

## Why accommodate ADHD when brain training can address it?

BY DR. RUSSELL GRIFFITHS

Why do schools treat ADHD with accommodations like removing distractions, reducing workload, or isolating students into quiet areas? This may allow better performance temporarily, but it does nothing to develop the cognitive skill of attention.

Based on neuroscientific research, attention is a cognitive skill set that can be improved and developed. Neuroscience shows that—by targeting and stimulating the underactive region of the brain (prefrontal cortex) responsible for characteristics of inattention—attention can be strengthened.

The correct approach is the opposite of accommodations. Attention develops when a person performs a task requiring attention while exposed to structured distracting stimuli. This designed intensity and distraction is at the core of cognitive skills training aimed at improving attention.

Unlike biofeedback or neurofeedback that simply identifies underactive brainwaves, cognitive training alters brain structure to strengthen cognitive function.

Children and adults with ADHD deserve the opportunity to overcome the limitations this disorder presents. Appropriate brain training, not accommodation, creates that opportunity.

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## LET'S TALK.

Can IQRx brain training make life better for you or someone you love?

At IQRx, we apply the latest in brain science to help kids and adults think, learn, reason, remember and focus better than before.

Learn more this week with one of these special offers:



What's real brain training like?

Come see for yourself!

You are personally invited to visit our center for a complimentary brain training demonstration. Call us today and schedule a free session!

Get answers this week, plus...



## Five Things IQRx Brain Training Does:

**1/ TREATS THE ROOT CAUSE:** IQRx strengthens the weak cognitive skills responsible for 80% of all learning problems. While tutoring treats symptoms, BrainRx finds and fixes the cause.

**2/ APPLIES TO OTHER AREAS OF LIFE:** Better thinking skills aren't just about grades. After brain training, our clients say they think faster, learn easier, pay attention longer and remember better in every area of life.

**3/ PROVIDES TRANSFERABLE GAINS:** IQRx brain training improves learning and thinking in every subject and grade from now on. (Compare this to hiring tutors for multiple classes, or paying for tutoring year after year.)

**4/ GETS UNMATCHED AND PERMANENT RESULTS:** We measure the cognitive skills of every client before training, after training and, when possible, a year later. Our results can be measured scientifically, they are dramatic, and they are permanent.<sup>1</sup> No other program today matches the results our students achieve.

**5/ RAISES IQ, WHICH IS LINKED TO HIGHER LIFETIME INCOME:** Stronger cognitive skills mean higher IQ, which has been linked to college placement and scholarships, job advancement, and even higher salaries.

<sup>1</sup> Learning more about brain training results. Visit: [www.learningrx.com/results](http://www.learningrx.com/results)



## ADHD MEETS ONE-ON-ONE BRAIN TRAINING:

Looking for help for someone with ADHD or attention problems?

**PLUS:** “We have seen a remarkable change!”—One family's story of life with ADHD before and after brain training.

**AN EDUCATIONAL PSYCHOLOGIST ASKS:**

**“WHY ACCOMMODATE ATTENTION DEFICIT WHEN YOU CAN ADDRESS IT?”**



# BETTER BRAIN. BETTER FOCUS.



## IQRx Combines Personal and Digital Training for Maximum Results



### Q&A

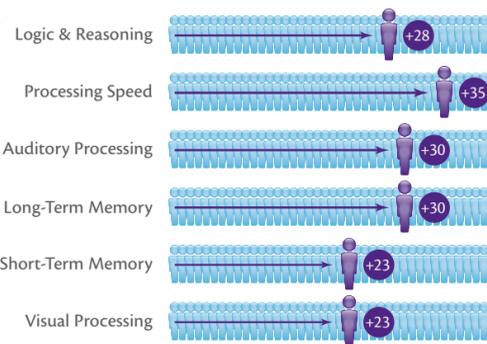
WHEN IT COMES TO ADHD AND ATTENTION ISSUES, did you know you can strengthen the brain skills that make it possible to pay attention? ? any children and adults come to ;CRx diagnosed with ADHD, and the reason they come to us is simple: ;CRx brain training harnesses the brain's neuroplasticity to improve attention skills for children and adults of all ages.

