



happyneuron

Cognitive Function and HappyNeuron Pro



When we have new experiences, practice a skill, or get injured, **our brain changes!** Connections can be strengthened, broken, or reshaped – this is called **neuroplasticity.**

HappyNeuron Pro helps with neuroplasticity



Practicing cognitive skills facilitates **neuroplasticity**.

When patients don't get enough practice of cognitive skills, they may experience a plateau in their recovery.

HappyNeuron Pro's exercises facilitate neuroplasticity which may help prevent the plateau of recovery.

Two hemispheres working together

Our two hemispheres are separate from each other, and almost have two separate personalities. Our right hemisphere focuses on logic. Our left hemisphere focuses on the past and the future. Some of our exercises may engage both sides of the brain.

By completing exercises that engage both hemispheres, you may increase neuroplasticity and prevent the plateauing of recovery.



Let's review where cognitive functions happen within the brain...

Frontal Lobe

- Cognitive control
- Executive Functions and attention
- Social Cognition
- Primary motor cortex

Temporal Lobe

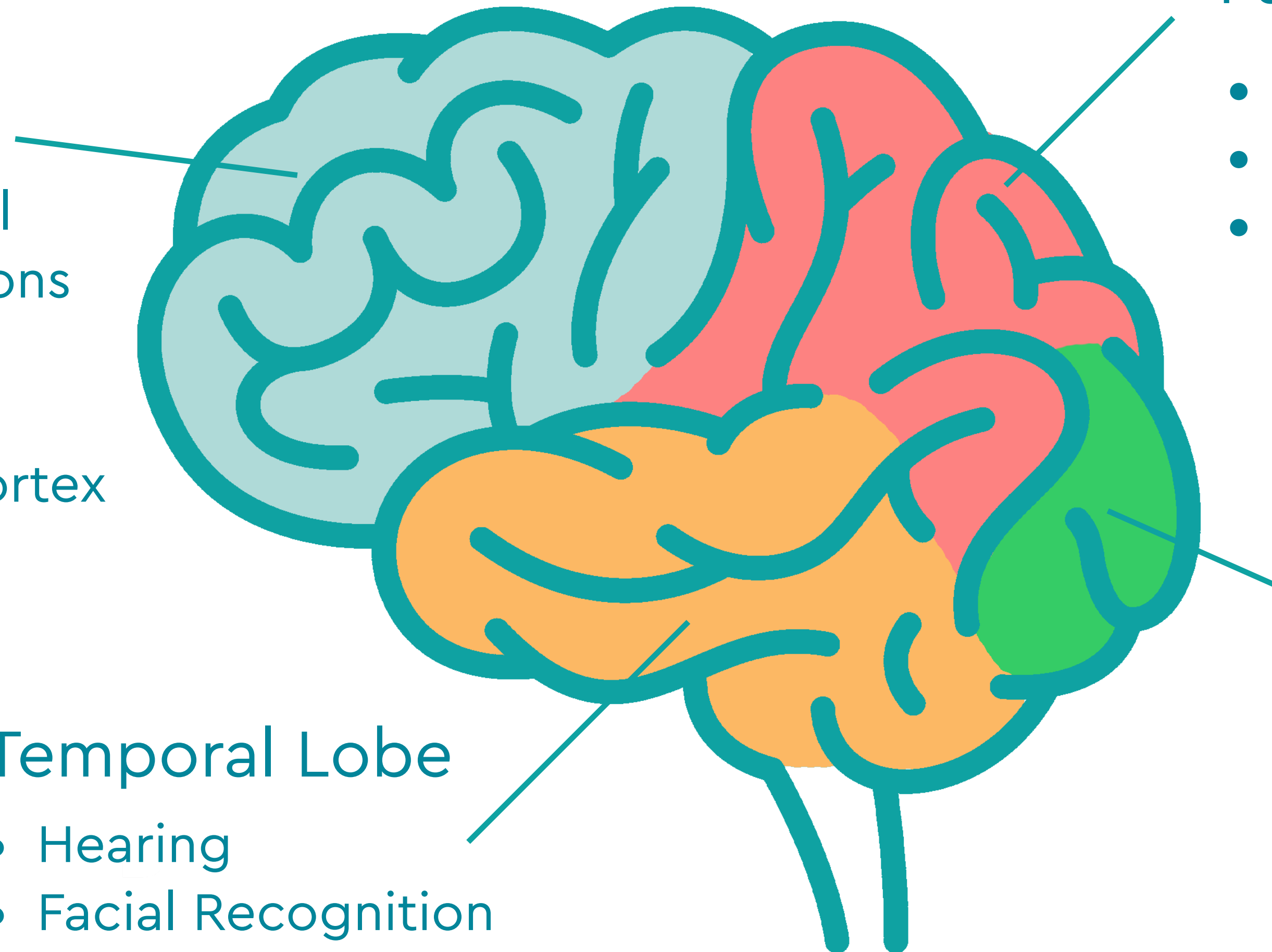
- Hearing
- Facial Recognition
- Language

Parietal Lobe

- Sensory Cortex
- Visual Attention
- Visuospatial Reasoning

Occipital Lobe

- Sight and image processing



HappyNeuron Pro can help with...

