

2026 Opportunities



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Overview and Usage



- PM&R Knowledge NOW® is an online resource of 400 clinical and practice topics. Developed by physiatrists for physiatrists, the goal of PM&R Knowledge NOW® is to define the clinical depth and breadth of the specialty of Physical Medicine and Rehabilitation (PM&R).
- Developed initially as the result of a defined need, the use of the site since its launch in 2011 has given practicing physicians an accessible online resource to reference in their daily practice.
- PM&R Knowledge NOW® has evolved into a resource for patients and their families, with clear and concise explanations of disease states and published references. Currently there are printable PDFs (in English and in Spanish) specifically for patients and families available for 105 topics.
- Industry and not-for-profits can link pre-approved patient resources on the patient education section of various topics. The first step is to complete [this survey](#).

Knowledge Now Metrics	2025 (Jan-Jun)	2026 (Jan-Jun)
Total Page Views	264,579	323,936
Unique Page Views (Sessions)	215,041	275,807
Average Session Duration	1m 15s	55s
New Users	153,684	203,310
Returning Users	24,963	26,457
Average Monthly Page Views	44,097	53,989
Average Sessions Per Month	35,841	45,967
Average Views Per Session	1.23	1.59
Average Users Per Month	25,004	33,885

PM&R Knowledge NOW® Advertising

Advertising-only opportunity:

- Supporter logo or advertisement, linkable to URL, on all PM&R Knowledge NOW® topic pages (400+ pages)
 - rotating spot; [example here](#)
 - See **red arrow** at right

*Advertising content is subject to approval by AAPM&R

Support Amount: \$7,500 (10 available)

The screenshot shows the PM&R Knowledge NOW website interface. At the top is a navigation bar with the logo and links for 'Browse Topics', 'About', and 'Editorial Boards'. The main content area is titled 'Mild Traumatic Brain Injury (mTBI)' and includes author information, publication dates, and a list of related topics. On the left, there is a sidebar with a list of topics under 'Rehabilitation of Central Nervous System Disorders', including 'Spinal Cord Injury and Disorders', 'Disorders of the Brain', 'Traumatic brain injury', 'Cerebrovascular disorders', 'Hypoxic', 'Cerebral neoplasm', 'Immune Mediated and Neurodegenerative Disorders', and 'Complications and Consequences of Brain'. On the right, there are sections for 'Patient and Family Resources' and 'Additional Resources on Pseudobulbar Affect (PBA)'. At the bottom right, there is a logo for 'aapm&r Online Learning Portal' with a red arrow pointing to it from the text 'rotating spot example'.

rotating spot example

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PM&R Knowledge NOW[®] Sponsorship Opportunities

Tier 1 Support package includes:

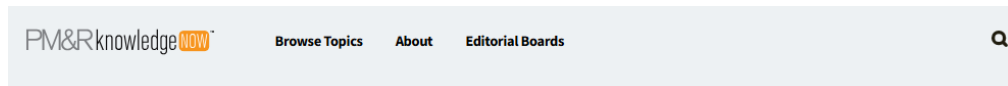
- Supporter logo or advertisement, linkable to URL, on all PM&R Knowledge NOW[®] topic pages – 400+ topic pages (rotating spot; [example here](#))
- Ability to host patient education* on 2 related topic pages for 12 months
 - See next slide for topic page and patient education example
- Year-round recognition through membership channels and publications (social media, e-newsletters, print newsletters)
- Recognition onsite at the Annual Assembly through signage & rotating walk-in slides

*Sponsor-supplied patient education subject to approval by AAPM&R

Support Amount: \$15,000 (4 available)

PM&R Knowledge NOW® Sponsorship Opportunities

Topic page example



Home > Browse Topics

Rehabilitation of Central Nervous System Disorders

- Spinal Cord Injury and Disorders
- Disorders of the Brain
- Traumatic brain injury
 - > Mild Traumatic Brain Injury (mTBI)
 - > Traumatic Brain Injury
- Cerebrovascular disorders
- Hypoxic
- Cerebral neoplasm
- Immune Mediated and Neurodegenerative Disorders
- Complications and Consequences of Brain and Spinal Cord Disorders

Mild Traumatic Brain Injury (mTBI)

Author(s): Diane Schretzman Mortimer, MD, Matthew Puderbaugh, DO, Ameya Joshi, MD
Originally published: November 16, 2011 Last updated: July 13, 2023

Jump to:

- Disease/ Disorder
- Essentials Of Assessment
- Rehabilitation Management And Treatments
- Cutting Edge/ Emerging And Unique Concepts And Practice
- Gaps In The Evidence-Based Knowledge
- References

Disease/ Disorder

Definition

Traumatic brain injury (TBI) results when an external force is applied to the head, leading to injury to brain structures and/or disruption of chemical and physiologic brain functions. The most widely accepted taxonomy classifies brain injuries by severity. Severity is classified based on whether structural abnormalities are visible on imaging, duration of loss of consciousness, duration of altered mental status, duration of post-traumatic amnesia, and Glasgow Coma Scale (GCS) score.