Our programs use intense mental exercise to stimulate the brain to strengthen existing neural connections and even create new ones. In the process, we strengthen the brain's ability to pay attention three ways: through sustained, selective, and divided attention skills.

LearningRx, the parent company of BrainRx, is an undisputed leader in the field of brain training, which is why children and adults who come to ;CRx experience improvements in brain performance that are measurable, lasting, and often life changing.

### Average Improvements in Learning Skills Before and After Brain Training Among Students Diagnosed with ADHD

These results were compiled by LearningRx, the parent company of BrainRx, and represent the average percentile gains of students who received brain training at more than 80 brain training centers in the United States.



### WANT TO MOVE TO THE HEAD OF THE CLASS?

Percentiles show where someone would "stand in line" in a group of 100 peers based on test performance. (Someone in the 95th percentile, for example, would be at the "high end" of the line, having performed the same as or better than 94 of the rest of the group!). Our percentile gains show the difference between where someone "stood in line" before and after brain training. In other words, brain training helps people "move up in line" in brain performance in school, at work and in life.

- ;CRx brain training is proven to address the core struggles of ADHD by strengthening three types of attention: sustained, selective and divided.
- ;CRx clients with ADHD report dramatic improvements in how they function in school, at work and in life.
- On average, clients with ADHD who test at or below the 50th percentile see improvements of 23 to 35 percentile points in cognitive skills after brain training.<sup>1</sup>

If you or someone you love is impacted by ADHD, don't settle for simply masking the symptoms. By strengthening core brain skills, you can dramatically and permanently improve the way the brain functions—and most importantly, the way the brain pays attention—for children and adults with ADHD.



**What's the next step?**  
Call us today to schedule a Cognitive Skills Assessment for yourself or someone you love.

;CRX BRAIN TRAINING PROGRAMS combine the proven power of one-on-one brain training with state-of-the-art digital brain training. For a portion of their program, students work one-on-one with a personal brain trainer, doing intense mental exercises that stimulate improvements in brain performance. For the rest of their program, students do computerized brain training in our centers to reinforce and expand improvements in brain skills. The result is a powerful training system for students of all ages who want to:

- Improve attention skills
- Maximize learning potential
- Master English studies with greater ease
- Experience greater success in school
- Get help for classroom or homework struggles
- Improve the brain's ability to think, read, learn, reason, remember and pay attention



"It took about six months after I heard of this program to actually take the step and enroll my daughter, a step I will never regret. The homework struggle, the forgetfulness, and distractions all seem to be something from the past. At school, her teacher felt a big shift in her attitude in class. She wants to participate, she has original ideas, and her math level has risen. Last week, her dad could not believe the speed with which she was able to calculate a problem!"  
—Mother of a BrainRx student

"Srujan has a learning disability and it had been difficult for him to learn new things, focus on studies and any activity which requires multitasking. He had trouble with writing and I always had to read back to him to make him understand his lessons. But after completing a few sessions, I noticed concrete improvements in him. He started writing in school without coaxing and also reads much faster and comprehends what he is reading at the same time. Even his teachers have noticed the improvements in him."

—Mother of a BrainRx student

"I can concentrate more, I think faster than I used to, and most importantly I remember so much more!"

—17-year-old BrainRx student

"Our son was into his teens early this year and showing all signs of being impatient, angry, restless and suffering from attention disorder. We could not make him sit in front of the books for more than 15 minutes. But ever since he joined BrainRx, we have seen a remarkable change, not only in his concentration levels but also in his attitude. He has become more independent and trusts in his own ability to learn and understand new concepts."

—Mother of a BrainRx student

"We have been receiving a lot of positive feedback from my son's teachers. Not only that, but my son seems happier and takes more initiative."  
—Father of a BrainRx student

<sup>1</sup> Learn more about our results at: [www.learningrx.com/results](http://www.learningrx.com/results)

