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PRESS RELEASE

BrainCare™, a New Computerized Testing Solution from NeuroTrax, Promotes Brain Wellness after Stroke and Traumatic Brain Injury

Scientific cognitive tests, evidence-based recommendations, and easy-to-read graphical reports empower healthcare professionals with an innovative tool for home-based wellness

WASHINGTON, D.C. and MODI'IN, Israel, June 10, 2014 – NeuroTrax, a pioneer and leader in the emerging brain wellness industry, today announced the global availability of BrainCare™, a cognitive assessment and report solution to aid clinicians in advancing brain wellness of stroke survivors and traumatic brain injury (TBI) patients.

Science-based BrainCare standardizes brain wellness assessment and tracking that measures progress toward regaining lost function. BrainCare's design provides structured patient assessment and reporting that also provide the healthcare professional with quality of care metrics related to brain exercises.

The user-friendly BrainCare assessment includes a standardized set of computerized tests to identify cognitive and psychosocial factors. These tests cover six major areas of memory and thinking, as well as mood and nervousness:

- Memory
- Executive Function
- Attention
- Visual Spatial
- Verbal Function
- Problem Solving

Test results are then used to generate easy-to-read graphical reports for both the clinician and the patient. Additionally, BrainCare provides evidence-based patient activity recommendations that help healthcare professionals align test results with the latest scientific research on brain fitness and wellness.

“Medical research supports brain exercise as a way to improve brain fitness. Since no two brain injuries are the same, it's important that patients have access to personalized cognitive assessments and fitness activities to advance their brain wellness. Our vision for BrainCare is to establish a standardized process in assessing and supporting brain wellness,” said NeuroTrax CEO Robert Pepper. “BrainCare is designed to support clinician workflow with a patient-centric solution to help manage and monitor patient brain fitness.”

BrainCare is based on peer-reviewed scientific studies indicating that cognitive exercises performed following stroke and traumatic brain injury can improve brain wellness. Combining the latest advances in computerized applications with research, BrainCare provides healthcare professionals with a solution to help patients address their uncertainty when faced with the prospect of living with the effects of brain injury:

- Provides clinicians with scientific cognitive tests to assess brain wellness across six brain functions
- Provides patients with personalized plan and recommendations for brain training activities based on current scientific research
- Increases the patient's motivation and participation using intuitive reports to monitor and track progress

“Over the past 25 years, there has been substantial progress in understanding factors essential to minimizing cognitive deficits after stroke and TBI. It is critical for patients to continue cognitive training over the long term in order to maximize their recovery,” said Dr. Richard D. Zorowitz, Chairman, Department of Physical Medicine and Rehabilitation, Johns Hopkins Bayview Medical Center, Baltimore, Maryland. “BrainCare holds great promise of facilitating brain fitness by providing accessible scientific cognitive assessment and intuitive reports for tracking progress.”

More information about BrainCare is available online at www.neurotrax.com/braincare.

ABOUT NEUROTRAX

NeuroTrax™ is strongly committed to brain wellness. The company is dedicated to high scientific standards, with over 75 peer-reviewed publications and research involving over 28,000 participants. Since 2000, the company has leveraged advanced technology to design computerized scientific tests for brain wellness. To learn more, please visit the company online at www.neurotrax.com.

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