

Case Study

RUTGERS BRAIN HEALTH INSTITUTE

Elevating BHI's Breakthroughs and Building
Pathways to Carry Their Impact Forward

Rutgers Brain Health Institute



BRISTLECONE
SOLUTIONS

The Opportunity

By early 2024, the Rutgers Brain Health Institute (BHI) stood at a meaningful inflection point. Over the previous decade, BHI had built one of the world's most expansive neuroscience communities, with more than 300 faculty and 900 trainees across 50 departments and 14 schools, and its leadership had stewarded a steady stream of scientific, clinical, and community accomplishments.

Yet BHI's public visibility had not kept pace with the scope of its impact. Its digital presence, event visibility, and broader outreach efforts did not fully reflect the depth, credibility, and influence of the institute or its research community.

BHI recognized a significant opportunity: to become the trusted, public-facing hub for brain health. In their words, "the WebMD of brain health."

This would require broader reach, clearer storytelling, and a digital ecosystem capable of elevating and sustaining meaningful engagement.

BHI partnered with Bristlecone Solutions (BCS) to build the strategy, systems, and execution needed to bring this vision to life.

Initiative Highlights

WEBSITE TRANSFORMATION

BHI's previous website did not fully represent the scale, expertise, or scientific leadership of BHI. BCS collaborated with BHI to architect and launch a website that was both intuitive and deeply authoritative.

SPONSORSHIP PROGRAM LAUNCH

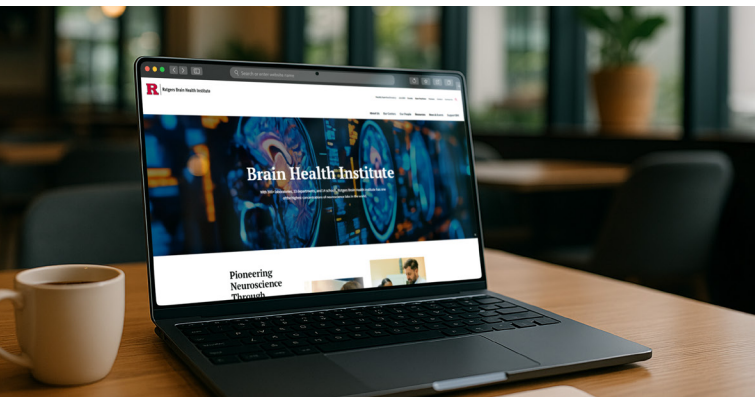
To support long-term visibility and create new pathways for mission-aligned partnership, BCS helped BHI design and launch its first formal sponsorship program shaped by strategic insights, stakeholder interviews, industry benchmarks, and best practices. Multiple commitments were secured in its first year.

EVENT VISIBILITY & ATTENDANCE

Targeted digital campaigns and refined institutional storytelling generated unprecedented interest, creating standing-room-only attendance and increasing institutional recognition.

STRENGTHENED INTERNAL CAPABILITY

Beyond results, BCS helped BHI build the processes, tools, and working rhythms that ensure visibility and outreach efforts can continue effectively. Expertise is transferred directly so BHI can maintain momentum long after the partnership.



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By the latter half of our first year working with BCS, BHI achieved meaningful gains across all priority areas

Eldo Kuzhikandathil

Conclusion

Today, BHI is not only a leading institute for neuroscience, it is steadily becoming the trusted, public-facing hub for brain health its leadership envisioned.

If you're looking for a partner who brings clarity, practical execution, and measurable progress, we'd welcome a conversation.

Meet us at the symposium.

You can find us with the cameras or at our booth.

You can also contact us at:

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