

# BRAINFUTURES

Translating Science to Advance Human Potential



Breakthroughs in neuroplasticity have spurred new directions in neuroscience research, producing a wide range of innovative, practical applications to optimize human potential.



# These applications can effectively “rewire” the brain to ...

Improve learning outcomes for children



Optimize work performance



Enhance treatment of mental health and substance use problems



Sustain cognitive functioning as we age



**However, there are challenges .**

**New applications are not  
widely available in practice**

**Objective information about what  
works is not being effectively  
disseminated to policymakers,  
practitioners, or the public**

**Policy and practice have  
not evolved to keep pace  
with the latest science**

“Today’s highly prescriptive, inflexible, EHR-centric regulatory approach stifles, rather than stimulates, innovation. Public policy needs to evolve and adapt to clinical and scientific breakthroughs, as well as to advancements in digital and analytical technologies and capabilities. Policy must continue to encourage discovery and innovation across the continuum of care, including public health.”



BIPARTISAN POLICY CENTER

# Improve Learning Outcomes for Children

## HALF

of all U.S. children are affected by Adverse Childhood Experiences and socioeconomic challenges.

Brain fitness interventions can help:

- address neurological deficits resulting from ACEs;
- improve underlying cognitive functions; and
- give children the best chance of taking advantage of their educational opportunities.

**Advances in the understanding of neuroplasticity offer an unprecedented opportunity to impact students' academic and social-emotional outcomes.**

# Optimize Performance at Work

**9 in 10**

employers say behavioral health is an important priority.

**72%**

of U.S. employers aim to improve health and well-being strategies over the next three years\*

**Top corporate wellness trends are being driven by wellness technology.**

\* Willis Towers Watson Best Practices in Health Care Employer Survey

# Improve Mental Health and Addiction Treatment

New technology can help overcome barriers to care, including:

- a shortage of skilled clinicians;
- limited infrastructure; and
- stigma.

Additionally, digital applications may offer new ways to obtain more accurate reporting of sensitive behaviors such as substance use.



**“Psychological therapy delivered automatically by a VR coach can produce large clinical benefits ... Our view is that automated immersive VR has the potential to increase access to the best psychological interventions radically.”**

