



BUILDING THE BODY OF SCIENTIFIC KNOWLEDGE AND REAL-WORLD IMPACT

We applaud the findings of the U.S. POINTER study, which are in line with our 25+ years of cognitive neuroscience research. Looking at POINTER's four-part recipe for brain health (physical exercise, nutrition, cognitive exercise and health monitoring), our focus is on the least understood aspects: **cognitive exercise** and **precision brain health metrics**.

Center for BrainHealth specializes in finding the markers for continual individual improvement and measuring the brain's optimal state at any moment. It's not just about avoiding decline; it's about helping people thrive in every stage of life.

Proactive, Lifespan Emphasis

In multiple peer-reviewed studies, we have shown that brain strategy training (SMART™) can lead to improved brain health in a wide variety of populations – both healthy and with cognitive challenges – at all ages.

- Our training protocol focuses on the brain's executive function (how we think, plan, solve problems, empathize and innovate)
- We look at the brain's lifelong ability to **improve**... not only to stave off decline.
- We **educate** people to use their brain power more efficiently and effectively, and **empower** them with proven tools and strategies to build brain-healthy daily practices.

Multidimensional Metrics

We developed the first validated, holistic measure of brain health: the BrainHealth Index is a composite score with a unique focus on the brain's lifelong ability to improve, built with a proprietary algorithm from more than 20 established assessments.

- This repeatable, change-sensitive index captures both gains and losses, unlike traditional decline-focused metrics.

- The ability for an individual to **measure and track** multi-domain change in brain health and performance (in a way they can understand and act on) is a critical component for improvement.

Scalability and Accessibility in the Real World

We have the world's largest longitudinal study on brain health, The BrainHealth Project:

- Started in 2020 and ongoing, it has more than **22,000 participants** from all 50 states and more than 60 countries – with ages ranging from 18 to 97.
- The study offers insights into **real-world** adoption and scalability.
- It is the **world's largest brain health data set**, including imaging data.
- With access to ongoing coaching and habit tracking, participants exercise **self-agency** to perpetuate learning and personalized, lifelong adoption of brain-healthy practices and strategies.

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