

INSIDE:

SEE WHAT BRAIN TRAINING HAS DONE FOR PAST CLIENTS STRUGGLING WITH ATTENTION, LEARNING, READING, AND REMEMBERING

Attention Issues
Adult Students
College Students
Preschoolers
First Graders
Advanced Students
Reading Problems
Dyslexia
Struggling Students
Memory
Math Skills
Senior Adults
Athletes
Career Adults
College Prep
PDD
and much more...

5 Things You
Need to Know
About Brain
Training
pages 4-5

Brain Training

What it is, how it works, and
why you should care.



LearningRx®



Brain Training

What it is, how it works, and why you should care.

- “I noticed my younger son struggling more than my older son ever had. The turning point for me was when I would hear him call himself ‘stupid.’ I am so grateful that we took action. I have watched Jordan’s confidence and spirit rise as he masters tasks and learning becomes easier. He no longer feels defeated.”
- “Before LearningRx, my daughter had lost hope. Now she is confident and able to do what she wants to with her future.”
- “We have seen a spark in our son we haven’t seen before. We think we will reap the benefits for a long time.”
- “I had just turned 54 and was really struggling with brain fog, as well memory, and focus. Eighteen weeks later, I felt like a new woman. The difference has been life changing.”

What made the difference?

These children and adults—like thousands of others—have been touched by the power of one-on-one brain training.

What is one-on-one brain training?

One-on-one brain training pairs clients with their own personal brain trainers for fun, challenging mental exercises. These exercises, done in the context of this kind of interactive training relationship, strengthen the core cognitive skills the brain uses to think and learn. In fact, studies show that LearningRx brain training not only improves cognitive performance, it even raises IQ scores by an average of 15 standard points!

If you are interested in learning more about brain training, call LearningRx today.

How does it work?

Brain training consists of revolutionary techniques that identify, target, and strengthen weak cognitive skills including visual processing, auditory processing, logic & reasoning, attention, processing speed, and two kinds of memory. When these skills are strong, learning is easier. But when even one of these skills is weak, it can lead to chronic struggles with learning, reading, paying attention, and more.

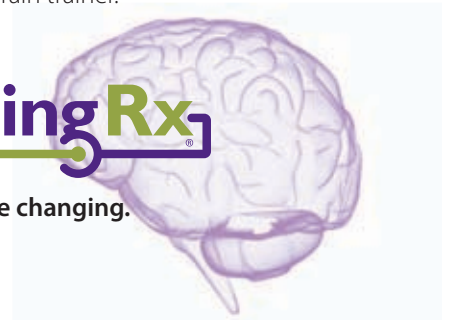
Choose the right training.

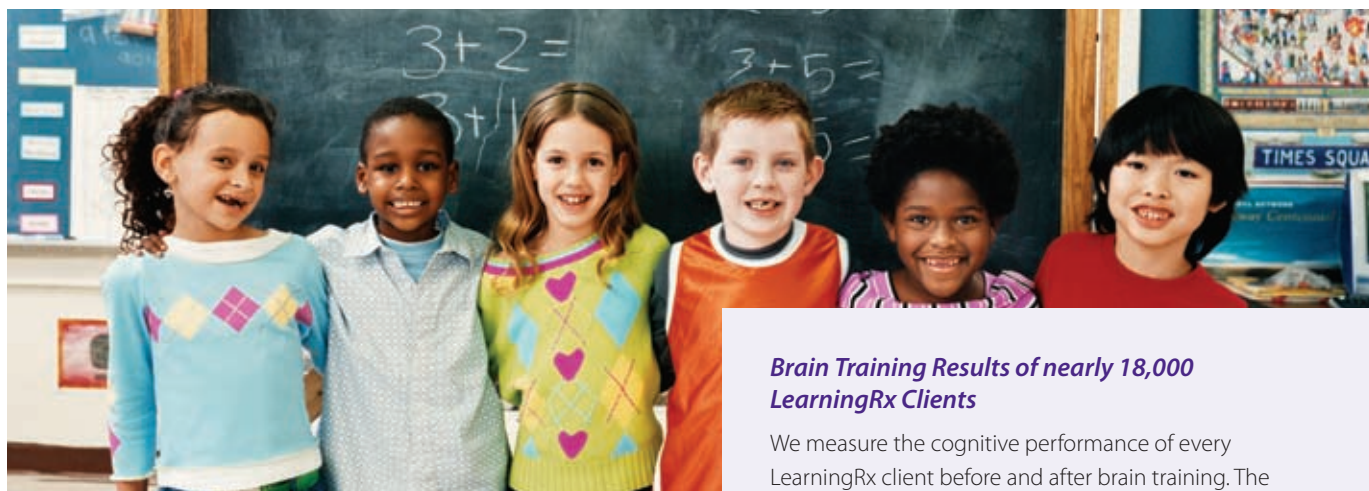
At LearningRx, we use a comprehensive Cognitive Skills Assessment to measure the cognitive performance of each new client. The results of the assessment allow us to identify specific weaknesses, then target those weaknesses with customized training delivered one-on-one by a personal brain trainer.