MEMORY

Our capacity to encode, store, and recall information short-term, long-term, or while we are engaged in an activity or task.



1
PETABYTE

is the storage capacity of the human brain, estimated by an American team in 2016.

The human brain can store as much information as systems such as Amazon, Facebook, Google & Microsoft.

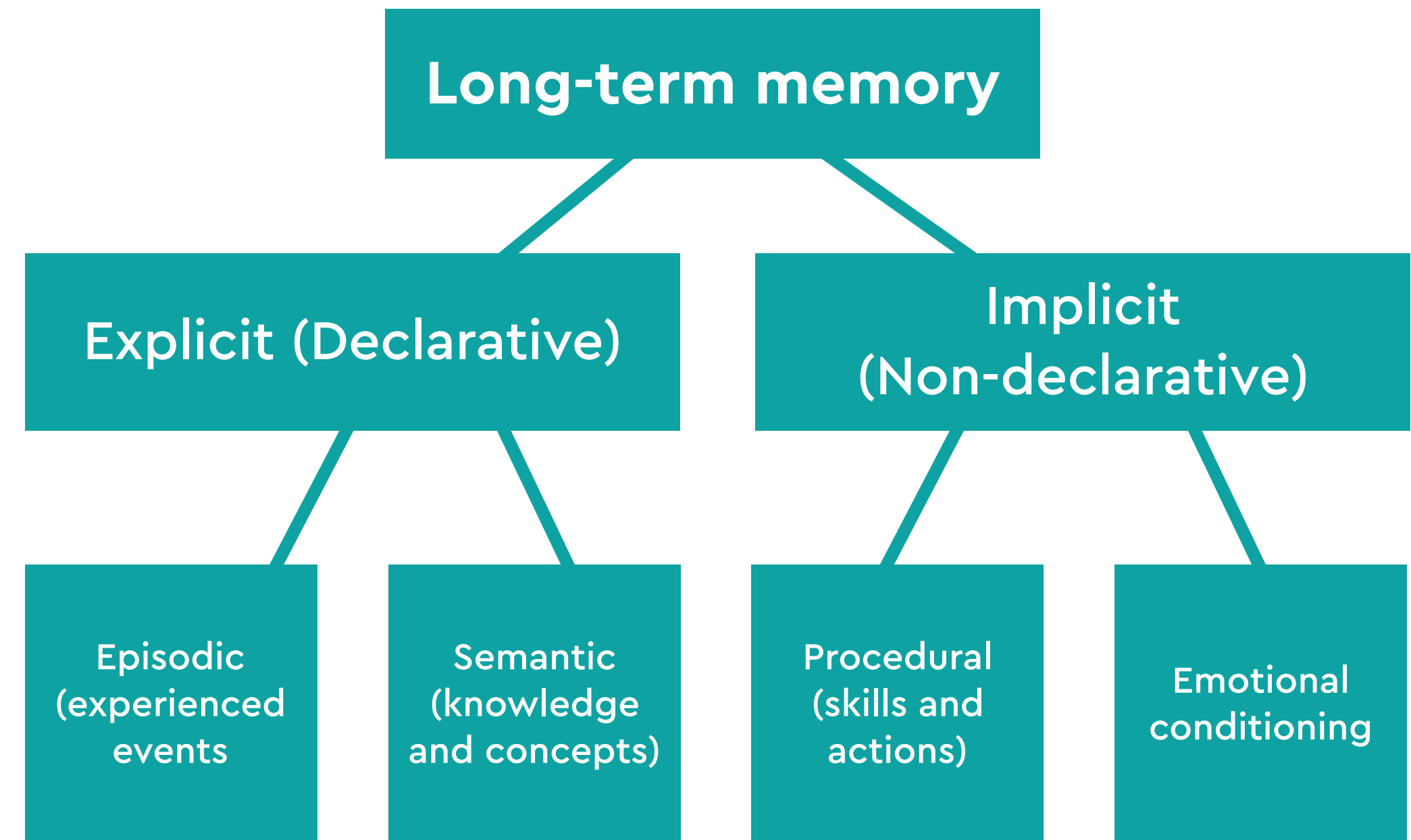
We use 2 categories of memory everyday...

