



## **Behavior Imaging Solutions Honored For Remote Autism Diagnostic Assessment Service**

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BOISE, Idaho (June 15, 2015): Boise-based Behavior Imaging Solutions announces they and 22 other companies from across the country are receiving the 2015 Tibbetts Award Today at the White House. The U.S. Small Business Administration (SBA) selected each small tech business for their exemplary roles in the Small Business Innovation Research (SBIR) program.

Behavior Imaging Solutions (BIS) was selected for its revolutionary 'EHR-light' video platforms and 'Behavior Capture apps,' enabling remote health and education assessments, improved clinical trial coordination and the foundation for the first-ever global remote autism diagnostic assessment service. The service is called NODA (Naturalistic Observation Diagnostic Assessment) and represents a development in collaboration with Phoenix-based Southwest Autism Research & Resource Center (SARRC) and Georgia Tech.

"The culmination of 12 years of research, NODA is now helping worried families get the answers they need and gain access to critical services sooner, at about half the cost of in-clinic testing," said Ron Oberleitner, president and CEO of Behavior Imaging Solutions and father of a 22-year-old son with autism.

In the comfort of their homes, families use a smartphone app to capture video of their child's behaviors in prescribed situations and upload the videos to a secure site. Expert SARRC clinicians evaluate the patient's history, review videos, tag symptoms and typical and non-typical behaviors and render a diagnosis. A diagnostic report and guidance on next steps are issued to the family and can be reviewed with the child's pediatrician. The process can be completed in two weeks or less.

The Tibbetts Award Ceremony features keynote speaker Cady Coleman, an accomplished scientist and NASA Astronaut noted for her six-month expedition to the International Space Station. Tibbetts Awardees will also be honored at the June 16 kickoff of the National SBIR/STTR Conference where thousands of the best and brightest in the innovation ecosystem convene annually.

"We're thrilled with this recognition by the White House and national business leaders illustrating the value of technology innovations made possible by the SBIR funding program and their enormous impact on society through private markets and public/nonprofit/private-sector collaboration," said Oberleitner.

Behavior Imaging Solutions is a division of Behavior Imaging®, founded in 2005 to invent and gain meaningful ad option for its technology as a means of increasing access to care remotely via digital health technology for individuals with special needs. Spurred by the son of company founders, Ron and Sharon Oberleitner, and his autism diagnosis in 1996, Behavior Imaging leveraged its leadership as a medical device company to help families and organizations improve accessibility to behavior and mental health diagnosis, treatment and research.

The company's proprietary Behavior Imaging® platform was developed with the guidance of noted psychiatrists, behavior analysts and psychologists, specifically for the behavioral and mental health care industry. Video data captured from its patent-pending software apps on smartphones is an essential clinical tool, providing visual manifestation of many of the characteristics of disorders such as Autism, Traumatic Brain Injury (TBI), Post-Traumatic Stress Disorder (PTSD) and Alzheimer's. More importantly, the observation and analysis of relevant behavior is often the only health treatment for these conditions. Similar to echocardiograms, CAT and MRI scans, and other traditional tools used for internal body imaging, Behavior Imaging® has the potential to become the standard imaging modality for treating behavioral and mental health conditions.

BIS is currently negotiating international licenses to accelerate adoption of its technology to create a worldwide footprint that provides global assistance to families. BIS also has been honored with the 2015 Google/Autism Speaks Pitch Playground Competition and as Idaho's most Innovative Tech Company, 2008.

## About Behavior Imaging Solutions

Behavior Imaging Solutions, a division of Behavior Imaging®, develops imaging and digital health solutions that lead to earlier diagnosis and better treatment options for a variety of behavioral health and special education applications. The company's revolutionary 'EHR-light' video platforms enable remote health and education assessments, improved clinical trial coordination, and the NODA? remote autism diagnostic assessment service. For more information, visit <http://www.behaviorimaging.com>.

## About the SBA Tibbetts Award

Named for the late Roland Tibbetts, the annual Tibbetts Awards are presented to leaders from all over the United States who have been instrumental in supporting the success of the programs and/or utilizing SBIR/STTR investment to develop an 'idea' into a product or service that benefits the federal government's research and development needs, the general public's wellbeing, and the nation's economy through technological innovation and the creation of high quality jobs ? sometimes in newly created industries. Find out more about this year's award ceremony [here](#).

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## Behavior Imaging

*Behavior Imaging®, develops solutions to facilitate the observational, analytical and collaborative needs of behavioral healthcare between patients and professionals through video capture and a secure health record application.*

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