



## ***ASIA PARTNERS***

With over 35 years of experience as the top medical professional organization in the field of spinal cord injury (SCI), the American Spinal Association (ASIA) continues to attract the most reputable healthcare leaders to join its membership as well as interest from many of the top corporations in the SCI industry to develop partnerships. By creating partnerships with these industry leaders, ASIA is setting the standard to provide both a better quality of life for people living with SCI and ultimately a cure. For *ASIA Partners*, this is a unique opportunity to align with the most respected and accomplished medical professionals in the SCI field. When a corporation becomes an *ASIA Partner*, it signals the start of a relationship that will enhance its business and permit it to contribute to a transformational association that is making a positive difference in the lives of hundreds of thousands of people with SCI.

ASIA understands the need for corporations to reap the benefits of aligning with a non-profit organization. That is why *ASIA Partners* has been designed to provide a win-win situation for corporations and for ASIA by developing several opportunities that will create more visibility for corporate business among SCI medical professionals and SCI consumers.

ASIA believes that its partners share in its mission:

1. To promote and establish standards of excellence for all aspects of healthcare of individuals with spinal cord injury from onset throughout life.
2. To educate members, other healthcare professionals, patients and their families as well as the public on all aspects of spinal cord injury and its consequences in order to prevent injury, improve care, increase availability of services and maximize the injured individual's potential for full participation in all areas of community life.
3. To foster research that aims at preventing spinal cord injury, improving care, reducing consequent disability, and finding a cure for both acute and chronic spinal cord injury.
4. To facilitate communication between members and healthcare professionals, researchers, and consumers.



## Deliverables to our ASIA Partners:

- **ASIA | International Standards for the Classification of Spinal Cord Injury Online Course & Certification (Sponsorship).** For a specific period of time, your corporation can become a sponsor of this exciting new online program that will be reaching medical professionals worldwide. ASIA's classification standards have evolved over more than two decades and six editions. They are the most widely-used assessment tool for people with SCI in the world. (See insert for more details on this program).
- **ASIA's Industry Advisory Council (IAC).** Prepare to hold a seat on one of the most influential councils to strategize ways to increase your business and contribute to ongoing ASIA initiatives. The IAC will meet two times per year, once in person at ASIA's Annual Scientific Meeting and on a second occasion via a conference call. This is an excellent opportunity for your company to establish key connections with industry leaders to give you an edge over the competition.
- **ASIA's Annual Scientific Meeting.** For 35 years, ASIA has held its Annual Scientific Meeting, attracting 400 registrants nationally and internationally. As an *ASIA Partner*, you will have the opportunity to showcase your products and services to this diverse audience, obtain ASIA's entire membership mailing list, receive free registration to the entire meeting, receive recognition in the meeting's program, and so much more. (See insert for more details on the Annual Scientific Meeting.)
- **ASIA Website & eBulletins.** Throughout the year, ASIA is communicating with its members, corporations in the SCI industry, consumers, advocates, and caregivers through its website and quarterly eBulletins. As an *ASIA Partner*, you will be given the opportunity to have your logo and website link appear on ASIA's website as well as reach our eBulletin audience with a feature on your corporation.

# ASIA | International Standards for the Classification of Spinal Cord Injury

## Online Course Project Description

### Background

The International Standards for the Classification of Spinal Cord Injury have evolved over more than 2 decades and 6 editions. Training in their use has been provided via quick reference, written materials, and video. Both ASIA and ISCoS members and non-members use these materials. Learners are physicians, nurses, occupational therapists, rehabilitation specialists, surgeons, etc. worldwide.

### Project Description

A new online training package will replace the current CD-ROM training. The goal of this course series is to enable clinicians to perform an accurate neurological examination of individuals with spinal cord injury based on the International Standards for the Classification of Spinal Cord Injury.

There are 6 modules in the series:

1. Basic Anatomy
2. The Sensory Examination
3. The Motor Examination
4. The Anorectal Examination,
5. Scoring, Scaling, and Classification
6. Optional Testing Subjects