*– The Lancet*

# Maintain and Improve Cognition as We Age

**2.1 Billion**

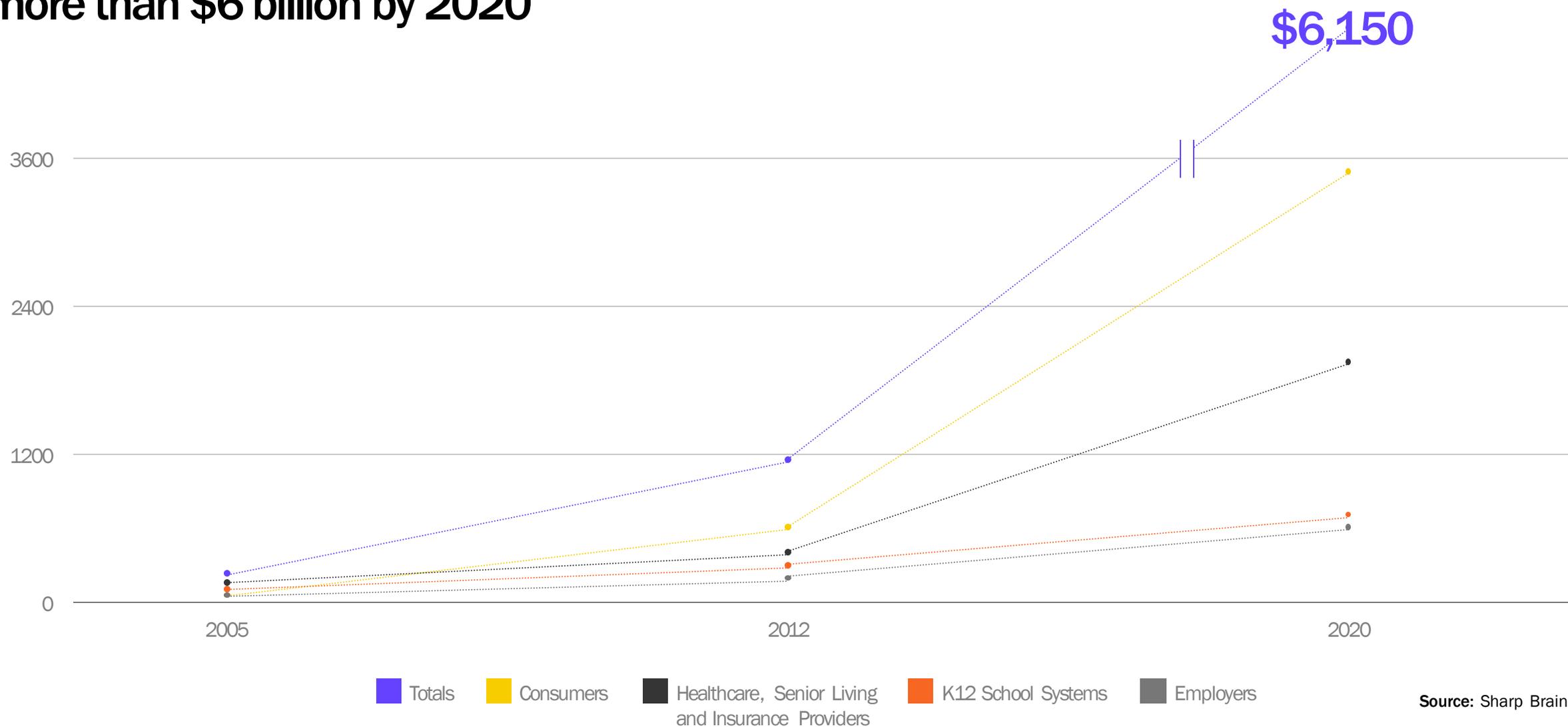
global senior population by 2050

**\$1.1 Trillion**

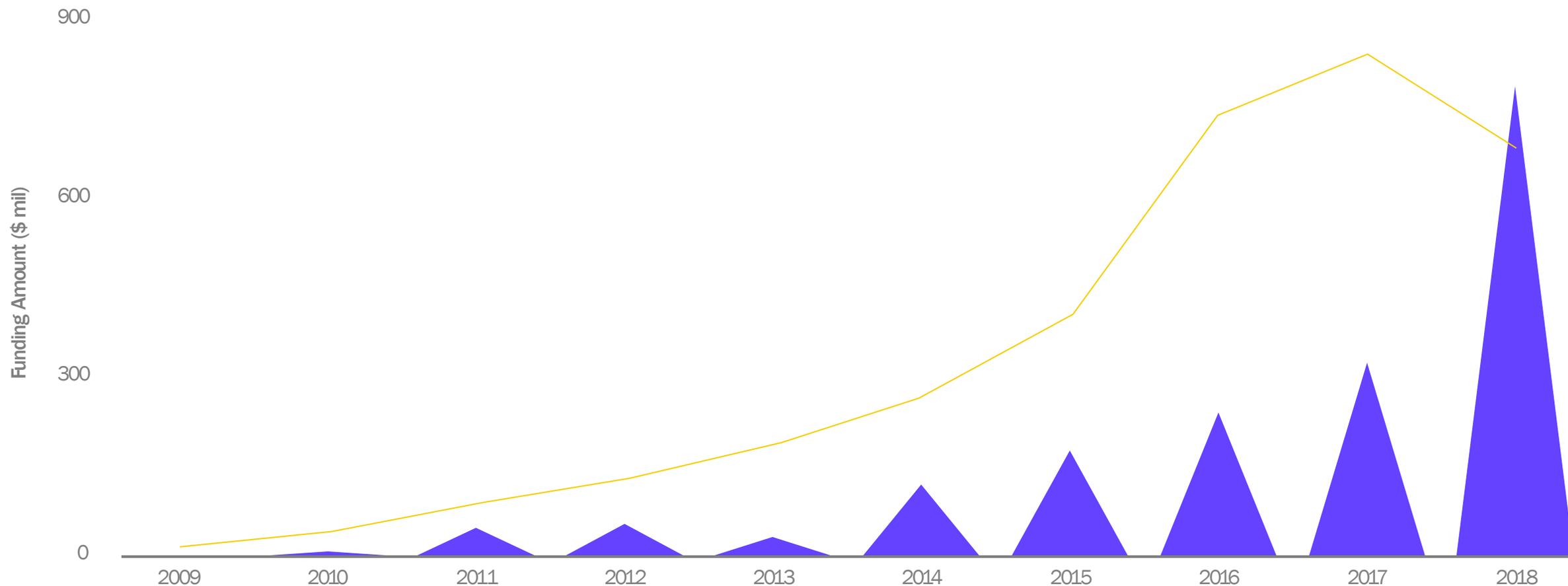
estimated total cost of care for Alzheimer's disease and related dementias in 2050

