

Cogmed Working Memory Training™

Fact Sheet 2011



Working Memory Training

An evidence-based intervention for improved working memory

Cogmed Training

Cogmed Working Memory Training is an evidence-based program for helping children, adolescents, and adults sustainably improve attention by training their working memory.

The program is based on strong scientific research, is delivered under the supervision of a **qualified Cogmed Coach**, and can be done either in the convenience of the client's home or at a designated healthcare facility.

The complete program includes:

- Initial interview
- Start-up session
- Five weeks of training with weekly coach calls
- Wrap-up meeting
- Six month follow-up interview
- Access to the Cogmed Training Web
- Cogmed Extension Training (12 months)

Provided by a national network of attention specialists, all qualified by Cogmed.

Computer-based training, using a PC at home or at a designated healthcare facility.

Software adjusts complexity level for each exercise, in real time, for maximized training effect.

25 training sessions of 30-40 minutes each, done over 5 weeks.

Supported by a **Cogmed Coach** who leads the training, tracks results, and gives support and motivation.

User/family sets the training schedule with the Cogmed Coach, with plenty of flexibility.

Cogmed Training Web gives all users online access to their own training results and progress status.

Cogmed Extension Training allows the user to further sharpen the acquired capacity and to verify how the results hold over time.

Cogmed Programs

Cogmed Working Memory Training is built around three easy-to-use and age-specific software applications.

Cogmed **JM** Pre-school

Younger children use their working memory for a number of things, such as focusing on and following instructions, and remaining seated to complete independent activities.



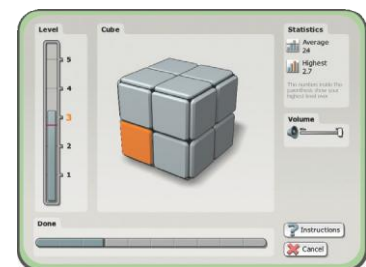
Cogmed **RM** School age

Working memory is crucial for children and adolescents in school and socially. Reading, solving math problems, planning, and following a conversation all rely on working memory.



Cogmed **QM** Adult

Working memory in adult and professional life is critical for challenges such as planning, focusing, resisting distraction, and meeting deadlines.



To learn more about our programs and about working memory, visit www.cogmed.com.

Cogmed In Your Area

Australian Gifted Support Centre

Helen Dudeney MED, COGE
Educational Consultant

Unit J2 & J3, 22 Powers Road, Seven Hills 2147

P O Box 500 Winston Hills 2153

SYDNEY - NSW, Australia

Phone: 0417 208 562

Email: enquiries@australiangiftedsupport.com

Web Site: www.australiangiftedsupport.com

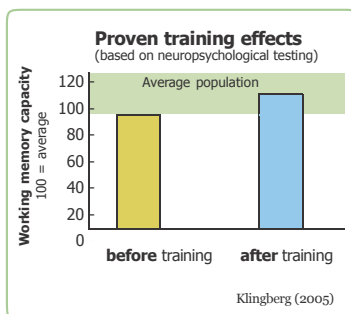
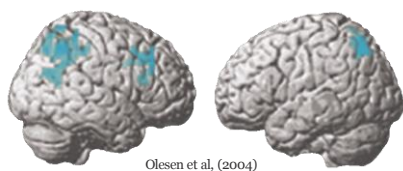


Research

Studies consistently show that most people with attention deficits have a working memory deficit. That holds true for attention problems due to ADHD, traumatic brain injury, normal aging, or general deficits from working memory overload; it is also true for milder concentration problems.

Research also shows that deficits in working memory are related to poor academic or professional performance. Conversely, strong working memory capacity is closely correlated with fluid intelligence.

Research shows increases in task-related prefrontal and parietal brain activity¹ (blue) following training

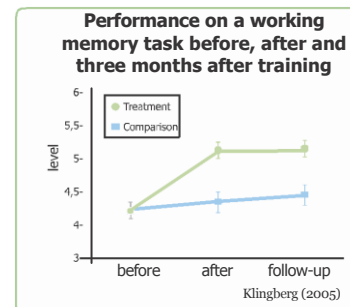


A substantial and growing body of work documents the efficacy of Cogmed Working Memory Training. Most notably, Klingberg's 2005 study on school age children with ADHD showed it to be effective in a placebo-controlled, multi-center trial.

There were statistically and clinically significant treatment effects on non-trained measures of working memory, response inhibition and complex reasoning.

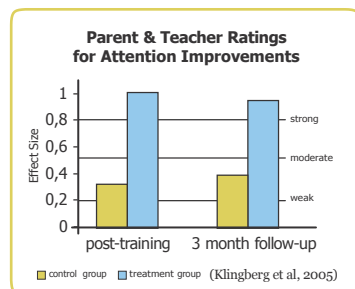
Substantial and lasting reduction of attention problems following training-induced working memory improvements is a research breakthrough.

Leading American and European research teams have now replicated the research using Cogmed products and protocol. They have presented results at several research conferences. For the latest results and research posters, visit www.cogmed.com/research.



Benefits

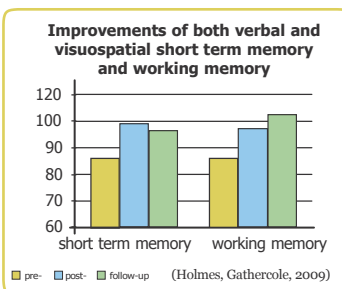
Working memory is critical for focusing, appropriately shutting out distractions, and for complex thinking. Improved working memory capacity generalizes to improved attention, and impulse control. 8 of 10 users who complete training show measurable effects.



Children - Research and clinical data show improved grades following Cogmed training. Parents and teachers also report improved social skills, taking initiative, remembering instructions, and completing assignments more independently.

The objective is better academic results, particularly in reading comprehension and math.

Talk to the Cogmed Qualified Practice of your choice to learn more about the research and how you or your child may stand to benefit from Cogmed training.



Adults - By training your working memory, you will be better able to stay focused, ignore distractions, plan next steps, remember instructions, and start and finish tasks.

The objective is better professional performance and attentional stamina.

The Cogmed Network

Cogmed Working Memory Training is available in all of North America through a network of Cogmed Qualified Practices. There are now more than 180 practices, each practice trained and qualified by Cogmed. All are headed by a licensed psychologist or physician. They work closely with their coaching staff to ensure the highest level of quality in all trainings.



About Cogmed

Cogmed was founded in 2001 by neuroscientists at the Karolinska Institute in Stockholm, Sweden. Cogmed training has been in successful use in Sweden since 2003 and in the United States and Canada since 2006. The Cogmed system is now applied in more than 20 countries and 10 languages.

In 2010, Cogmed joined the Clinical Assessment Group of Pearson. Pearson is the world's leading education company, providing educational materials, technologies, assessments, and related services to teachers and students of all ages. Learn more at www.psychcorp.com.

Available through a national network of qualified providers.

For more information about Cogmed, visit www.cogmed.com.

For any questions, call 1-888-748-3828.

For research references and more information, please see www.cogmed.com/research.

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Working Memory Training

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ALWAYS LEARNING