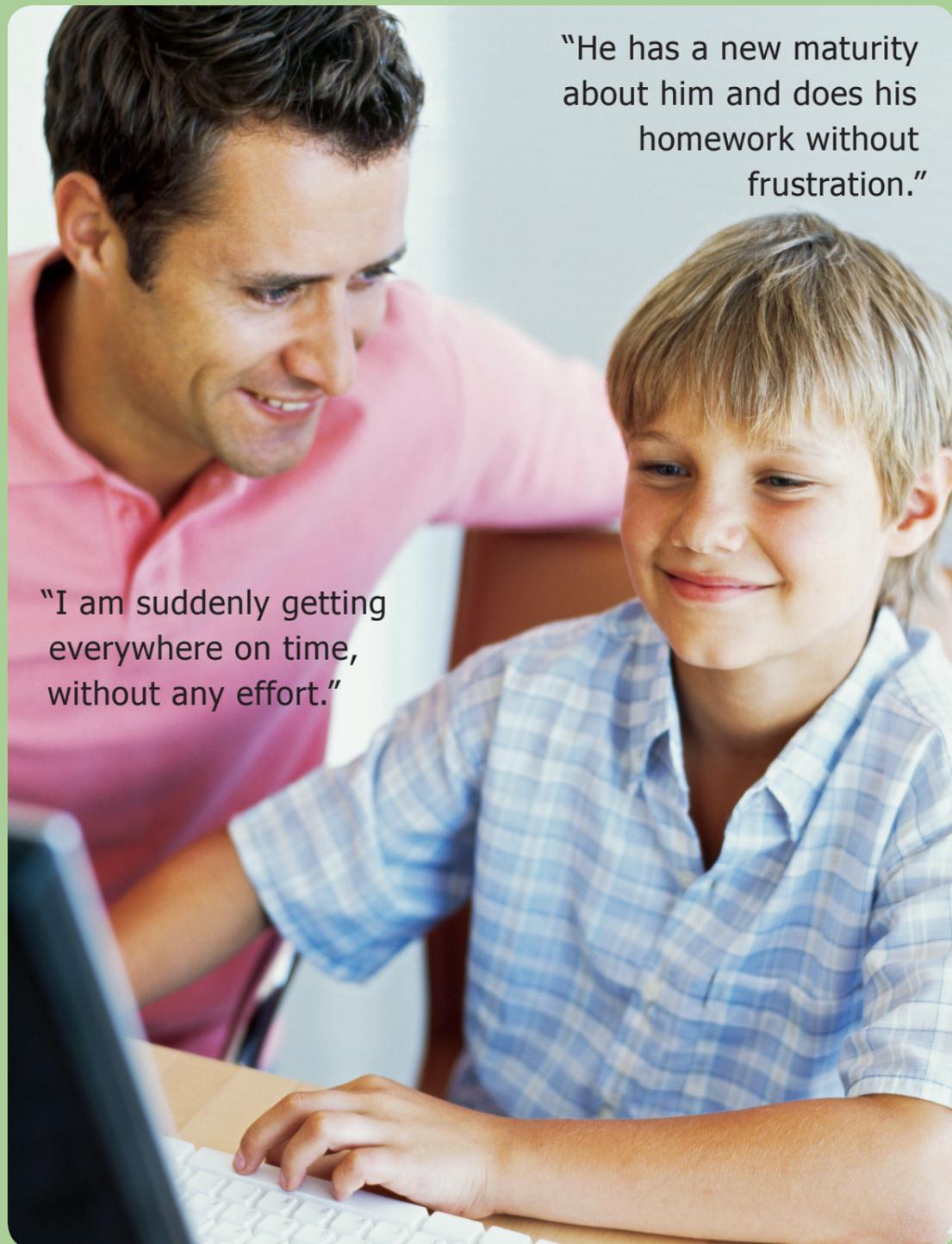


"He has a new maturity about him and does his homework without frustration."

"I am suddenly getting everywhere on time, without any effort."



Available through a national network of attention training experts

Talk to the Cogmed Qualified Practice of your choice to learn more about the research and how you or your child may stand to benefit from Cogmed training.

Visit cogmed.com or call 1-888-748-3828 today for more information and a list of Cogmed Qualified Practitioners.

This is a program based on strong scientific research that is done in the convenience of your own home under the supervision of a Cogmed Qualified Coach.

PEARSON



COGMED

Working Memory Training

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1.888.748.3828

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An evidence-based program for improved attention



Improved working memory.
Improved attention.

PEARSON



COGMED

Working Memory Training

cogmed.com

Cogmed Working Memory Training is an evidence-based program for helping children, adolescents, and adults sustainably improve attention by training their working memory.

