

The IMPACT Study Results

Improvement in Memory with Plasticity-based Adaptive Cognitive Training

A large randomized, controlled study demonstrating that a Posit Science training program significantly improves memory and speed of processing in adults—and benefits extend to everyday life

STUDY RESULTS

for Posit Science program users:

- **131% faster processing**
- Approximately **10 years improvement** in memory
- **77% report benefits** in everyday life

STUDY DESIGN

- Multi-center
- Prospective
- Randomized
- Controlled
- Double-blind

STUDY PARTICIPANTS

- 487 cognitively healthy adults
- Aged 65 to 93

ASSESSMENTS

All study participants were tested before and after training using:

- 2 exercise-based assessments
- 4 widely used neuropsychological tests
- 1 validated self-report questionnaire

The Issue: Staying Sharp with Age

Many people have heard that when it comes to cognitive health, you have to “use it or lose it.” What’s not well understood, however, is how to “use it” effectively. What can people do that they can feel confident will build and sustain their cognitive abilities? This question is becoming more salient—and more urgent—as the population grows older.

The IMPACT Study Goals

The **IMPACT** study helps to shed light on whether—and how—people can “use it” for better cognitive function. The study was designed to answer these questions:

- Can exercising the brain make positive changes in brain health? Do those changes generalize—or extend—so that people perform better on standard cognitive tests and notice benefits in their everyday lives?
- Does the type of brain exercise make a difference in the results? Specifically, is using a cognitive training program designed to rigorous scientific protocols more effective than following a more conventional approach of active learning?
- Do the results hold up when tested in a large population at different locations?

Especially important is the question about whether positive changes generalize. To date, most studies have stopped at showing that people who perform an activity improve at that activity over time—a result that isn’t surprising, and one that doesn’t demonstrate widespread improvements in the brain or benefits to everyday life.

The IMPACT Study Design

The IMPACT study is a rigorous clinical trial designed to high scientific standards. The study is randomized and controlled; participants were

randomly split into two groups, an Experimental Group and an Active Control. All participants were tested with the same set of validated assessments.

People in both groups used their program for 1 hour/day, 5 days/week, for 8-10 weeks.

487 healthy adults

Experimental Group

Participants used the computer-based **Posit Science program**—a series of scientifically designed exercises targeting fundamental cognitive processes.

Active Control Group

Participants watched and were quizzed on a computer-based **educational program** similar to what a doctor might recommend for staying “cognitively active.”

Turn over for results details ►

