

# IMPACT Study Results

**131%**

Percentage of speed improvement in gathering and processing information, such as speech, reported by Posit Science's 2007 IMPACT study participants

**75%**

Percentage of IMPACT study participants reporting positive changes in everyday life, such as remembering shopping lists or where they left their keys

## GIVING BRAINS A WORKOUT

Posit Science is one of several companies working on software that aims to improve memory and other cognitive functions in older adults—an area of interest to employers as the workforce ages. Posit says its Brain Fitness Program has been shown to improve the memory of people 60 and older by 10 years or more. This chart shows the results of one of Posit's studies.

524  
HEALTHY  
ADULTS

**EXPERIMENTAL GROUP:** Participants used the computer-based Posit Science program.

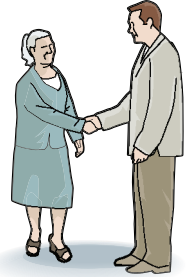
**CONTROL GROUP:** Participants used a computer-based educational program similar to what a doctor might recommend for staying "cognitively active."

## WORKPLACE BENEFITS:

Better ability to follow a speech given by a fast-talking speaker



Better ability to retain and retrieve information quickly, such as names



Better ability to hear and follow conversations in noisy places

