



Are problems with inattention impacting your job performance and disrupting your life? Is it time for a change?

You may have a problem with your working memory.



What is working memory and why is it so 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.

Have you ever walked into a room and wondered what you came there for? Is it difficult to stay focused in meetings or on conference calls? These can be signs of poor working memory. Cogmed addresses these and other difficulties with working memory, and we have a strong record of success.

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 people with ADHD, learning disabilities, and other cognitive deficits caused by poor working memory have turned to Cogmed for one simple reason: it works! They are tired of inattention interfering with their everyday activities and wasting time and money on ineffective treatments. We understand the problems these individuals face and are pleased to offer Cogmed, a research-based solution that produces measurable results.

What makes Cogmed so successful?

If you are reading this, chances are that you know better than anyone what it is like to struggle to pay attention and stay focused in your daily life. Through its network of approved and trained coaches, Cogmed provides the consistent reinforcement and support you will need to complete the program and get your maximum benefit out of those Cogmed sessions. In fact, using Cogmed leads to sustained improvements in working memory and attention for users ranging in age from childhood to adulthood.*

Cogmed is research-based. Over fifty independent, published, peer-reviewed studies show that Cogmed works. Learn more at [cogmed.com/research](https://www.cogmed.com/research).

Your 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 work, improved productivity, 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. Cogmed is different. With Cogmed you get a coach. 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 the program. 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%

Is this forgetfulness normal?

After the age of 26, working memory deteriorates by about 1-2% per year. Cogmed has the potential to help people train and regain some of that working memory capacity. In fact, adult Cogmed users report improved functioning in daily life after Cogmed.*

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

How can I get started with Cogmed?

Talk to your Cogmed Qualified Practitioner today to learn more about the effectiveness of Cogmed and see how you can benefit.

To learn more and share the news about Cogmed Working Memory Training, visit www.cogmed.com/consumers and our social sites.



**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.*

Your Cogmed Qualified Practitioner is :

