



Improve your child's ABCs: Attention, Behavior, and Capacity to Learn with Cogmed Working Memory Training



What is working memory and why is it important?

Working memory is an executive function that allows the brain to store information for a short time then allows a person to manipulate the information to complete tasks, solve problems, and answer questions. Research shows that poor working memory underlies problems with inattention and learning and is a key indicator of academic success or failure.*

Children with poor working memory struggle to stay focused and often find their minds wandering. In school, they may not listen, blurt out answers without being called on, and distract others. Their grades are often poor and they can have difficulty learning, especially reading and math, even when giving their best effort.



What is Cogmed?

Cogmed Working Memory Training® is an online cognitive training program that improves working memory in 8 out of 10 people who use it.* Thousands of parents of children with ADHD, learning disabilities, and cognitive deficits associated with working memory have turned to Cogmed for one simple reason: it works! They are tired of inattention interfering with their child's everyday activities and spending time and money on ineffective treatments.

The pool of available published research on Cogmed is constantly growing. There are now over 50 published, peer-reviewed studies done on Cogmed.



What makes Cogmed so successful?

As a parent reading this, you know better than anyone that children who struggle to pay attention in school and stay focused in their daily lives need consistent reinforcement and support. Under the guidance of a trained, qualified coach, this encouragement and support are always there with Cogmed.

Cogmed's adaptive algorithm produces a customized and personalized learning experience for your child. The program constantly challenges your child to work harder and if they stick with it, 8 out of 10 will see sustained improvements in working memory and attention*.

Learning outcomes in reading and math improve for many underperforming students following Cogmed Working Memory Training*

Working memory can be improved

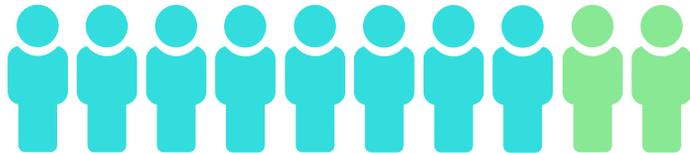
Cogmed delivers substantial and lasting results that have real-life applications. Many users tell us this often translates into better interpersonal relationships at home and school, improved performance, and more self-awareness and confidence.

Cogmed uses a coach-driven model

There are many programs out there for which you pay money and are left to your own ambitions to complete. This is a difficult proposition. Our subscribers tell us that having a coach to explain their progress and keep them motivated to succeed plays a big role in the success of Cogmed. In fact, our customer data and clinical research demonstrate that:



80% of participants experience about a 30% reduction in measures of inattention.



80% of participants improve their working memory by about 30%

Where can my child work on Cogmed?

After the initial consultation, which is usually done face-to-face in a clinician's office, Cogmed can be accessed from home or anywhere else that has an internet-enabled computer, iPad, or Android tablet. The program is available any day, any time, so it easily fits into your child's schedule. Numerous available training protocols that vary the length and number of Cogmed sessions required add to its flexibility.



What Others are Saying

"By expanding working memory, Cogmed creates a potential for change in ADHD that is unmatched by any other intervention including medications."

Tracy Ware, MD

"We can actually quote that there is an 80% chance you'll get enough of an improvement doing this program that your life will actually improve. That can't be said about any other intervention for cognitive function in the United States today."

Arthur Lavin, MD

Can I follow my child's progress?

Absolutely. Our online reporting system allows you to track your child's performance on Cogmed anytime you want. Look at the Cogmed Progress Indicator (CPI) to see your child's success in the areas of working memory, following instructions, and mathematics. Plus, your Cogmed coach checks in weekly to make sure you are on track.

How can I get started with Cogmed?

Talk to your Cogmed Qualified Practitioner today to learn more about the effectiveness of this program and see how your child can benefit. Cogmed is the non-medicated approach to working memory issues that offers lasting results.

To learn more and share the news about Cogmed Working Memory Training, www.cogmed.com/consumers and our social sites. You can also view our consumer webinar at <http://www.cogmed.com/calendar>



*Justification for claims made about Cogmed can be found at www.cogmed.com/research where you can view and download our latest Claims & Evidence Document.

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