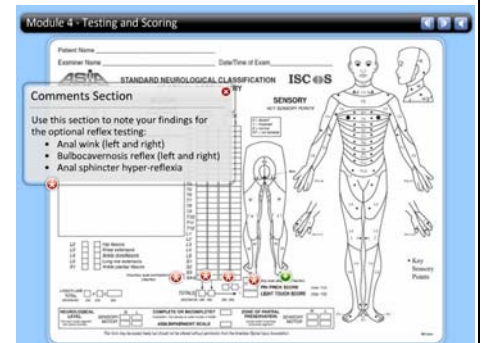
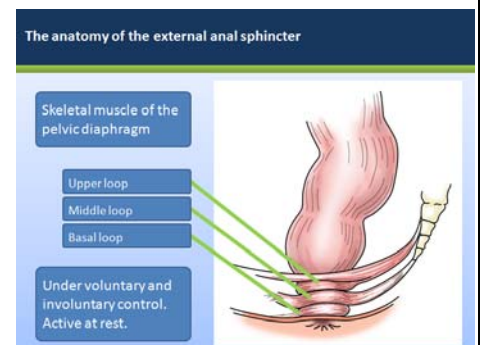
The standards and dermatomes chart will be provided as downloads available with the course series. The high-quality, interactive online course modules will include:

- updated content,
- a glossary,
- a search function,
- improved medical illustration and animation,
- updated video,
- audio voiceover,
- interactive review exercises,
- and a scored completion quiz.

The first module, on the Anorectal Examination, was completed in May, 2007, and was previewed at the 2007 ASIA Annual Scientific Meeting. The second module, on the Anatomy of the Spine, is projected for completion in October, 2007.

When completed, the 6 modules will be available from the ASIA website. Course enrollment, progress, and completion will be tracked online as each learner logs into the system and interacts with the modules. Course completion certificates will be available online.

**ASIA intends to produce similar modules on the Standards for Autonomic Classification of Spinal Cord Injury in 2008.**





## ASIA | International Standards for the Classification of SCI

### Modules' Description

There are 8 modules in the series:

#### 1. BASIC ANATOMY

The learner will be able to:

- understand the bony organization of the spine and how vertebrae are named
- understand the relationship between the spine and the spinal cord
- understand the basic function of the spinal cord
- understand how spinal cord tracts are organized and their function
- tell the difference between a nerve root, plexus and a nerve
- understand how spinal nerves are named
- understand how muscles are innervated
- define the terms level of injury, complete injury, and incomplete injuries
- be aware of different spinal cord injury syndromes
- understand the zone of partial preservation with complete injuries
- be familiar with the ASIA Impairment classification system

#### 2. SENSORY EXAMINATION

The learner will be able to:

- locate the key sensory points
- extrapolate sensory levels on the trunk and upper leg
- instruct patients on how to respond to the sensory testing
- demonstrate to the patient the difference between sharp and dull
- test light touch and sharp/dull discrimination for every key sensory point/sensory level
- understand the common “pitfalls” with sensory testing
- record results of sensory testing



### **3. MOTOR (MUSCLE) EXAMINATION**

The learner will be able to:

- understand the basics of manual muscle testing
- understand the differences between muscle testing taught for a general examination versus the techniques used with the International Standards
- name the 10 key muscles and their spinal cord level of innervation
- instruct the patients on how to cooperate during the motor examination
- use the proper positioning to test muscles
- understand how the five muscle grades are determined for each key muscles
- apply knowledge of how to grade muscles
- understand how to record muscle testing when there are special circumstances such as the elderly, other concurrent injuries, with spasticity or when testing is not possible
- understand the common “pitfalls” with the motor examination
- understand how to record the results of the motor examination

### **4. ANORECTAL EXAM**

The learner will be able to:

- understand the anatomy of the internal and external rectal sphincters
- describe the motor and sensory nerves for the rectal/anal area
- verbally prepare the patient for the rectal examination
- understand the options for testing in the supine or lateral positions
- give verbal directions to the patient when testing rectal motor
- differentiate between voluntary and involuntary tone and contractions
- understand the difference between an upper and lower motor neuron rectal exam
- understand the impact of spinal shock on the rectal exam
- be able to record/grade the results of the rectal exam
- understand the common “pitfalls” with the rectal examination
- optional knowledge/testing including anal wink and the bulbocavernosus reflex



## **5. SCORING, SCALING AND CLASSIFICATION**

The learner will be able to:

- be familiar with the Standards scoring form
- understand how to use the Standards to
  - define the neurological, sensory and motor level of injury
  - define the zone of partial preservation
  - define the ASIA Impairment classification
- understand the common “pitfalls” with scoring

## **6. OPTIONAL TESTING/SUBJECTS**

The learner will review the following topics:

- Testing
  - joint position sense and proprioception
  - vibratory sensation
  - “other” key muscles
  - deep pressure sensation
- Correlating the International Standards Examination with prognosis
- Correlating the International Standards Examination with rehabilitation functional goals
- Correlating the International Standards Examination with
  - bowel function and bowel management
  - bladder function and bladder management
  - sexual function
  - autonomic dysautonomia