LearningRx

Brain training is life changing.





My Personal Journey



Does your child struggle to learn or read? I understand, because I, too, struggled with reading when I was in school.

As a child, I simply could not read fluently. Back then, little was known about the specifics of learning and reading struggles; I was on my own.

Nothing I learned seem to “stick.” I did well on weekly spelling tests, but always failed the six-week reviews. I couldn’t sound out words, or remember things very well. By today’s standards, I would be labeled dyslexic.

Despite the difficulty, I compensated for my weaknesses. Working excessively hard, I persevered through a professional graduate program and opened a practice as a pediatric vision specialist.

Over the years I learned that I wasn’t unique in my reading struggles. This motivated me to co-create the cognitive skills programs that form the foundation of LearningRx today. Our brain training programs have succeeded beyond my expectations.

With advancements in research and new innovations in training, accepting labels, settling for low learning potential, or simply compensating for learning problems are no longer your only options. Simple testing can identify the cognitive weaknesses at the root of most learning struggles, then one-on-one brain training can strengthen those weak skills.

Take a look at what LearningRx can offer, then give us a call. It’s time to stop struggling.

Dr. Ken Gibson
LearningRx Founder
and CEO

Brain Training Results of nearly 18,000 LearningRx Clients

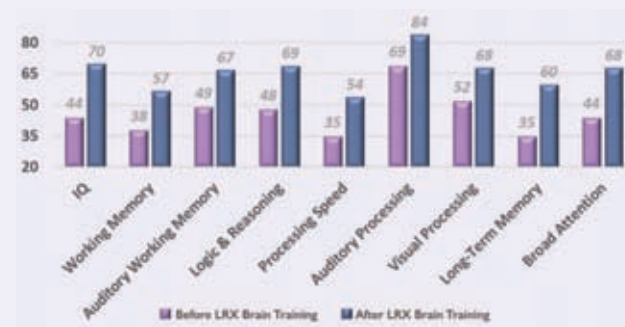
We measure the cognitive performance of every LearningRx client before and after brain training. The chart at the bottom of this page shows the average gains experienced by 17,998 LearningRx clients who completed our program between 2010 and 2015.

Improvements are represented in percentiles. Percentiles show where someone would rank in a group of 100 of their peers, with 50 being average. In other words, if 100 students lined up according to how well they performed on a test, a student in the 25th percentile, for example, would be number 25 from the bottom end of the line, having scored better than (or equal to) 25 of the other students (and not as well as the remaining 75).



