

BrainHQ for Community Colleges: Rigorous, Evidence- Based Exercises to Support the Best Classes in Brain Fitness

ACCE 2022 Conference

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brainHQ
from **Posit Science**

Introduction to BrainHQ



[Embedded video removed for emailing – use link below in browser]

<https://vimeo.com/644587256>



BrainHQ is a Brain Fitness Program For Everyone

Brain training, assessment, and information

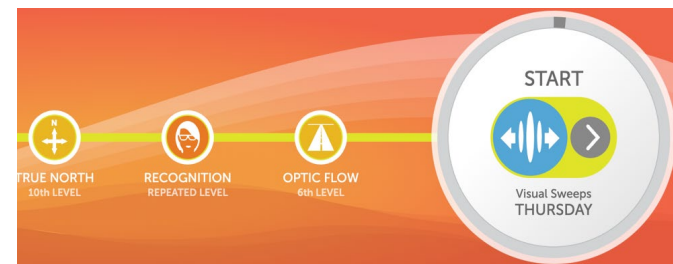
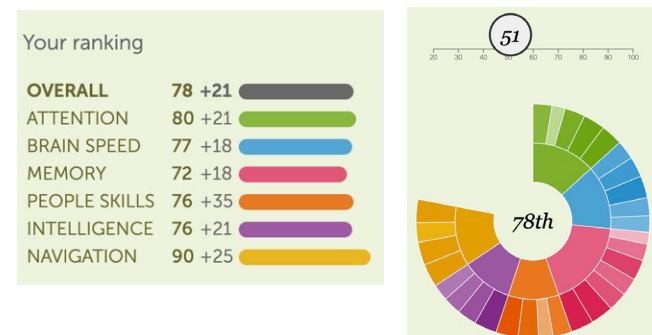
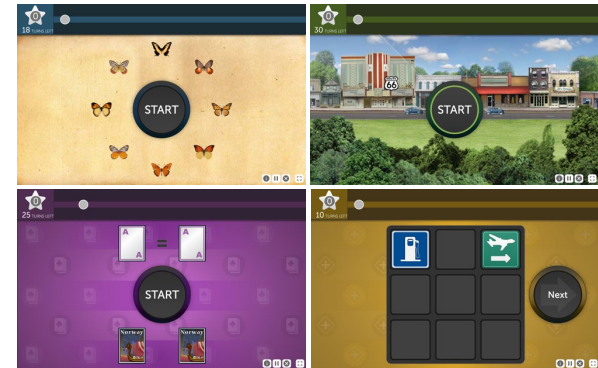
- Dozens of exercises and assessments
- Track progress and performance
- Full library of brain health information
- Available on computers, tablets, and phones

Adapts to each unique user

- Exercises *adapt* within minutes to provide the right level of challenge for virtually any user
- An AI-driven *personal trainer* can propose exercises based on a user's unique performance and goals
- An instructor can *set a regimen in a course*, or *pick individual exercises* for the unique needs of a student

Engaging and compelling

- Game-like exercises
- Earn stars, achievements, milestones, badges
- It's fun!



What BrainHQ Can Do For Your Community College

BrainHQ is a brain training program that can deliver:

- Better brain health for adults in your community
- A compelling new offering for adult students
- New revenue from the state – for your programs and for your entire college