## ***ASIA PARTNER PACKAGES***

### **DIAMOND PARTNER - \$25,000**

- **Two year sponsor of ASIA/International Standards for the Classification of Spinal Cord Injury Online Course & Certification.**
- **One Seat for a full-year on ASIA's Industry Advisory Council (IAC). This includes one in-person reception/meeting at ASIA's Annual Scientific Meeting and one conference call meeting of IAC members.**
- **Top-level sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners Showcase* held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **Two full page advertisement in Annual Scientific Meeting Program & Course Handout.**
- **4 complimentary registrations for the Annual Scientific Meeting.**
- **ASIA Membership Mailing List (all members).**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



**TITANIUM PARTNER - \$20,000**

- **Full-year sponsor of ASIA/International Standards for the Classification of Spinal Cord Injury Online Course & Certification.**
- **One Seat for a full-year on ASIA's Industry Advisory Council (IAC). This includes one in-person reception/meeting at ASIA's Annual Scientific Meeting and one conference call meeting of IAC members.**
- **Top-level sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners Showcase* held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **Two full page advertisement in Annual Scientific Meeting Program & Course Handout.**
- **4 complimentary registrations for the Annual Scientific Meeting.**
- **ASIA Membership Mailing List (all members).**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



**PLATINUM PARTNER - \$15,000**

- **One Seat for a full-year on ASIA's Industry Advisory Council (IAC). This includes one in-person reception/meeting at ASIA's Annual Scientific Meeting and one conference call meeting of IAC members.**
- **Top-level sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners* Showcase held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **Full page advertisement in Annual Scientific Meeting Program & Course Handout.**
- **3 complimentary registrations for the Annual Scientific Meeting.**
- **ASIA Membership Mailing List (all members).**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



**GOLD PARTNER - \$10,000**

- **Top-level sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners Showcase* held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **Full page advertisement in Annual Scientific Meeting Program & Course Handout.**
- **3 complimentary registrations for the Annual Scientific Meeting.**
- **ASIA Membership Mailing List (all members).**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



**SILVER PARTNER - \$7500**

- **Sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners Showcase* held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **½ page advertisement in Annual Scientific Meeting Program & Course Handout.**
- **2 complimentary registrations for the Annual Scientific Meeting.**
- **ASIA Membership Mailing List (all members).**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



**BRONZE PARTNER - \$5000**

- **Sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners Showcase* held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **¼ page advertisement in Annual Scientific Meeting Program & Course Handout.**
- **2 complimentary registrations for the Annual Scientific Meeting.**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



**COPPER PARTNER - \$2500**

- **Sponsorship at ASIA's Annual Scientific Meeting (June 19-22, 2008 in San Diego, CA).**
- **One 6 foot table at the *ASIA Partners Showcase* held during the Annual Scientific Meeting and participation in a forum for discussion among attendees and *ASIA Partners*.**
- **1 complimentary registration for the Annual Scientific Meeting.**
- **Full year placement of Corporate Logo & Link to Corporate Website on ASIA's website.**



## ASIA PARTNER COMMITMENT FORM

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_  
**THIS INFORMATION IS CRITICAL FOR OBTAINING LOGOS, AD COPY, ETC. PLEASE BE SURE TO FILL THIS OUT WITH INFORMATION ON THE RESPONSIBLE PERSON IN YOUR COMPANY.**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Description of products/services your company provides (if applicable):  
\_\_\_\_\_

### ASIA PARTNER COMMITMENT

I wish to become an *ASIA Partner* at the following level:

- \_\_\_\_\_ \$25,000 (Diamond Partner)
- \_\_\_\_\_ \$20,000 (Titanium Partner)
- \_\_\_\_\_ \$15,000 (Platinum Partner)
- \_\_\_\_\_ \$10,000 (Gold Partner)
- \_\_\_\_\_ \$7,500 (Silver Partner)
- \_\_\_\_\_ \$5,000 (Bronze Partner)
- \_\_\_\_\_ \$2,500 (Copper Partner)

\*You will be contacted with ad specifications once payment is received.

Please respond no later than **October 15, 2007**, by sending this commitment form to:

Patricia Duncan  
Administrative Coordinator – Meetings  
American Spinal Injury Association  
2020 Peachtree Road, NW  
Atlanta, GA 30309

E-mail: [pat\\_duncan@shepherd.org](mailto:pat_duncan@shepherd.org)  
Phone: (404) 355-9772  
Fax: (404) 355-1826  
*Please send form electronically, by FAX, or by mail.*

**\*\*Payments are due in full by January 31, 2008\*\***