Short-term memory

Maintains sensory information and working memory.

Long-term memory

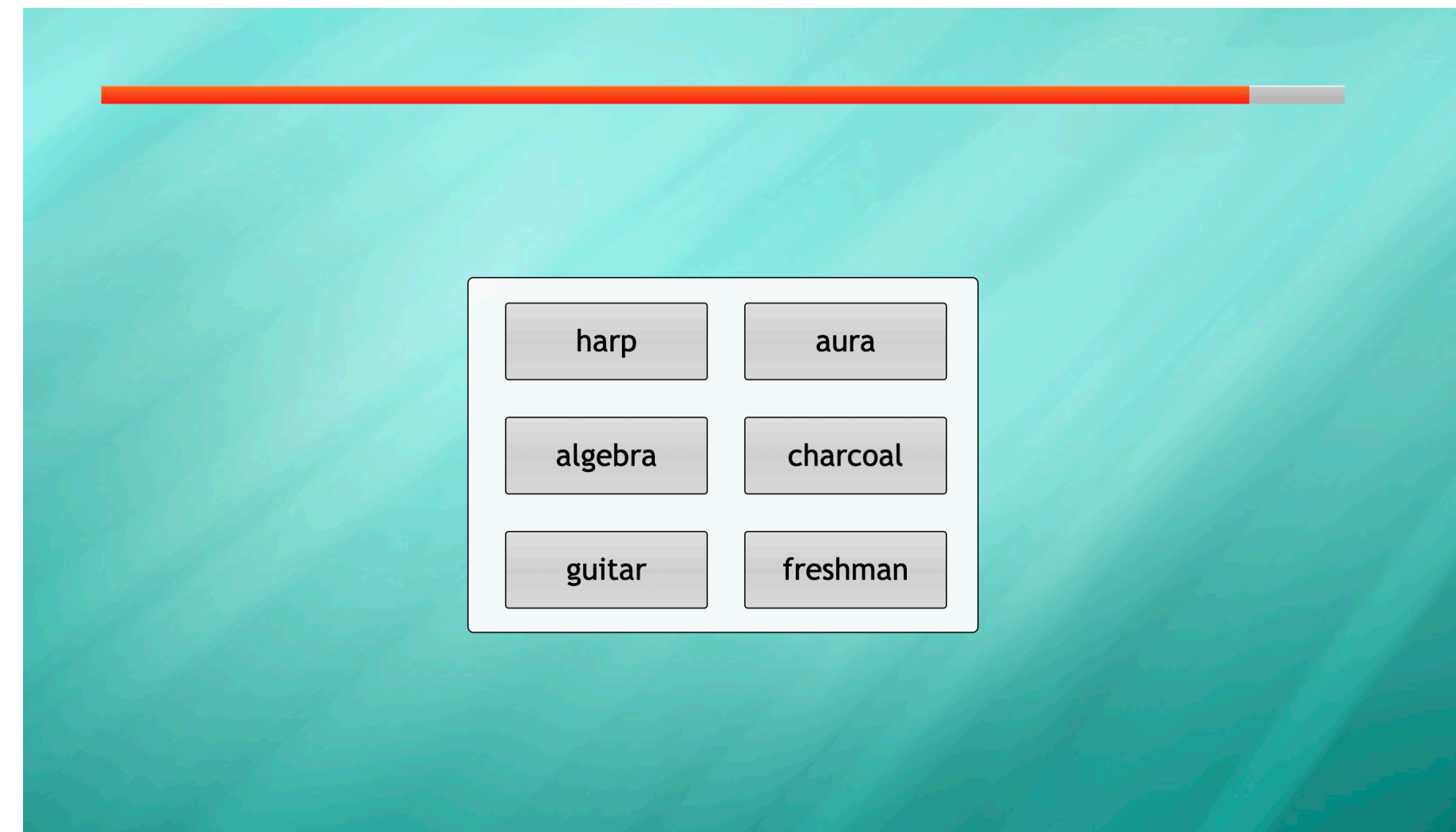
Is split into explicit and implicit memory.



What HappyNeuron Pro offers for Memory

HappyNeuron Pro offers exercises that target:

1. **Verbal Memory**
2. **Visual Memory**
3. **Auditory Memory**



Featured Exercise: Elephant Memory

Users must memorize the list of words presented to them

HappyNeuron Pro can help with...

