



## BrainRx Cognitive Skills Testing & Training

# Answers to parents' most-asked questions

### 1 Can you give me a reason to feel more confident about this school year?

Yes! If your child struggles with learning, reading, or attention difficulties, or just wants good grades and high achievement to come a bit easier, BrainRx can help. Brain science proves that differences in individual cognitive skills are often the reason that one student excels without much effort and another struggles. By strengthening individual, underlying mental skills in your student early this school year, we can give you lots of reasons to be more confident about your child's success. Faster processing skills make schoolwork and homework easier and faster. Stronger auditory processing skills make reading easier and more fluent. Stronger memory skills enhance test-taking ability. Stronger attention skills can help reduce or even eliminate distractions that hinder performance. It is only through professional testing and targeted skills training that you can identify and overcome the exact cause of a learning struggle or identify and enhance already strong skills. Stronger learning skills will give you and your child every reason to look to this school year with confidence.

### 2 How are you different from tutoring?

Tutoring simply attempts to re-teach material that should already have been learned but was not. Before investing in tutoring you should ask, "Why didn't he learn this the first time it was presented?" Unless the answer is obvious (such as missing school for an extended period of time), tutoring will likely be a frustrating and expensive choice. BrainRx is radically different. We seek solutions with a different question: "How strong is his or her ability to learn?" In fact, testing designed to measure individual mental skills reveals that the majority of learning or reading difficulties among U.S. students are due to identifiable (and trainable) cognitive skill weaknesses. Our testing and training strengthens these key underlying mental skills that are essential for easy, fast learning across all subjects. If skills weakness is a root cause of your child's learning struggle, tutoring simply cannot correct it.

### 3 What exactly is cognitive skills training?

BrainRx focuses exclusively on training underlying cognitive skills that impact the ease of learning. We provide non-academic training procedures that quickly strengthen the brain's core mental abilities

(i.e. processing speed, attention, memory, auditory and visual processing, and reasoning). These key skills are every student's foundation for successful learning, and if overlooked, can create lifelong problems. Throughout training, students are paired with their own private training specialist. Through this one-on-one relationship, each session can be individualized and adjusted to both your child's needs and progress. BrainRx training is designed to produce big improvements quickly.

### 4 How do I know it will work?

Today's innovative BrainRx training system is the outgrowth of 30 years of research and clinical trials. During that time, thousands of students (over 15,000 as of January 2007) have recorded dramatic skill gains and improved performance in learning, reading, and math. Our latest nationwide results ([BrainRx.com/results](http://BrainRx.com/results)) set us apart. By approaching learning problems through improving student's cognitive skills we average twice the results in less than half the time of tutoring or academic reading programs. We are literally #1 in results. Our intensive brain training increases mental abilities, improves academic achievement, and can even help remove barriers created by ADHD and dyslexia. Results are so consistent that we can actually guarantee gains! ([BrainRx.com/guarantee](http://BrainRx.com/guarantee))

### 5 Whom can you help?

We can help anyone who wants to learn, read, and think faster and easier. Our training exercises the brain in the same way that a fitness coach works your muscles, and results are similar—more strength to accomplish the task. We love to help anyone looking for an edge: students facing new challenges in kindergarten through college, career professionals, or those simply wanting to keep or refresh their mental edge for a fun, productive life. The training is truly life changing for students who struggle to learn, read, or pay attention (see testimonial, page 4). After training is complete, students regularly enjoy enhanced skills, improved grades, skyrocketing self-esteem, and increased confidence. This frequently leads to a restored love of learning.