The complete program includes

- Initial interview
- Start-up session
- Five weeks of training with weekly coach calls
- Wrap-up meeting
- Six month follow-up interview
- Access to the Cogmed Training Web
- Cogmed Extension Training (12 months)

The user/family sets the training schedule with the Cogmed Coach, with plenty of flexibility.

Provided by a **national network** of attention specialists, all qualified by Cogmed.

Web-based training, using a Mac or PC at home. **No need for office visits.**

25 training sessions of 30-40 minutes each, done over 5 weeks.

The **Cogmed Extension Training** allows the user to further sharpen the acquired capacity and to verify how the results hold over time.

The **scientifically developed** and tested program adjusts complexity level for each exercise, in real time, for maximum training effect.

Each user has a **Cogmed Coach** who leads the training, tracks results and gives support and motivation.

The Cogmed Training Web gives all users **online access** to their own training results and progress status.

Introducing Cogmed Working Memory Training

The first significant psychological intervention in a decade created for people with attention problems.

In the U.S. since 2006, Cogmed Working Memory Training is a home-based program that helps people with attention problems by training and increasing their working memory capacity. Clinically proven results demonstrate that after training, people improve their ability to concentrate, control impulsive behavior and better utilize complex reasoning skills.¹ In the end, better academic and professional performance can be achieved.

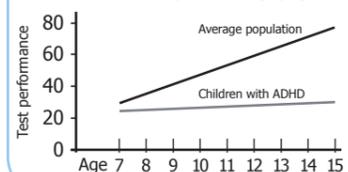


What is working memory?

Signs of a working memory deficit

Problems focusing
Easily distracted
Difficulties starting and finishing tasks
Forgetting instructions

The working memory gap



We use working memory every day. It is the ability to keep information in your mind for a short time, focus on a task and remember what to do next. With a working memory deficit, it is difficult to stay focused, ignore distractions, plan next steps, remember instructions, and start and finish tasks. Studies show a deficit in working memory often leads to difficulties in school especially in reading comprehension and math.²

Research shows that working memory plateaus in children with ADHD, causing a working memory gap between them and their peers. This gap increases over time.

Westerberg et al, (2004)

Improving working memory can lead to better academic and professional performance

Research has established an important connection between working memory and attention.

Most people with an attention problem also have a working memory deficit. That means they don't have the same working memory capacity as their peers.^{3,4} Our program, backed by clinical evidence, is proven to train and improve a person's working memory. Post training evaluations show this helps kids perform better in school. To put it simply, increasing working memory capacity improves attention, which helps improve academic and professional performance.

Benefits

Improved ability to sustain attention
Improved impulse control
Better complex reasoning skills
Better academic performance

Comprehensive, home-based program



Users are motivated and train effectively with our unique coaching method and program. Training takes place at home, five days a week, for five weeks. An office visit is not necessary. The program automatically increases in difficulty, gradually improving the user's abilities. Every participant has a Cogmed Coach at a Cogmed Qualified Practice who leads the training, analyzes results

and provides encouragement through weekly phone calls.

To see a demonstration of the Cogmed program, visit

www.cogmed.com



8 out of 10 users show measurable improvement¹

Parents and teachers see real improvements in attention, problem solving skills and controlling impulses.

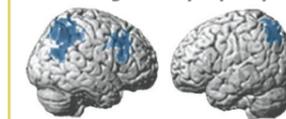
Children - Parents and teachers also report improved social skills, taking initiative, remembering instructions and completing assignments more independently. The objective is better academic results, particularly in reading comprehension and math.

Adults - By training your working memory you will be better able to stay focused, ignore distractions, plan next steps, remember instructions, and start and finish tasks. The objective is better professional performance and attentional stamina.



Clinically-proven results

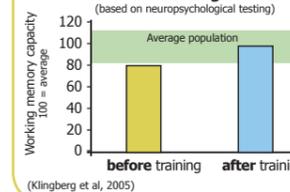
Regions where the brain activity correlated with increased working memory capacity.



Olsen et al, (2004). *Nature Neuroscience*

Our program is scientifically validated by placebo-controlled clinical studies published in respected professional journals, and there is ongoing research at several leading U.S. universities, and worldwide. A study was completed at the University of York, in England, showing improved academic performance as a result of Cogmed Working Memory Training, and was published in 2009⁵. Visit our website for more information.

Proven training effects (based on neuropsychological testing)



(Klingberg et al, 2005)

Research shows that training-induced changes in working memory are associated with increases in task-related prefrontal and parietal brain activity.

¹ Klingberg et al, *JAACAP* (2005)

² Gathercole et al, *Br J Educ Psychol* (2000)

³ Martinussen et al, *JAACAP* (2005)

⁴ Westerberg et al, *Child Neuropsychology* (2004)

⁵ Holmes et al, *Developmental Science* (2009)

Visit cogmed.com for full details.



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