

PRESS RELEASE

The Issue: Brain Health as we get older

Today's adults are different from their predecessors. They live longer, have lower disability rates, and are proactive in demanding higher levels of healthcare. And their numbers are swelling: the U.S. population of senior citizens is set to double in the next 25 years, reaching 72 million by 2030.

Brain health is a major issue for these millions of people, even when their brains are aging normally. More than ever before, older adults are looking for evidence-based guidance on how to best maintain their brain health. They are wise to do so: clinical research shows that early signs of age-related cognitive decline (defined as normal changes in cognition that accompany aging, e.g., memory lapses) can precede changes in activities of daily living (e.g., ability to manage finances), which in turn often precede changes in living situations (e.g., moving into assisted living).

Unique from other “brain training” approaches, the program Anova Senior Kare offers is based upon a specific, data-driven understanding of the root causes of age-related cognitive decline. These principles, incorporating the feedback of world-renowned neuroscientists and physicians, are referred to as **SAAGE**, and allow the Brain Fitness Program™ to directly improve fundamental brain function.

Insurers Understand the Value of the Brain Fitness Program™

Last year, Humana recognized the potential of and began offering it free of charge to millions of Medicare insureds. Now Penn Treaty—a leading long-term care insurance company—has come to a similar conclusion about the Brain Fitness Program™ value to its business and customers. Earlier this month, Penn Treaty announced that it will begin offering the Brain Fitness Program™ to thousands of policyholders. Stephen La Pierre, Sr. Vice President at Penn Treaty, pointed out that the offering could revolutionize the industry by highlighting a new role for long-term care insurers. “We need to be more than just a financial safety net,” he said. “Insurers also have a responsibility to coach policyholders in ways of living longer, healthier lives.”

By choosing to offer the Brain Fitness Program™, these insurers make their foresight clear. They have realized that improved brain fitness leads to better results all around. Locally owned and operated Anova Senior Kare is an Authorized Provider of the Brain Fitness Program™ for the Greater Metro DC Area. Jim Luce, Chief Operating Officer at Anova Senior Kare, says, “The Brain Fitness Program™ is another way we can help Seniors remain independent and in their own home. Frequently, a son or daughter of our Senior clients find the Brain Fitness Program™ significantly improves their cognitive abilities, too.”

SAAGE-Compliant Program Design		
SAAGE	What to look for to effectively improve cognitive function	Why this design feature SAAGE is essential
SPEED S	A training program that drives the brain to process information more quickly at the millisecond level	The aging brain slows down, becoming less able to keep up with the rapid pace of incoming information. It must relearn to take in this information at the speed of everyday life.
ACCURACY A	A training program that refines the brain's ability to accurately resolve the range of confusable inputs from basic to complex	The aging brain processes information less accurately, leading to problems correctly classifying confusable inputs. Those inputs must be resolved correctly.
ADAPTIVITY A	A training program that continuously adapts to challenge the individual on a trial-by-trial and session-by-session basis	Exercise challenge must be maintained at a precise level customized for an individual at each specific point in time in order to drive brain change.
GENERALIZABILITY G	A training program with specific design features, such as naturalistic stimuli and multiple stimulus types, to drive “real-world” improvements	To be of real value to users, improvement on a training program must generalize to improvement in real-world activities so that they see changes in their everyday life, not just in the exercise task.
ENGAGEMENT E	A training program that engages and disengages attention, reward, and novelty systems several hundred times per training hour	The brain systems that gate learning and memory—including acetylcholine, dopamine, and norepinephrine—gradually turn off with age. These systems must be re-engaged.