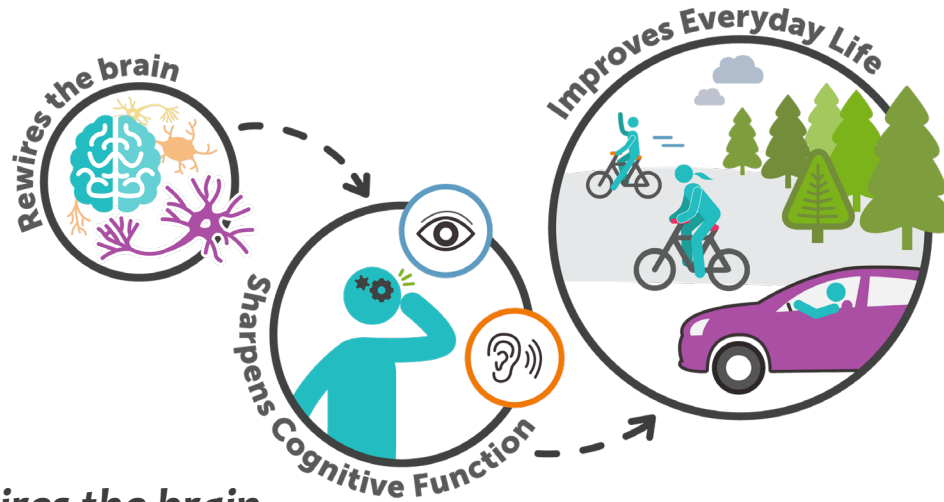


BrainHQ: Brain Training That Works



BrainHQ Builds Better Brains – Whether At-Risk or Already Stellar

200+ published
studies



Rewires the brain

- Faster neural timing
- Stronger brain activation
- Better brain connectivity

Sharpens Cognitive Function

- **Think faster** - improved processing speed
- **Focus better** – improved attention
- **Remember more** – improved memory

Improves Everyday Life

- **Happier**
 - 30% less onset of depressive symptoms
 - 38% less deepening of depressive symptoms
 - 68% better confidence
- **Healthier**
 - better self-rated health
 - 38% less decline in health-related QoL
 - 3.3% reduction in predicted medical costs
 - better self-care management
- **In Control**
 - reduced fall risk
 - 48% reduction in at-fault car crashes
 - helps maintain independent living skills
 - faster everyday speed and reaction time
 - better high-stakes decision-making
 - greater efficiency and safety at work

Offer Brain Health Classes To Drive Enrollment

Brain Health is the Top Concern of Older Adults

per multiple independent surveys:

- AARP - outranks saving Social Security & Medicare
 - 84% want validated brain exercises;
 - 39% want brain health information – your class can offer both
- NMI - outranks financial and relationship concerns
- JD Powers - top online discussion issue among older adults

Brain Health Classes Address Top Needs of the Community

- Promotes Lifelong Learning by Unleashing Lifelong Brain Plasticity
 - Engages Minds in Academically Rigorous Exploration of Brain Health
 - Mentally Stimulating, Socially Engaging, and Health Improving

Shows You Care about Community's Health/Welfare

- Studies show Exercises Improve Abilities in the Community
 - In Learning, Cognitive Skills, Everyday Life, and Work Skills
 - In Brain Health, General Health, Specific Health Conditions



Not Just For Emeritus Programs...

BrainHQ for Job Training

- Workplace studies show exercises improve:
 - speed, accuracy, efficiency, productivity, error rates, and safety
- Studies across workplaces - blue collar to think tank
- Exercises can also improve skills needed to be “ready for work”
- Even used by top athletes and special forces



BrainHQ for Disability Support Programs & Services

- Used by military to address acquired brain injuries
 - BRAVE Study found first scalable intervention to address mTBIs
 - NYU Study affirmed across mild, moderate, and severe TBIs
- Studies in ADHD, CD, Downs, stroke recovery, bipolar, schizophrenia
- WCAG compliant



BrainHQ for ESL

- Listening studies show gains in processing what is heard
- Auditory Training targets accuracy in processing components of speech (stories, sentences, words, phonemes, formants, and frequencies)
- Available in 12 languages (including Spanish)



People Love BrainHQ

"I really, really like BrainHQ. **I really enjoy it.** I feel it's sharpened my cognitive abilities. **I would definitely recommend BrainHQ to others.**" - ML

I just feel like **I remember things better and get confused less often.** I do read quite a bit and I find myself reading more now than before. It just seems more enjoyable now. I plan on continuing the exercises for a long time. -KB

I was inspired to use BrainHQ because **I know I need to keep my brain active.** Since beginning to use the program, I feel more engaged with life. -BC

Since starting BrainHQ, I enjoy trying to remember things and seeing improvements. **I've noticed being more alert** and looking forward to what the exercises will be. Since I don't drive, it helps me engage my mind on something. -SS

