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**The 12 reasons a “doubting Thomas” doctor has continued to use Cogmed
to help youth and adults focus better**

- No other non-medication based approach** has comparable amount of scientific research
- Can **strengthen effects of medication** or help minimize medication usage
- Strongly **competitive with medication** and effects last longer (both Verbal & Visuo-Spatial aspects)
- Evidence supporting Cogmed includes **strongest research methodology** – double blind placebo-controlled studies
- Evidence** supporting Cogmed at **three levels**: brain imaging, neuropsychological, and behavioral
- Targets the root** of the problem in the brain by correcting impaired neurological pathways
- In doing so, **builds transportable cognitive** skills vs. dependence on medication
- Vast majority of research is **NOT** funded by Cogmed (independent validations)
- Unparalleled scientific interest** (in working memory area): Over 120 studies: 40 published, 80 ongoing
- Leverages neuroplasticity in novel way: graded algorithm for **systematically intense** workouts
- Minimizes subjectivity** with data analytic dashboard always viewable by anyone
- Lasting effects** far beyond treatment regimen (3, 6, 9 & 12 months after often durable improvements)