

## About Our Exercises



- Developed by a team of more than 100 scientists from leading universities around the world
- Funded by grants from the National Institutes of Health and the US Department of Defense
- Reported on regularly by major media, including The Today Show, NBC News, and the Wall Street Journal
- Shown effective in more than 100 peer-reviewed journal articles
- Offered at leading hospitals, academic research centers, military medical centers, and sports training facilities

### Sign Up Today!

Sign up for your FREE BrainHQ account at:

[aetna.brainHQ.com](http://aetna.brainHQ.com)



SCAN HERE



Or call us at BrainHQ **888-845-0565 (TTY711)** for registration assistance. We are here to help!

## Dr. Michael Merzenich

Professor Emeritus, UCSF

Co-Founder & Chief Scientific Officer,  
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Member, the National Academy of  
Sciences & the National Academy of  
Medicine

Winner, Kavli Prize in Neuroscience



"At every point in life, the brain's natural plasticity gives us the ability to improve **how our brains function.** At Posit Science we've solved how to harness that remarkable capability."

## About Posit Science

Posit Science was established to transform cutting-edge discoveries in brain research into practical programs that can make a difference in people's lives.



**brain speed**  
**attention**  
**intelligence**



**people skills**  
**navigation**  
**memory**



Think faster, focus better, and remember more with BrainHQ—the online brain-training program from Posit Science. More than 100 scientific studies show it works, providing a broad range of cognitive benefits.

# What Is BrainHQ?

BrainHQ is an online neuroplasticity-based brain-training system. BrainHQ:

- Includes 29 different brain exercises
- Exercises attention, memory, brain speed, people skills, intelligence, and navigation
- Adjusts to individual performance—so everyone works at the right level for them
- Can be used on a computer or mobile device

## Who Is BrainHQ for?

BrainHQ is for people who want to:

- Think faster
- Focus better
- Remember more
- Drive more safely
- Live more confidently
- Take care of their brains

## What BrainHQ Users Say

**Brain training helped to motivate me to do other healthy things as well.** You are doing one thing so you think, I might take some vitamins and get outside. It prompted a whole well-being.

-Bobi-Rose



I loved learning how to activate my brain and use it to full capacity. I am still brain training now, because **I feel better for it.**

-Koko

## Proven in Labs

BrainHQ exercises have been tested in more than 100 published scientific papers. Most of these studies were conducted by independent researchers. All of them met the gold standard of randomized, controlled, peer-reviewed trials. Two of the largest studies are the **IMPACT** Study and the **ACTIVE** Study.



### The **IMPACT** Study (487 people)

looked at a set of auditory exercises from BrainHQ. It showed that BrainHQ users improved memory 420% more than those in the control group. Users also reported positive changes in their everyday lives.



### The **ACTIVE** Study (2,832 people)

resulted in dozens of papers on the effects of the BrainHQ exercise Double Decision. Some showed that BrainHQ users significantly improved visual processing speed. Others showed that using the exercise improved mood and confidence. Still more showed that the exercise improved driving safety, even cutting at-fault car crashes by 48%. Many effects were still significant several years later, even without continuous training.

Smith et. al. "A Cognitive Training Program Based on Principles of Brain Plasticity: Results from the Improvement in Memory with Plasticity-based Adaptive Cognitive Training (IMPACT) Study." JAGS 2009

Rebok et. al. "Ten-Year Effects of the Advanced Cognitive Training for Independent and Vital Elderly Cognitive Training Trial on Cognition and Everyday Functioning in Older Adults" JAGS 2014

Ball et. al. "Cognitive Training Decreases Motor Vehicle Collision Involvement of Older Drivers" JAGS 2010

Wolinsky et. al. "The ACTIVE Cognitive Training Trial" Journal of Gerontology: Social Sciences 2006

## How It Works

BrainHQ doesn't teach memory tricks or other shortcuts. Instead, it addresses the elemental processes in brain function that feed into higher-order abilities, like memory and attention.

### Speed

How quickly the brain can process information—such as what we see and hear—is essential to mental sharpness and memory. If we don't capture information as it flies in quickly, we can't recall it or act on it. BrainHQ increases the speed at which we can reliably process information.

### Accuracy

The accuracy with which we process information from our senses is also important. If the information gets processed "fuzzily," it is harder to store in memory, recall, or use. BrainHQ targets the brain's ability to make clear and strong representations of information.

### Recording

Our brains naturally release chemicals to record information we deem important. With age and in other various conditions, however, the brain system that controls this release can grow sluggish. When too few chemicals are released, recording is weak, making the information hard to recall. BrainHQ is designed to stimulate the machinery that produces brain chemicals that strengthen memory and enable learning.