BrainHQ helps me to concentrate and focus more. 'Not a day goes by without me training. I look forward to it! :) -PG

I had a mild traumatic brain injury, and eventually retired my career as a physician from some degree of cognitive dysfunction. I think that [since starting BrainHQ] **I do have better ability to concentrate and remember;** I also think that my eyes work better than they did for years after my head injury. -MT

I enjoy the challenge of BrainHQ. For me, personally, **it is just right.** I've realized more confidence in myself and believe that I can do better. Keep up the great work you are doing! Thank You! -TL



Brain Fitness at Community Colleges

BrainHQ for every learner

- Full access to BrainHQ to use across devices
- Printed enrollment/getting started kit

A complete brain health curriculum

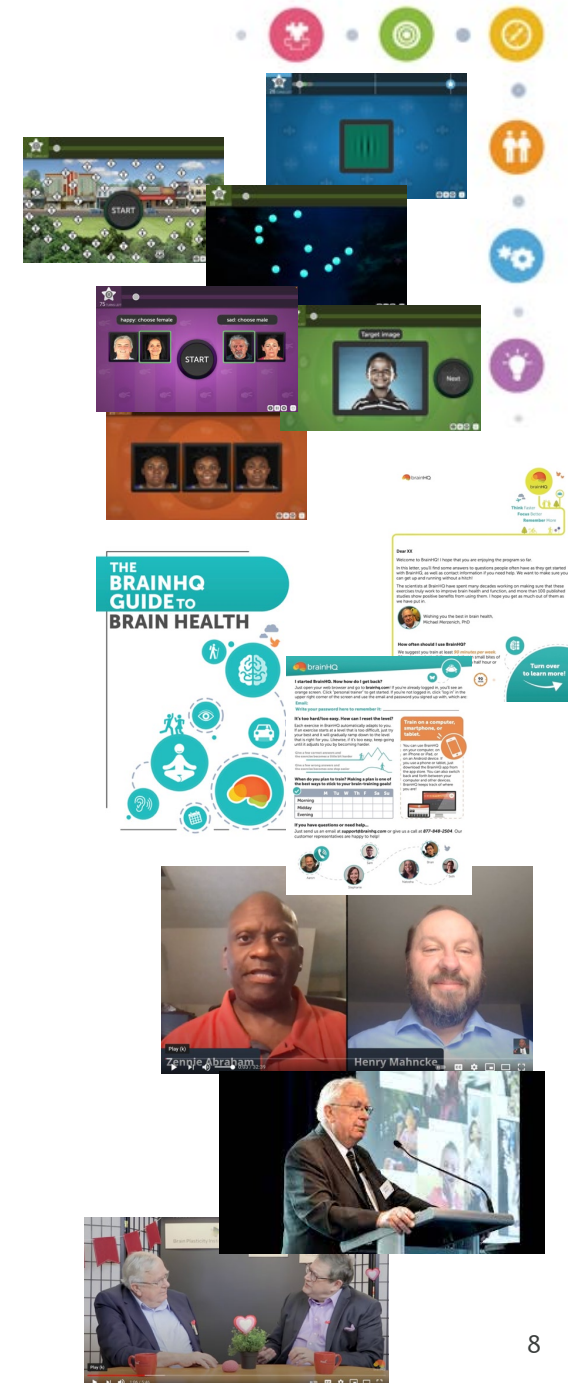
- SDCC curriculum makes it easy to implement
- Lesson plans tie lectures and exercises

Secure BrainHQ Portal allows instructors to:

- Manage student and administrator licenses
- Track class usage, performance, and progress
- Track individual usage, performance, and progress
- Set exercise regimens
- Generate reports

Access to BrainHQ ecosystem for all

- Weekly reports and challenges
- Monthly newsletter
- Monthly online events
- Vast library of general and personalized information



How It Works

Easy to Start

- Launch your program and start enrolling students at no cost
- Use established curricula and lesson plans
- BrainHQ offers free marketing support services (and no upfront fees)



Easy to Grow

- Demonstrated demand for brain fitness classes
- Students often re-enroll each semester and take classes virtually
- Strong word of mouth growth from existing to prospective students



