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**Manchester Marketing Innovation Firm Designs Website to Help  
Service Members and Veterans with Traumatic Brain Injuries**

***GY&K assists DVBIC to create online resource for accessing information and care***

(Manchester, NH) –With traumatic brain injury (TBI) being one of the leading diagnoses of combat injuries, the Defense & Veterans Brain Injury Center (DVBIC) has launched a new website to provide useful content and assistance to those service members affected. The site, developed with marketing innovation company Griffin York & Krause (GY&K), provides information about TBI from the military health perspective, and offers resources to service members, veterans, families and providers in need of assistance.

“DVBIC’s mission is to serve active duty military, their dependents, and veterans with traumatic brain injury with state-of-the art medical care, innovative clinical research initiatives and educational programs,” said Travis York, president of GY&K. “Their website needed to contain the most comprehensive information for TBI in a progressive, useful manner. And with GY&K’s recent update, now it does.”

According to the Department of Defense, military personnel returning from deployment have reported rates of concussion between 10% and 20%. Historically, these statistics are higher than in previous American combat operations because of the high reliance of improvised explosive devices by hostile forces.

“DVBIC presented us with several unique challenges,” said Sophia Cigliano SVP, Client Services of GY&K. “We designed a user-friendly site with the patient, usually a service member between 18 and 25 years old, in mind. In addition to communicating DVBIC’s messages clearly online, the site had to meet Americans with Disabilities Act (ADA) requirements for functionality. It also had to reflect the military culture of the audience: mission-driven, competitive, and health-conscious. All of these elements came

together to give patients, family and the public a comprehensive source of information about TBI and its treatment.”

DVBIC’s new website, [www.dvbic.org](http://www.dvbic.org), features a welcome video from General Colin Powell (ret), information about the effects and treatments for TBI, and resources for getting treatment at one of DVBIC’s 18 treatment facilities nationwide.

In a recent speech, Secretary of Defense Robert Gates praised the work and necessity of DVBIC. "The military now has more thorough reporting mechanisms, requiring that anyone affected by a blast or blunt trauma in theater go through an evaluation and screening. We have a single TBI registry and a single point of responsibility -- the Defense and Veterans Brain Injury Center - to consolidate all TBI-related incidents and information," the Secretary said.

**About GY&K ([www.griffinyorkkrause.com](http://www.griffinyorkkrause.com))**

Evolving since 1975, GY&K (Griffin York & Krause) is a marketing innovation company that offers services, technology & tools, and proprietary properties to drive sales for companies in a wide range of vertical industries. They are a fully integrated mid-sized independent firm with most department and subject matter experts located at their headquarters in Manchester, NH. GY&K's technology & tools allow their partners to cost-effectively deploy digital-based marketing solutions and deliver a measurable return for content management, email deployment, mobile messaging, e-commerce and more.

**About DVBIC ([www.dvbic.org](http://www.dvbic.org))**

The Defense & Veterans Brain Injury Center (DVBIC) is a multi-site medical care, clinical research and educational network which includes a growing number of military VA and civilian health centers across the US and Germany . Mandated by Congress and funded through the Department of Defense, DVBIC is a collaboration between the two largest health care systems in the world: the Department of Defense and the Department of Veteran Affairs. DVBIC programs support the entire continuum of care and from early identification and medical evacuation, to acute care, rehabilitation and community reintegration for patients with mild, moderate and severe TBI.

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