Among nearly 18,000 clients who completed one of our programs, the largest improvements were seen in IQ, with LearningRx clients “moving up in line” an average of 26 percentile points (or gaining an average of 15 standard IQ points!). Following closely were impressive gains in long-term memory, attention, auditory processing, and logic & reasoning. See all the improvements below:

Cognitive Improvements of 17,998 LearningRx Clients Who Completed Training between 2010–2015



**Based on past LearningRx clients. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results.*

The Facts Behind Brain Training

5 keys to stronger mental performance through brain training

1. COGNITIVE SKILLS make thinking and learning possible.

Specific brain functions (cognitive skills) are the foundation for all learning. Strong skills naturally foster faster and easier learning. The following are key cognitive skills the brain uses to learn and perform:

- **Attention**
Pay attention over time and despite distraction
- **Processing Speed**
Think more quickly and efficiently
- **Working Memory**
Hold on to and use information during the learning process
- **Auditory Processing**
Distinguish, blend, and segment sounds accurately
- **Visual Processing**
Create and picture mental images while thinking or reading
- **Logic & Reasoning**
Associate concepts and images accurately when problem solving
- **Long-Term Memory**
Efficiently recall facts and stored information

2. COGNITIVE WEAKNESSES impact how the brain thinks and learns.

Studies show that the majority of struggles with learning or performing are caused by weak cognitive skills. Here are examples of symptoms linked to specific cognitive skill weaknesses:

| Weakness | Symptom |
|---------------------|--|
| Attention Skills | Can't focus; easily distracted |
| Processing Speed | Tasks take a long time to finish |
| Working Memory | Difficulty following directions; lots of starting over |
| Auditory Processing | Poor reading, comprehension, and spelling |
| Visual Processing | Math word problems are hard; poor comprehension |
| Logic & Reasoning | Low problem-solving and organization abilities |
| Long-Term Memory | Poor recall of previously learned information |

3. COGNITIVE TESTING is the first step to identifying what is causing the struggle.

Measuring the performance of each cognitive skill is the first step to identifying specific weaknesses that may be making learning (and life!) harder than it needs to be. LearningRx offers a comprehensive Cognitive Assessment that takes about an hour and provides a detailed look at how the brain is performing. Once weak skills are identified, they can be trained and strengthened.

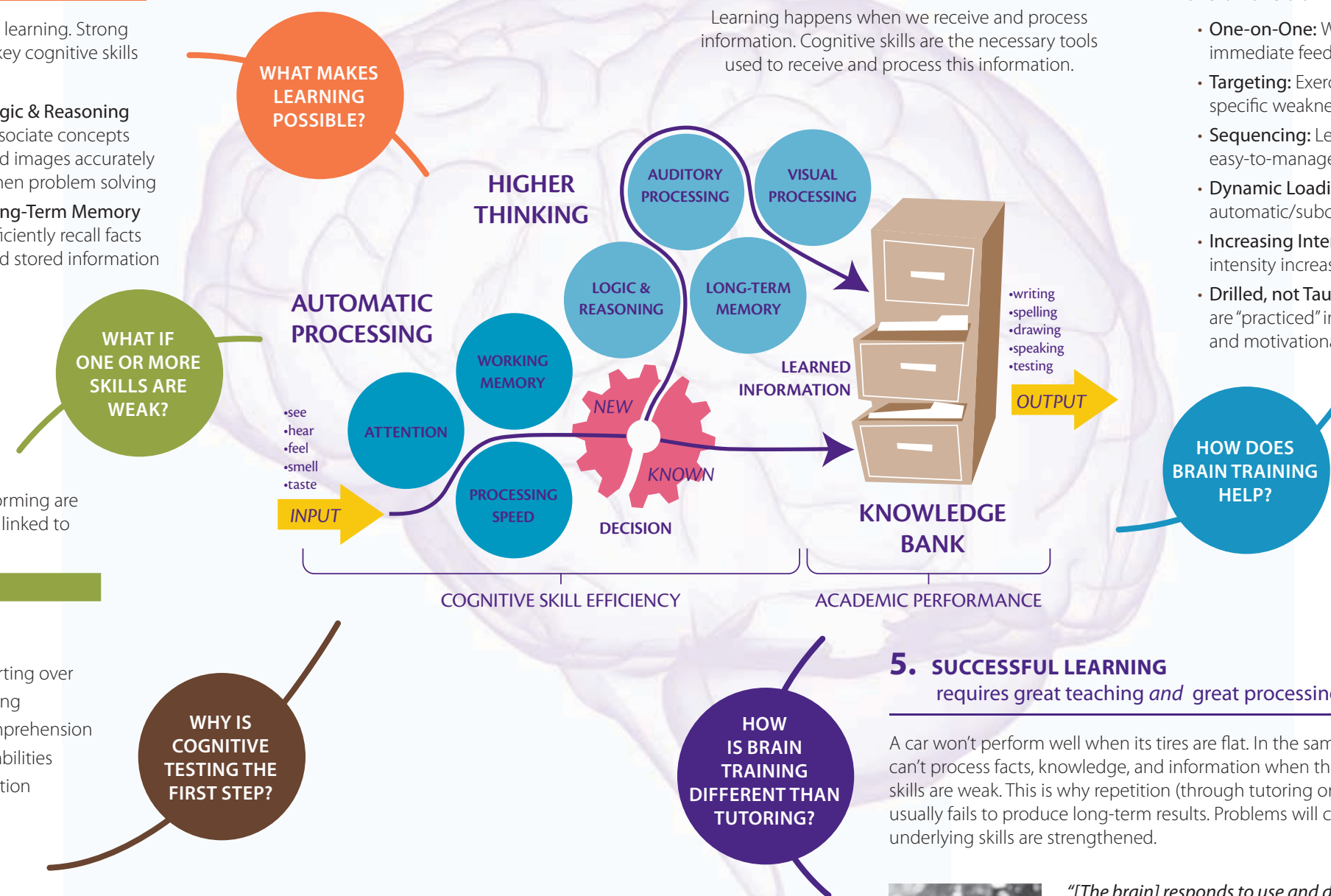
4. BRAIN TRAINING strengthens weak skills.

