

BRAINHEALTHY WORKPLACE™



Brainomics:

The immense economic benefits of maximum brain performance ... and the high cost of low brain performance

Workplace stress is at epidemic levels: more than 30% of U.S. employees experience chronic job-related stress*, with an estimated economic cost of \$300B**. How does chronic stress harm us?

- Is toxic to neurons in the hippocampus (center for memory and new learning)
- Lowers dopamine, our feel-good neurotransmitter
- Impairs thinking and slows neuroplasticity (the brain's ability to adapt)
- Hyperactivates the "fight or flight" amygdala
- Reduces fluid intelligence
- Increases brain atrophy
- Causes people to be error-prone and shallower thinkers; distractibility costs U.S. companies an estimated 15% in lost productivity each year***

Keep chronic stress and burnout at bay.
Boost your team's agility, adaptability,
efficiency, productivity and performance.

The comprehensive, customized BrainHealthy Workplace program provides education and practical tools – grounded in demonstrated science – that enhance brain health and performance professionally and personally.



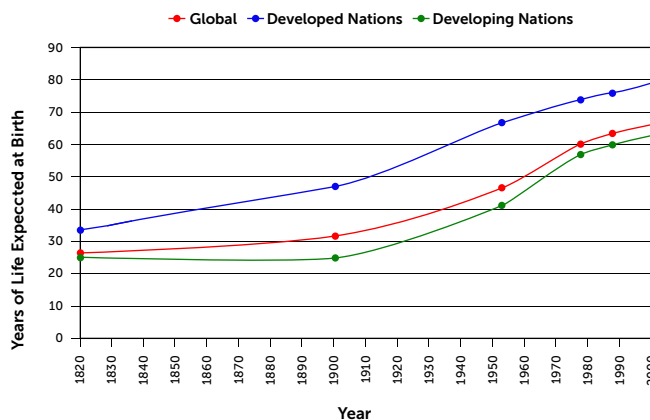
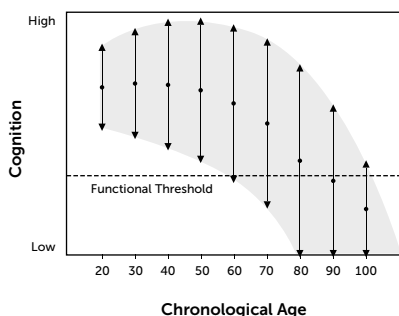
* The United States of Stress 2019. Everyday Health.

** Stress and Health Disparities. 2017. American Psychological Association.

*** Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity. 2017. *Journal of the Association for Consumer Research*.

On average, we are outliving our peak brain years by 20 years.

But science has shown that we can counter the typical effects of age-related decline by tapping into the brain's lifelong ability to get stronger and work better.



Source: Indur M. Gokhale, "The Improving State of our World" Washington, DC, Cato Institute, 2007. 35. France used as a proxy for Developed Nations 1900 and earlier.

Brain training works – the science is clear.

In randomized clinical trials with healthy adults over 50*:

8% ↑

CEREBRAL BLOOD FLOW

23% ↑

CAPACITY FOR COMPLEX REASONING



DECADES OF "YOUNG BRAIN" FUNCTION REGAINED THROUGH INCREASED NEURAL EFFICIENCY

In a randomized clinical trial with individuals (primarily military and veterans) with chronic-stage traumatic brain injury**:

43% ↓

STRESS LEVELS

58% ↓

DEPRESSIVE SYMPTOMS

In a 12-week study of healthy adults ages 18 to 87***:

80%

SHOWED POSITIVE CHANGE IN BRAINHEALTH INDEX

50%

SHOWED AT LEAST A 10% BRAINHEALTH INDEX INCREASE



THE ABILITY TO CREATE OR SUSTAIN CHANGE DID NOT DEPEND ON AGE

* Chapman, SB, et al. 2015. "Neural mechanisms of brain plasticity with complex cognitive training in healthy seniors." *Cerebral Cortex*.

** Vas et al. 2015. "Reasoning training in veteran and civilian traumatic brain injury with persistent mild impairment." *Neuropsychological Rehabilitation*.

*** Chapman, SB, et al. 2021. "A novel BrainHealth Index prototype improved by telehealth-delivered training during COVID-19." *Frontiers in Public Health*.

Enhance leadership development. Provide a meaningful wellness benefit. Give your organization a competitive edge.

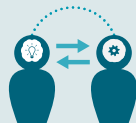
The BrainHealthy Workplace program is based on Strategic Memory Advanced Reasoning Tactics (SMART™), a proprietary methodology developed and tested by BrainHealth researchers and other teams over the past three decades, focused on teaching strategies that strengthen the brain's frontal networks.



How it works:



Get baseline,
periodic testing
via BrainHealth Index



Create personal/team
game plan in
Think-and-Do Tanks



Engage in
weekly online
practices



Learn brain-healthy
strategies with self-paced
online modules

Internal champions receive early training to encourage broader participant engagement and empowerment.

The program can be delivered as a hybrid, with both virtual and in-person elements.



Individual progress is charted by periodically getting a **BrainHealth Index** – a proprietary, holistic measure of the brain's current health and performance levels obtained through a comprehensive set of 27 assessments.

Individual feedback and BrainHealth Index metrics are **CONFIDENTIAL**. Only de-identified, aggregate data are shared with leadership to track engagement and measure progress against previously established Key Performance Indicators (KPIs).

FOR MORE INFORMATION: centerforbrainhealth.org/brainhealthy-workplace