more than 40 chartered state affiliates bring help, hope and healing to 9.5 million Americans who have a lifelong disability because of brain injury as well as their families and the professionals who serve them. www.biausa.org

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