Brain training targets and strengthens key learning skills, and here are the training elements that make one-on-one brain training so effective:

- **One-on-One:** Working with a trainer promotes immediate feedback and personal progress
- **Targeting:** Exercises are customized to target specific weaknesses for greater effectiveness
- **Sequencing:** Levels get increasingly difficult in easy-to-manage increments
- **Dynamic Loading:** Drives skill improvement into automatic/subconscious levels
- **Increasing Intensity:** Improvements occur as intensity increases
- **Drilled, not Taught:** Non-academic exercises that are "practiced" instead of "taught" make training fun and motivational

How Do We Learn?

Learning happens when we receive and process information. Cognitive skills are the necessary tools used to receive and process this information.



5. SUCCESSFUL LEARNING requires great teaching and great processing skills.

A car won't perform well when its tires are flat. In the same way, students can't process facts, knowledge, and information when their underlying skills are weak. This is why repetition (through tutoring or reteaching) usually fails to produce long-term results. Problems will continue until the underlying skills are strengthened.



"[The brain] responds to use and disuse by either growing and remaining vital or decaying, and thus, for the first time, we are learning to see mental weaknesses as physical systems in need of training and practice."

— **DR. JOHN J. RATEY, MD**
Harvard Medical School, *A User's Guide to the Brain*



Watch animated video.
Scan with smartphone.

What you need to know about the impact of LearningRx brain training on past clients with:

ADHD and Attention Issues



Attention is a skill that can be trained.

While we do not diagnose or treat ADHD, our programs have improved the cognitive performance of clients with many diagnoses, including ADHD.

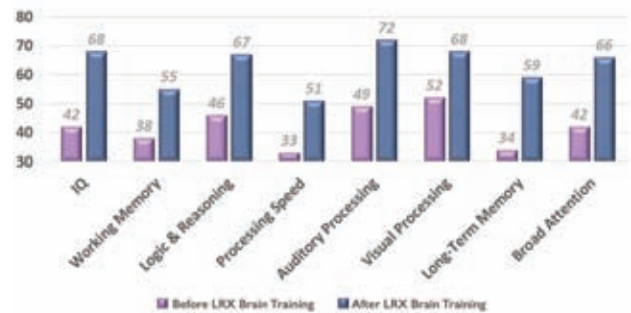
Over a six-year period, 5,416 children and adults came to LearningRx with the diagnosis of ADHD. We measured the cognitive skills of these clients before and after brain training.