Patient and Family Resources

Find a PM&R Doctor
Patient Information
What is Physiatry?
Patient Handout – English
Hoja Informativa para Pacientes – Español

Additional Resources on Pseudobulbar Affect (PBA)



Example of where external patient education would be housed

Additional Resources On Pseudobulbar Affect (PBA)



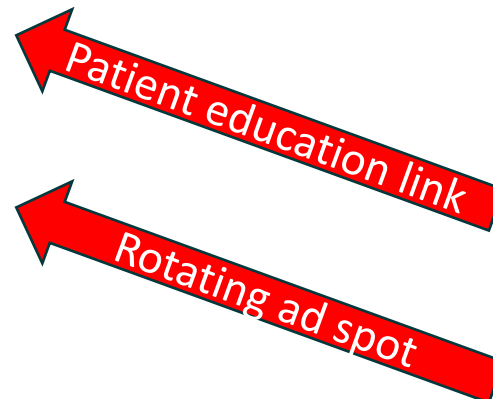
PM&R's Role in Addressing Mood Disturbances and Pseudobulbar Affect (PBA) in Brain Injury



Case Study: Pseudobulbar Affect: Epidemiology, Diagnosis, and Treatment



Case Study: Pseudobulbar Affect



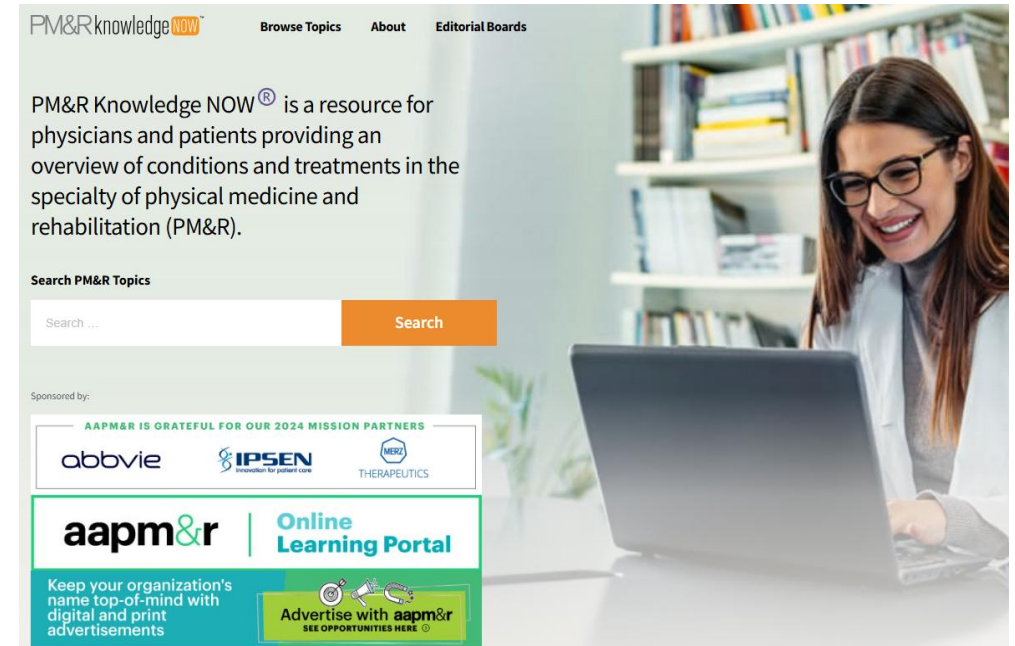
PM&R Knowledge NOW® Sponsorship Opportunities

Overall Support package includes:

- Supporter logo or advertisement, linkable to URL, on the PM&R Knowledge NOW® [homepage](#) (static) and all topic pages – 400+ topic pages (rotating spot)
- Ability to host patient education* on up to 5 related topic pages for 12 months ([example here](#))
- Year-round recognition through membership channels and publications (social media, e-newsletters, print newsletters)
- Recognition onsite at the Annual Assembly through signage & rotating walk-in slides

*Sponsor-supplied patient education subject to approval by AAPM&R

Support Amount: \$30,000 (4 available)



Thank You

For more information, contact:

Ashley Piper

Call: (847) 737-6047

Email: corporatesupport@aapmr.org