

## **MEDIA ALERT**

### **New Version of Computerized Cognitive Testing Solution from NeuroTrax to Be Unveiled at 91<sup>st</sup> Conference of American Congress of Rehabilitative Medicine**

**WASHINGTON, D.C. and MODI'IN, Israel, Oct. 1, 2014** – NeuroTrax, a pioneer and leader in the emerging brain wellness industry, will be presenting its new BrainCare™ cognitive testing platform at the 91st annual conference of the American Congress of Rehabilitative Medicine.

Held this year in Toronto from 8-10 October, the ACRM 91st Annual Conference offers a wealth of resources related to brain injury, spinal cord injury, stroke, neurodegenerative diseases, pain, cancer and pediatric rehabilitation. New products and technology will be showcased, including the BrainCare computerized cognitive testing solution from NeuroTrax.

Science-based BrainCare standardizes brain wellness assessment and tracking that measures progress toward regaining lost function. BrainCare's design provides structured patient cognitive 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 seven major areas of memory and thinking:

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

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.

More information about BrainCare is available online at [www.neurotrax.com/braincare](http://www.neurotrax.com/braincare).

More information about the ACRM annual conference can be found online at [www.acrm.org/meetings/2014-annual-conference](http://www.acrm.org/meetings/2014-annual-conference).

#### 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](http://www.neurotrax.com).

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