Here's what we learned:

- Among 5,416 clients who came to us with ADHD, the mean age was 12 years, and the largest improvements were seen in IQ, long-term memory, broad attention, and auditory processing.
- Broad attention skills improved an average of 24 percentile points following LearningRx brain training.
- IQ scores improved by an average of 15 standard points after LearningRx brain training.

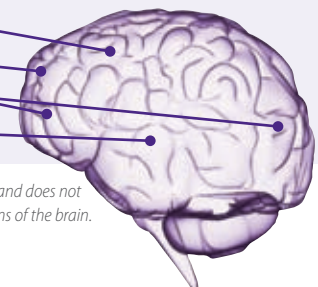
Cognitive Improvements Among LearningRx Clients with ADHD*

(Shown in Percentiles)



Train These Key Skills to Improve Attention

- Short-Term Memory
- Attention Skills
- Executive Function
- Processing Speed



Skill location only for illustrative purposes, and does not indicate skills are necessarily in those regions of the brain.

*Based on past LearningRx clients. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

What you need to know about the impact of LearningRx brain training on past clients with:

Reading Problems and Dyslexia



Most reading struggles are caused by the same cognitive weakness.

Reading struggles impact every area of learning and life. Over a six-year period, 2,112 children and adults came to LearningRx with dyslexia and/or reading struggles. We measured the cognitive performance of these clients before brain training, and again after brain training, paying special attention to the cognitive skills associated with auditory processing, since weak auditory processing is at the root of 85% of reading struggles.

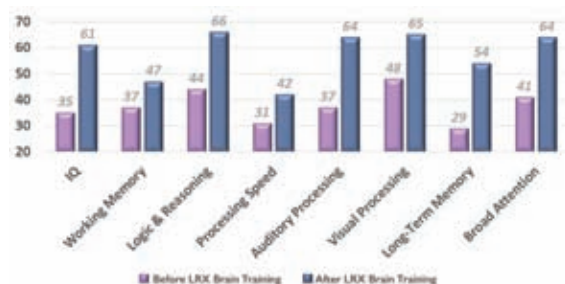
Here's what we learned:

- Among 2,112 clients who came to us with reading struggles and/or dyslexia, the mean age was 11.9 years, and the largest gains were seen in auditory processing, IQ, long-term memory, and broad attention.
- Auditory processing skills improved an average of 27 percentile points following LearningRx brain training.
- The average gain in age-equivalent cognitive skill performance was 3.6 years.
- The average gain in IQ was 13 standard points.

*Based on past LearningRx clients. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

Cognitive Improvements Among LearningRx Clients with Dyslexia or Reading Struggles

(Shown in Percentiles)



Why Auditory Processing is a Big Deal for Struggling Readers

Auditory processing is the skill the brain uses to identify and segment sounds, which are critical for reading success. In fact, studies show that 85% of struggling readers have weak auditory processing skills.

What you need to know about the impact of LearningRx brain training on past clients with:

Traumatic Brain Injuries



Strong cognitive skills make life easier.

Many victims of traumatic brain injuries (TBI) experience changes in cognitive performance, leaving victims and their families struggling with what to do next. While we do not diagnose or treat TBI, our programs have improved cognitive performance for clients with many diagnoses, including TBI.

Over a six-year period, 273 children and adults came to LearningRx diagnosed with TBIs. We measured the cognitive skills of these clients before and after brain training.

Here's what we learned:

- Among 273 clients with TBI, the mean age was 25 years, and the largest gains were seen in long-term memory, IQ, auditory processing, and broad attention.
- Long-term memory skills improved an average of 24 percentile points following LearningRx brain training.
- IQ scores improved by an average of 10 standard points after LearningRx brain training.

*Based on past LearningRx clients. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

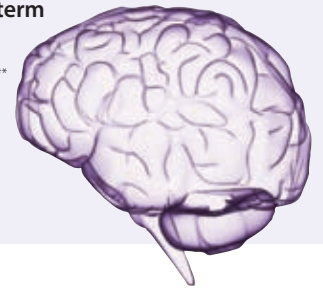
**These are actual results experience by a real LearningRx client. Results may not be typical. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results.

