



K.B.I.C.

David Krempels
Brain Injury Center

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Krempels Center changes name to KBIC, the David Krempels Brain Injury Center

Portsmouth, NH. – This spring, after a year and a half of preparations, Krempels Center becomes KBIC: David Krempels Brain Injury Center. We arrived at this decision to modify the name through a thoughtful and thorough process that internally engaged organizational leadership and, externally, through a market research study that concluded this past fall, we engaged both our community stakeholders and a statistically meaningful sampling of northern New England. With anecdotal feedback over the last 13 years, we have been aware that the name Krempels Center lacked some descriptive elements that clarify who we are and what we do when people first encounter it. The market research study—an initiative of our 2022-24 Strategic Plan—affirmed that understanding and launched the final phase of modification.

Our updated name, the David Krempels Brain Injury Center, provides important information right away about both our origins and who we serve; And KBIC strengthens its day-to-day use, addressing feedback regarding name length and spelling concerns. We couldn't be more excited to introduce this change from Krempels Center to KBIC, which makes our brand more accessible and easier to find, not only for brain injury survivors, but also for clinicians and caregivers looking for additional services for a survivor, resulting in growth of brain injury survivors participating in the program as well as increased recognition as a thought leader in the space of community-based services for people living with the chronic effects of acquired brain injury.

KBIC Director of Communications and Outreach Terry Hyland had this to say, “The market research made it clear that adjusting the name would not only add an upfront clarity about what

we do here at KBIC, but also that it was absolutely necessary; in order to make our brand more accessible to our clients - survivors of brain injury - as well as their support networks. By adding “brain injury” to our full name we added that context and clarity, and with KBIC, once someone is comfortable or familiar with us, it is simply easier to say and spell; so it really is a win-win.”

For more information, please contact Terry Hyland, DCO at KBIC at 603-617-8999 or by email terry@krepelscenter.org

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About KBIC:

KBIC’s mission is to improve the quality of life of people living with brain injury through evidence-based programming, shared experiences, and support in a welcoming community. Established in 2000, KBIC has built a reputation for offering high-quality, therapeutic programs for brain injury survivors. KBIC is unique to the seacoast; in fact, it is the only service of its kind in New Hampshire, and only one of a few in the country.

Brain injury survivors often experience difficulty returning to their previous roles at work, home, and in the community. KBIC offers opportunities for social connection, skill building, and exploration of new life interests both in-person and online. In this vibrant learning community, survivors heal through shared experiences, peer support, and therapeutic programming. Research in partnership with the University of New Hampshire has shown KBIC members have higher quality of life, lower stress, and stronger social connectedness than typical brain injury survivors.

Visit www.KBIcenter.org to find out more about KBIC or call 603-570-2026 ext. 220 for more information on how to become a member.