

BRAINHEALTH[®] CONCIERGE EXPERIENCE

Welcome to Center for BrainHealth[®] – where you can learn how to build your own better brain. Discover the power of neuroplasticity including our best-in-class assessments, expert coaching, personalized feedback, and simple strategies to improve your brain health.

A new way to define, measure and improve brain health

BRAINHEALTH[®] INDEX

A novel, holistic metric of the brain's fitness – taken at least annually, the Index shows change over time, underscoring the brain's ability to improve

- Take the assessments – including 27 measures comprising 3 uniquely integrated factors that influence holistic brain health
- Debrief and set personal, actionable goals with your BrainHealth coach
- Track your progress – just like you do for other important indicators of health, with your personalized BrainHealth plan, hands-on coaching support and access to our online Dashboard

INNOVATIVE APPLICATIONS

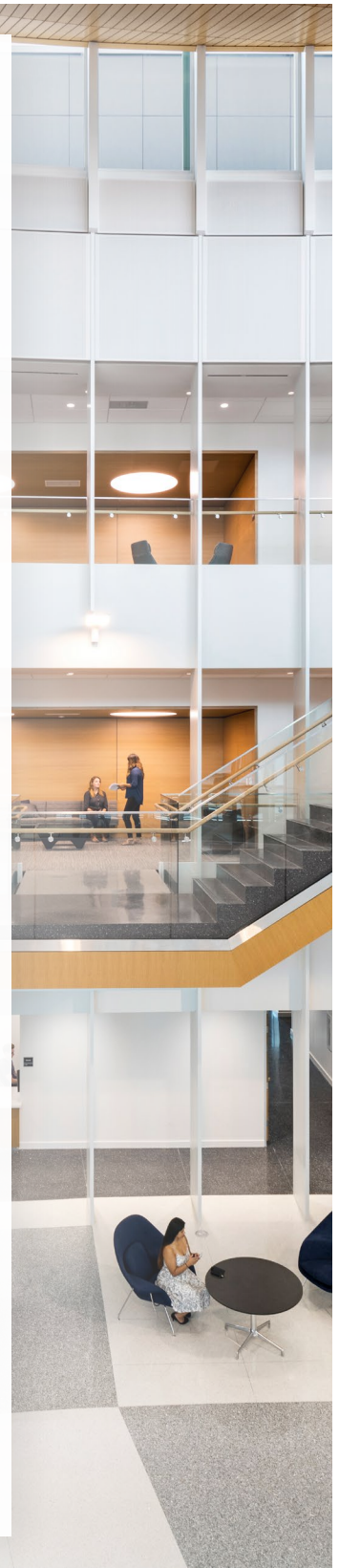
Translating leading-edge research to advance how you think, work and live

- Improve your brain's functions and strengthen resilience, agility, and endurance
- Calibrate mental resources to focus with precision on critical tasks and decisions
- Learn to optimize mental efforts by knowing when to use reflexive, "slow" thinking (versus automatic, gut-level, "fast" thinking) for decision-making or taking action
- Create dynamic habits to continually spark innovation and curiosity

YOUR BRAINHEALTH JOURNEY

Become the architect of your own better brain health

- Personalize your brain health roadmap and goals
- Gain ongoing access to our experts and coaches
- Leverage our leading-edge technology, research findings and training
- Design and chart your individualized progress



To schedule your visit, please contact:

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CENTER for
BRAINHEALTH[®]
THE UNIVERSITY OF TEXAS AT DALLAS

Your BrainHealth Roadmap

Each step of your personalized BrainHealth journey will focus on distinct goals, set with help from your BrainHealth coach. Your personal information and data will remain strictly confidential and owned by you.

DAY 1

Welcome to Center for BrainHealth and introduction to your BrainHealth coach

Take your BrainHealth Index

Lunch & Discussion:

- Brain health research - why get a brain health assessment now
- Cognitive neuroscience research – what we are learning
- The SMART™ protocol – how we transform innovative science into practical strategies
- Applications for our training – with participant success stories

Discuss BrainHealth Index results – including guidance on personalized goal-setting

Technology demo - experience tools used for research and public engagement

At each step of your personalized BrainHealth Plan, focus on distinct areas to elevate your brain performance.

Examples of periodic discussions you may have with your brain health coach include:

MONTH 1

'Brainpower of Double Double'

Raise the bar and extend the runway of your peak brain performance by learning ways to increase your cognitive reserve. As an elite performer, elevate your mental acuity and clarity even more.

MONTH 4

'Rise above the noise'

Uncover ways to maximize mental energy and minimize mental fatigue. Learn how to embrace change and harness stress to increase your mental edge and reduce busy-brain syndrome. Prioritize what is worth your daily strategic focus and effort.

MONTH 8

'Ultimate brain – increased wisdom with enhanced neural speed'

Explore avenues to activate and accelerate more expansive thinking and greater empathy. Learn how to be whole-brain creative to boost resilience and efficiency. Can you resolve issues more successfully by intentional effort to broaden perspective or think paradoxically?

ANNUAL FOLLOW-UP

Prioritize your next BrainHealth Index to enrich your experience, reveal your progress, and drive even greater performance.

All for \$750.



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