TBI Case Study

A 34-year-old LearningRx client, suffering effects from an IED blast in Iraq, experienced dramatic cognitive skills gains after completing 18 weeks of custom brain training.

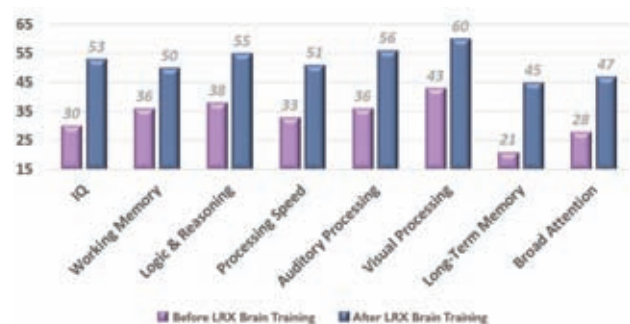
His largest gains were in **short-term memory (77 points)** and **working memory (70 points)****.

In this soldier's case, these gains produced **life changing improvements**.



Cognitive Improvements Among LearningRx Clients with TBI*

(Shown in Percentiles)



What you need to know about the impact of LearningRx brain training on past clients with:

Learning Disabilities



No one should miss out on the joy of learning.

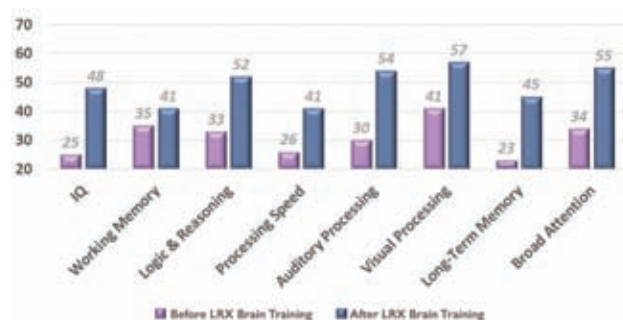
Over a six-year period, 2,003 children and adults came to LearningRx struggling with learning disabilities. We measured the cognitive performance of these clients before brain training, and again after brain training.

Here's what we learned:

- Among 2,003 clients who came to us with learning disabilities, the mean age was 13 years, and the largest improvements were seen in overall IQ, auditory processing, long-term memory, and broad attention.
- Auditory processing, foundational for reading success, improved an average of 24 percentile points.
- The average gain in age-equivalent cognitive skill performance was 3.3 years.

Cognitive Improvements Among LearningRx Clients with Learning Disabilities*

(Shown in Percentiles)



Learning Struggles Have a Cause

Learning struggles don't have to remain a mystery. Because most learning struggles are caused by weak cognitive skills, a comprehensive cognitive assessment is often a great next step.



*Based on past LearningRx clients. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

What you need to know about the impact of LearningRx brain training on past clients on:

The Autism Spectrum

Brain training can be life changing.

While we do not diagnose or treat autism, our programs have improved cognitive performance for clients with many diagnoses, including this one.

Over a six-year period, 857 children and adults came to LearningRx who were on the autism spectrum. We measured the cognitive skills of these clients before and after brain training.

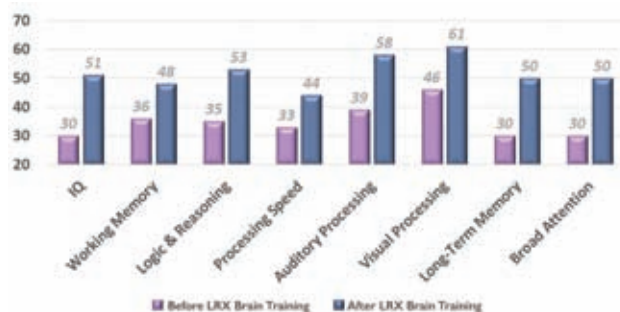
Here's what we learned:

- Among clients who came to us diagnosed with autism spectrum disorder, the mean age was 13 years, and the largest gains were seen in IQ, long-term memory, broad attention, and auditory processing.
- Long-term memory skills improved an average of 20 percentile points following LearningRx brain training.
- The average gain in age-equivalent cognitive skill performance was 3.1 years.