Easy to Pay

- Posit Science invoices based on the number of students enrolled
- State pays college for each student, each semester
- State payment to college is ~\$960 per student/semester
- Extended BrainHQ payment terms - to reflect annual state payments



Economics Serve Colleges and Communities

State Payments

- ~\$3,000 per 25-hour student/semester (~\$120/credit hour)
- Brain Fitness is 8 credit hour class (~\$960)
- Classes as large as 120 students (stretching instructor \$\$)
- BrainHQ license is <5% of revenues

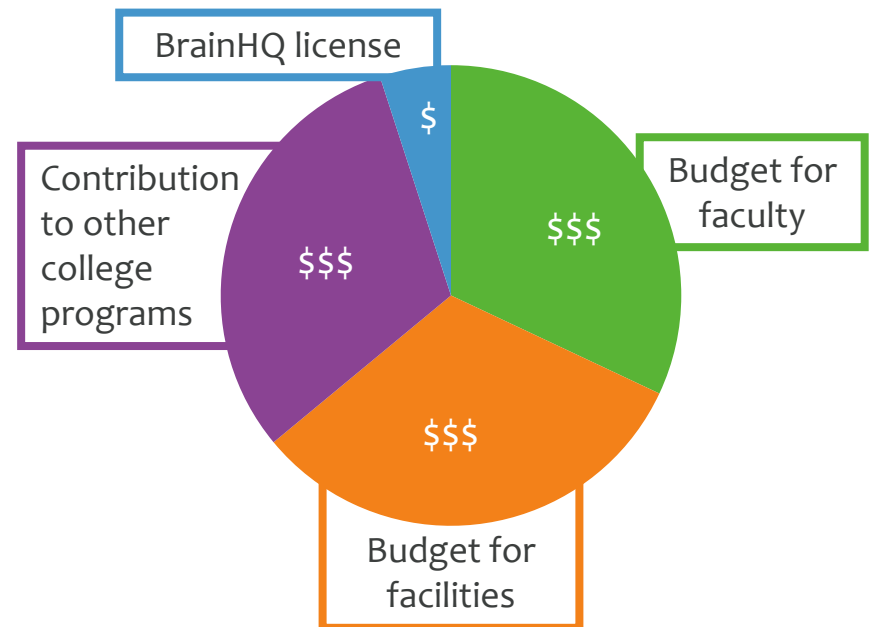
Contributes to Other College Programs

- All-virtual classes (freeing up classroom space for others)
- Attracts new students, who may take other classes
- Prepares students to excel in other courses
- Generates surplus to support other, more costly, programs

Adding 1,000 students in brain fitness classes generates nearly \$1 million in new revenue from the State

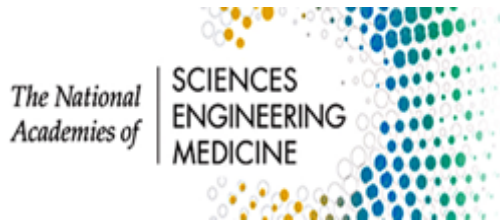
Payment by State for Enrolled Students

Illustrative Model



Key Authorities: Brain Training is Ready for Use

New clinical guidelines from thought leaders on brain training...



New standards about which programs have been shown to work...

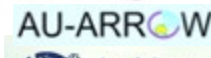


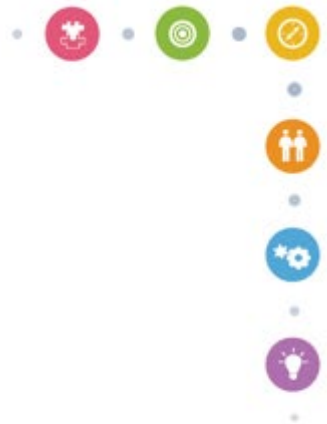
“Multiple peer-reviewed articles evaluating Posit Science programs have fulfilled the gold standard for clinical trials.”



“Posit Science training drives improvements that **are significantly better than other types of cognitive exercise.**”

Selected by leaders in health care, research, and human performance...





Think Faster

Focus Better

Remember More



www.brainhq.com