

# Our Programs and Impact



## BrainHealthy Workplace

With a brain-healthy culture, individuals and teams can experience greater productivity, higher engagement and increased motivation. We partner with a variety of teams – large and small, local and national, private sector and military – to leverage science-backed cognitive strategies. This is an employee benefit that can offer lifelong rewards!

### Impact



There is no possible way we could have achieved our growth and direction without the brain healthy protocols from Center for BrainHealth. Not only does this approach work in the business arena, but it also is important in home life.

Gerald "Kep" Kepner, CPA  
CEO, Kepner CPA



## Charisma Virtual Social Coaching

Charisma™ Virtual Social Coaching is a strengths-based social coaching program for students and adults who are neurodiverse or who struggle when interacting face to face. Coaching takes place in a virtual world, using avatars and scenarios designed to replicate real life. It's brain-based, customizable and challenging ... but also safe, supportive and delivered at a pace that works best for each person. Charisma can support anyone in building confidence, navigating expectations and developing positive social skills.

### Impact

Since 2016, Charisma has helped nearly 500 individuals and families and has expanded to 6 countries.

90% of clients report an improved ability to recognize and appropriately respond to emotions.



75% of clients nearly doubled their ability to accurately interpret the intentions of others.

We collaborate with various organizations, including 29 Acres, the Brehm Academy and most recently Beacon College.

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## Resources for People with Alzheimer's or Mild Cognitive Impairment

With a diagnosis of mild cognitive impairment (MCI) or Alzheimer's, too many people either don't believe they can do anything to help their brain or don't know where to start. Center for BrainHealth understands the challenges and offers a holistic approach to intervention for people with a diagnosis and their caregivers, as well as the broader community of Alzheimer's supporters. By focusing on potential and not losing sight of preserved abilities, the right resources can help people move from a place of fear about tomorrow to a place of empowerment.



## Adolescent Reasoning Initiative

The Adolescent Reasoning Initiative™ trains middle and high school educators and students to understand the developing brain and build critical thinking and reasoning skills. Teachers receive training in Strategic Memory Advanced Reasoning Tactics (SMART™) empowering them to guide students in developing their brain's cognitive capacity. Educators learn how to improve their own brain health while they learn how to galvanize their students' brain power.

### Impact

This program has reached over 85,000 students and educators. Recently published research reveals these measurable benefits:

**25%**

reduction in anxiety

**30%**

improvement in  
testing scores

**50-70%**

improvement in advanced  
reasoning skills

## Brainomics Venture

People in all life stages and circumstances are becoming empowered to bolster their brain's fitness and overall wellness. Now we are taking a broader view, translating the science into economic impacts. When communities sustain brain health, it follows that there will be a larger economic benefit. Measuring and extending that benefit to drive improved organizational outcomes as well as policy initiatives is the inter-disciplinary focus of Brainomics®.

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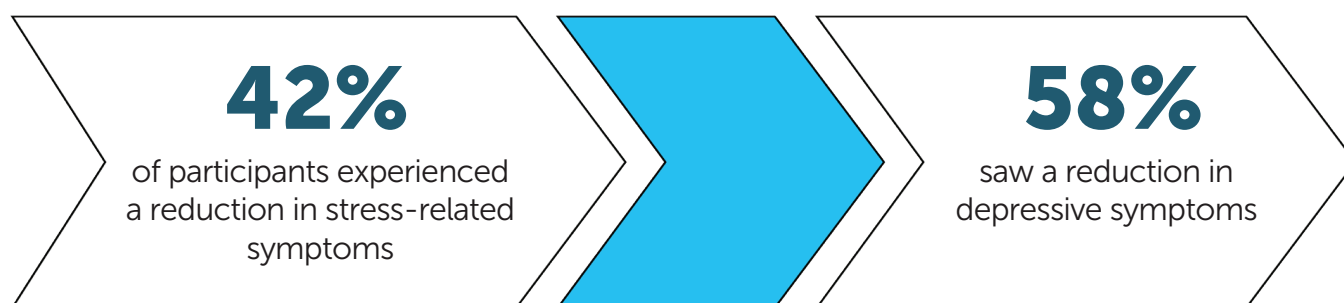
## Optimal BrainHealth for Warfighters

This initiative provides essential brain health tools for U.S. Special Operations Command (SOCOM) operators, veterans and their families – helping those with traumatic brain injury (TBI), post-traumatic stress (PTS) and similar issues, as well as building resilience ahead of deployment.

This evidence-based program fills a crucial gap by leveraging the brain's remarkable capacity to be continually strengthened and rewired throughout life.

### Impact

In past clinical trials with individuals with chronic-stage traumatic brain injury, we have documented the following:



## Groundbreaking Research

Our 25+ years of research and discoveries shared in 1,000+ peer-reviewed publications continue to demonstrate that people of all ages and circumstances can benefit from better brain health when empowered with simple, science-backed steps and strategies.

Since our founding, the center has received more than \$100 million in research funding from the National Institutes of Health, the Department of Defense, the Defense Advanced Research Projects Agency (DARPA), the National Science Foundation, the Department of Health and Human Services, the state of Texas, and many more. Areas of focus include reasoning and decision-making, the developing brain, standardizing a holistic measure of brain health, social cognition, biomarkers, Alzheimer's, sleep, MS, addiction, and others.

We have also helped launch the careers of dozens of young cognitive neuroscientists, including awarding more than 60 research grants through the Friends of BrainHealth.