Cognitive Improvements Among LearningRx Clients on the Autism Spectrum*

(Shown in Percentiles)



*Based on past LearningRx clients. You may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

Why LearningRx Programs Are Great for Kids and Adults on the Autism Spectrum:

LearningRx brain training sessions are:

- One-on-one
- Fun
- Challenging
- Structured
- Encouraging
- Rewarding



What you need to know about the impact of LearningRx brain training on:

Adults Over the Age of 50



The brain is never too old to change.

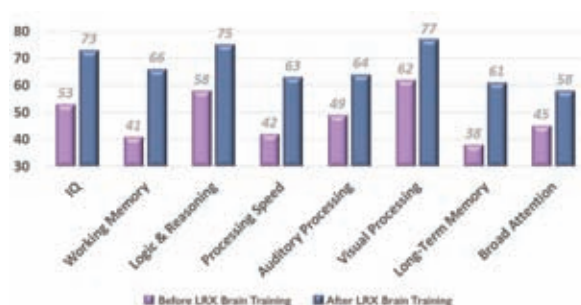
Over a six-year period, 262 adults over the age of 50 came to LearningRx. We measured the cognitive performance of these clients before brain training, and again after brain training.

Here's what we learned:

- Among 262 clients over the age of 50, the mean age was 60 years, and the largest gains were seen in working memory (also known as short-term memory), long-term memory, processing speed, and IQ.
- Working memory improved an average of 25 percentile points following LearningRx brain training.
- The average gain in IQ was 19 standard points.

Cognitive Improvements Among LearningRx Clients over the age of 50*

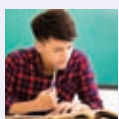
(Shown in Percentiles)



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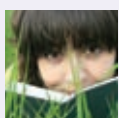
Is Someone You Love Struggling? Are You?

We call it brain training. Clients and families call it life changing.



Struggling Students:

Studies show that most learning struggles are caused by weak cognitive skills. LearningRx brain training identifies those weak skills, then strengthens them.



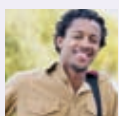
High-Achieving Students:

Brain training maximizes already strong learning skills. Even children and adults with strong cognitive skills see gains after LearningRx brain training.



Preschool to First-Grade Students:

LearningRx's LiftOff program identifies and trains hidden weaknesses before they can dampen enthusiasm, hinder learning, or create frustration.



College Students:

Brain training helps students hit their college years in stride. Strong cognitive skills are foundational to learning at every age, especially in the fast-paced college environment.



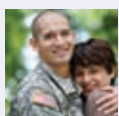
Career Adults:

Since cognitive skills don't always "catch up" with time, children who struggle often grow into adults who struggle. Brain training strengthens weak skills at any age.



Senior Adults:

When cognitive skills are strong, learning and life are just easier. And because the brain retains the ability to embrace improvements throughout our lives, people of all ages have benefited from LearningRx brain training.



Victims of Brain Injuries:

While LearningRx does not diagnose or treat TBI, our programs have improved the cognitive performance of people with many diagnoses, including TBI. Our programs target and train skills critical for memory, attention, processing speed, logic & reasoning, and more.

LearningRx

Have your child's skills tested. Call LearningRx today.

To find a center near you, visit:
www.learningrx.com

If your child is struggling, find out why!

Call LearningRx today and

SAVE \$50

on a Cognitive Skills Assessment

The first step is to schedule a Cognitive Skills Assessment. We can help, but not until you give us a call!

LearningRx

www.learningrx.com

With more than 80 centers, LearningRx is growing. Grow with us.

If you have a passion for changing people's lives, we invite you to explore the LearningRx Franchise opportunity. We are at the forefront of a new wave of educational thinking that actually transforms how people learn and read. Dedicated parents, professionals, and business people are excited about the power of brain training. You can be too! Call us at: **(719) 955-6708**, or visit learningrx-franchise.com

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