

Press Release January 2012

Pearson Launches *Cogmed* Online - a Working Memory Training Program

Research shows Cogmed leads to improvements in academic performance, attention, behaviour, social skills, and initiative

Evidence has shown that an individual's working memory capacity is a key predictor of academic success that is strongly correlated with achievement, particularly in reading and mathematics. A recent study which assessed 300 children with poor working memory found that 83% of these children scored poorly on either reading or mathematics tests, with the vast majority of these scoring poorly in both areas (Gathercole & Alloway, 2008).

To help support children and adults who have poor working memory, Pearson Assessment have today launched *Cogmed Working Memory Training™ Online* for use in schools, health care settings and at home (through a *Cogmed* trained coach). *Cogmed Working Memory Training™* is already being used successfully in more than 20 countries and 10 languages worldwide. The training program is delivered online and consists of 25 training sessions of 30-45 minutes each, completed over 5 to 6 weeks. With the complexity level for each exercise adjusted in real time, the *Cogmed* program is highly structured and responsive to individual performance, ensuring successful implementation.

Jeanette Carlsson is an Educational Psychologist who has been using the *Cogmed Working Memory Training™* package since 2005.

"The benefits of *Cogmed* training can be varied and widespread. Some are very specific to working memory and usually observed in children's abilities to remember and follow classroom instructions, doing mental maths as well as completing home work more effectively and quickly. However, there are also a number of what I call 'positive side effects' of the training, such as an increased ability to tolerate failure, which many parents comment on, as the child gradually learns that 'it's OK to make a mistake, I just need to get back in focus again for the next one'."

"Additionally, many parents have commented on increased confidence they have observed in their child's own ability, as they are aware of the fact that they are doing something that is not easy and they can see how they are improving week by week. This can give them quite a big boost in their level of confidence and self-efficacy."

The *Cogmed Working Memory Training™ Program* is delivered through a *Cogmed* coach who is supported and trained by Pearson. It is their task to support the training, track results and offer motivation. With access available to all three age ranges of the *Cogmed Training Program* the coach can also select the most appropriate level for the individual from pre-school all the way through to older people.

Cogmed is backed by extensive world-wide research, demonstrating that focused, repeated intensity training, can physically change the brain, benefiting individuals who have struggled with attention and learning all their lives – sometimes in the form of ADHD or a Learning Difficulty. A recent study reported that 8 out of 10 *Cogmed* users who complete training, show measurable effects; working memory capacity is increased, leading to a better ability to focus, follow instructions, and stay on task. Furthermore, prominent research from the University of York led by Joni Holmes and Susan Gathercole, has demonstrated that *Cogmed* led to retained improvements in working memory and mathematical problem solving six months after completing the *Cogmed* training.

Occupational Therapy and Training Manager, Shelley Hughes comments 'We are excited to see the launch of *Cogmed* online. The positive effects that *Cogmed* can have on children and adults with working memory challenges have been widely documented. By taking this digital step forward we can ensure that the program can be accessed at any time and any where. Enabling more individuals to benefit from the program; thereby aiming to reduce their symptoms of inattention, improve their chances of learning, and their ability to carry out everyday activities that those with poor working memory struggle to complete.'

Further information on the new Online *Cogmed Working Memory Training*[™] including pricing and case studies can be found at www.psychcorp.co.uk/cogmed

Pearson Assessment is offering a series of free webinars looking at working memory training and *Cogmed* over the next few months. Visit our *Cogmed* website to register your place.

- Ends -

For more information, please contact Simone Gilson, on 0207 010 2880 or email simone.gilson@pearson.com

Notes for editors

About Pearson Assessment

- Pearson Assessment is the world's largest commercial developer and distributor of educational assessments and psychological testing materials with a 90 year history of commitment to researching and developing products to a reliable high standard.
- Pearson Assessment is the number one provider of speech and language assessments
- Pearson Assessment is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers.
- Pearson Assessment have sponsored the *Hello* campaign (national year of communication) in 2011.
- For more information, visit www.psychcorp.co.uk or follow @PsychCorpUK

About Cogmed

- *Cogmed* was founded in 2001 by neuroscientists at the Karolinska Institute in Stockholm, Sweden.
- *Cogmed* training has been in successful use in the United States and Canada since 2006.
- The *Cogmed* system is now applied in more than 20 countries and 10 languages.
- In 2010, *Cogmed* joined the Clinical Assessment Group of Pearson.
- Learn more at www.psychcorp.co.uk/cogmed and follow @CogmedUK on twitter
- The CogmedUK blog can be read at www.cogmeduk.wordpress.com
- Further research papers can be found at www.cogmed.com