Studies show that activities that stimulate your brain, such as cognitive training, can protect against a decline in your mental abilities. Even older adults with mild cognitive impairment can still learn and use new mental skills.

# Global market for brain health applications is projected to reach more than \$6 billion by 2020



The amount of venture capital money deployed in mental health tech is projected to nearly triple (2018F: \$793m, up from \$322m in 2017).



Source: White Star



**BrainFutures** accelerates adoption of effective practical applications of advances in brain science that maximize human potential.

# BrainFutures works to assess and advance the practical application of neuroscience research across four areas:



**Youth**



**Working Adults**



**Mental Health  
and Addiction**



**Older Adults**

# Our Approach

## Research and Analyze

**Establish consensus standards to guide utilization of brain-focused programming**

**Identify scientifically-validated interventions** that meet these standards for youth, working adults, older adults, and people with mental health and substance use conditions

**Issue policy briefs and recommendations based upon our research and analysis**

## Organize and Advocate

**Build coalitions and catalyze cross-disciplinary collaboration and action to advance access**

**Disseminate knowledge to core audiences and the public across multiple**

## For each of the four focus areas, we:

Host high level work group conclaves with a cross section of influential experts and leaders.

Conduct public briefing/s or events to disseminate to targeted audiences.

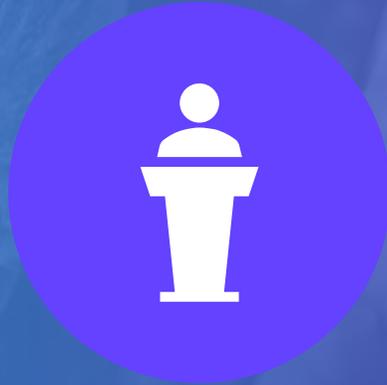
Produce seminal papers for targeted and broad dissemination, including media.

Curate strategic implementation and awareness campaigns that leverage our network and advocacy expertise.

# BrainFutures' output creates value through



Objective information,  
rigorous analysis



A platform for policy  
and systems change



A cross-disciplinary  
advisory board of  
notable experts



Targeted dissemination,  
high visibility

By providing unbiased information about what works, and clearing policy and practice pathways to practical applications of neuroscience, we can:

Enhance treatment  
for mental health or  
substance use  
problems

Improve learning  
outcomes for children

Sustain cognitive  
functioning as we age

Optimize performance  
at work

# Engagement opportunities

Participate and receive recognition at work group conclaves with a cross section of influential experts and leaders.

Underwrite seminal papers for dissemination, including media.

Sponsor public briefings/events to reach targeted audiences.

Underwrite strategic awareness and adoption campaigns.

Visibility in our communications and advocacy programming

Visibility as part of an integrated media series including custom content development.