

# BRAINHEALTHY WORKPLACE™



## Brainomics™:

The immense economic benefits of maximum brain performance ... and the high cost of low brain performance

Workplace stress is at epidemic levels: more than 30% of U.S. employees experience chronic job-related stress\*, with an estimated economic cost of \$300B\*\*. How does chronic stress harm us?

- Is toxic to neurons in the hippocampus (center for memory and new learning)
- Lowers dopamine, our feel-good neurotransmitter
- Impairs thinking and slows neuroplasticity (the brain's ability to adapt)
- Hyperactivates the "fight or flight" amygdala
- Reduces fluid intelligence
- Increases brain atrophy
- Causes people to be error-prone and shallower thinkers; distractibility costs U.S. companies an estimated 15% in lost productivity each year\*\*\*

Keep chronic stress and burnout at bay.  
Boost your team's agility, adaptability,  
efficiency, productivity and performance.

The comprehensive, customized BrainHealthy Workplace program provides education and practical tools – grounded in demonstrated science – that enhance brain health and performance professionally and personally.



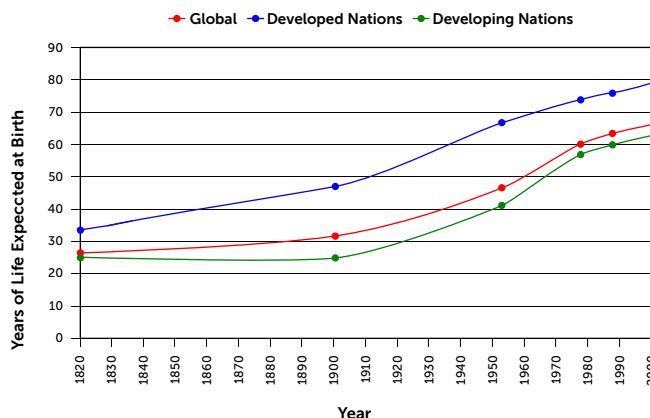
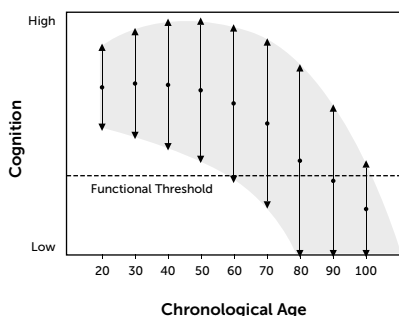
\* The United States of Stress 2019. Everyday Health.

\*\* Stress and Health Disparities. 2017. American Psychological Association.

\*\*\* Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity. 2017. *Journal of the Association for Consumer Research*.

# On average, we are outliving our peak brain years by 20 years.

But science has shown that we can counter the typical effects of age-related decline by tapping into the brain's lifelong ability to get stronger and work better.



Source: Indur M. Gokhale, "The Improving State of our World" Washington, DC, Cato Institute, 2007. 35. France used as a proxy for Developed Nations 1900 and earlier.

## Brain training works – the science is clear.

In randomized clinical trials with healthy adults over 50\*:

**8% ↑**

CEREBRAL BLOOD FLOW

**23% ↑**

CAPACITY FOR COMPLEX REASONING



DECADES OF "YOUNG BRAIN" FUNCTION REGAINED THROUGH INCREASED NEURAL EFFICIENCY

In a randomized clinical trial with individuals (primarily military and veterans) with chronic-stage traumatic brain injury\*\*:

**43% ↓**

STRESS LEVELS

**58% ↓**

DEPRESSIVE SYMPTOMS

In a 12-week study of healthy adults ages 18 to 87\*\*\*:

**80%**

SHOWED POSITIVE CHANGE IN BRAINHEALTH INDEX

**50%**

SHOWED AT LEAST A 10% BRAINHEALTH INDEX INCREASE



THE ABILITY TO CREATE OR SUSTAIN CHANGE DID NOT DEPEND ON AGE

Center for BrainHealth is a cognitive neuroscience research center. Research results and participant testimonials are provided for informational purposes only and do not constitute a promise or guarantee of future results. We are not a mental health or medical provider, and our events, programs, and content should not be construed as offering mental health or medical advice.

\* Chapman, SB, et al. 2015. "Neural mechanisms of brain plasticity with complex cognitive training in healthy seniors." *Cerebral Cortex*.

\*\* Vas et al. 2015. "Reasoning training in veteran and civilian traumatic brain injury with persistent mild impairment." *Neuropsychological Rehabilitation*.

\*\*\* Chapman, SB, et al. 2021. "A novel BrainHealth Index prototype improved by telehealth-delivered training during COVID-19." *Frontiers in Public Health*.

Enhance leadership development.  
Provide a meaningful wellness benefit.  
Give your organization a competitive edge.

The BrainHealthy Workplace program is based on Strategic Memory Advanced Reasoning Tactics (SMART™), a proprietary methodology developed and tested by BrainHealth researchers and other teams over the past three decades, focused on teaching strategies that strengthen the brain's frontal networks.



## How it works:



Get baseline,  
periodic testing  
via BrainHealth Index



Create personal/team  
game plan in  
Think-and-Do Tanks



Engage in  
weekly online  
practices



Learn brain-healthy  
strategies with self-paced  
online modules

Internal champions receive early training to encourage broader participant engagement and empowerment.

The program can be delivered as a hybrid, with both virtual and in-person elements.



Individual progress is charted by periodically getting a **BrainHealth Index** – a proprietary, holistic measure of the brain's current health and performance levels obtained through a comprehensive set of 27 assessments.

Individual feedback and BrainHealth Index metrics are **CONFIDENTIAL**. Only de-identified, aggregate data are shared with leadership to track engagement and measure progress against previously established Key Performance Indicators (KPIs).

FOR MORE INFORMATION: [centerforbrainhealth.org/brainhealthy-workplace](https://centerforbrainhealth.org/brainhealthy-workplace)