ATTENTION



- Attention is a cognitive capacity needed for the organization and treatment of information.
- It allows us to stay focused on a task over time, process salient information from the environment while focusing, and allows us to work on one or multiple tasks at a time.
- Attention capacity varies and fluctuates during the day with our circadian rhythm.

The Different Types of Attention

Sustained Attention

Allows for maintaining focus as new information is available while performing a task.

Selective Attention

Allows for filtering out irrelevant stimuli and directs concentration to relevant information from the environment.

Divided Attention

Allows us to focus on two or more tasks at a time!



Attention Shifting

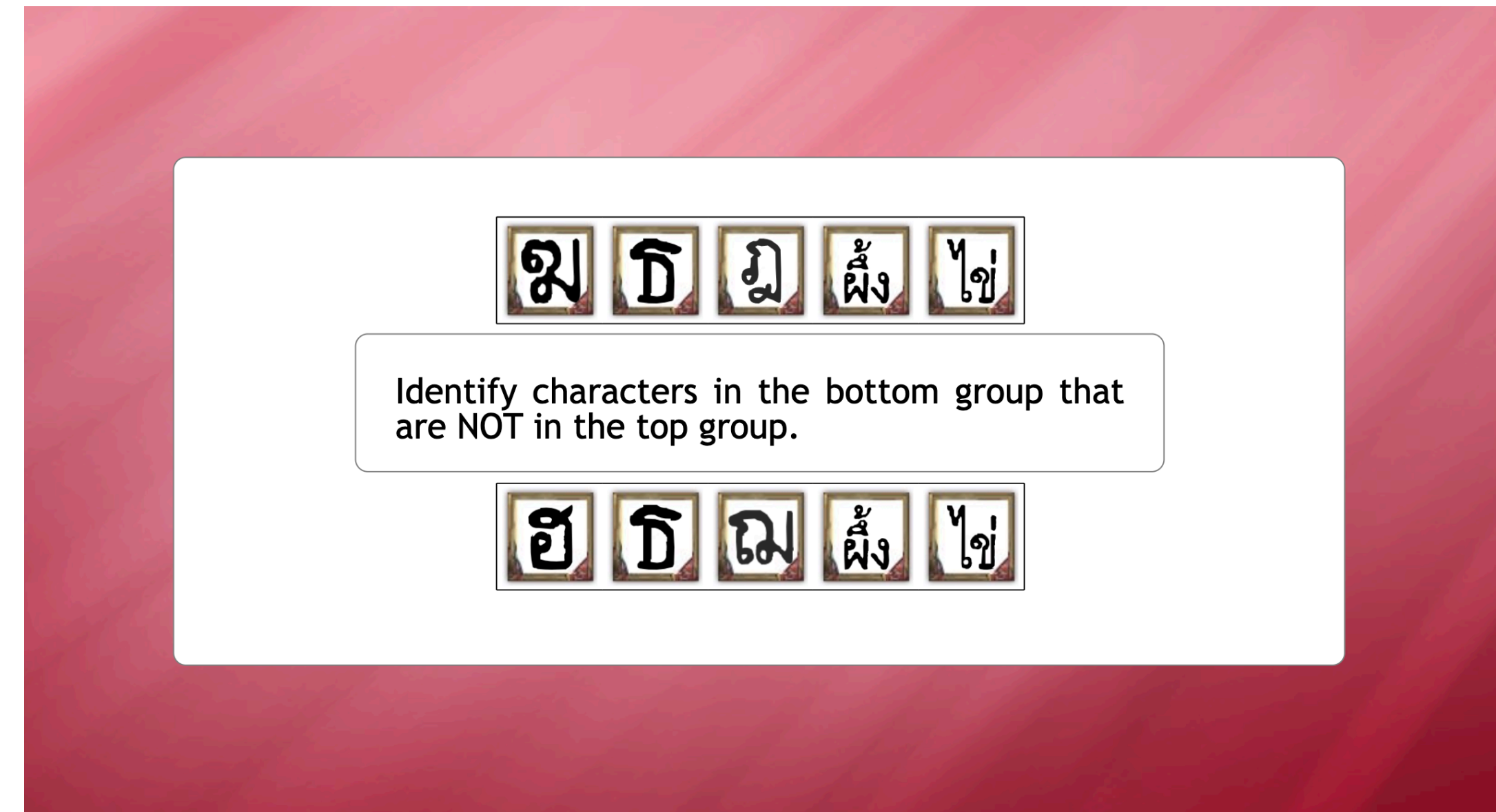
Allows for you to switch focus from a task as a new stimulus becomes important.

***We do not support texting and driving!

What HappyNeuron Pro offers for Attention

HappyNeuron Pro offers exercises that target **Visual Attention**.

Other exercises target Auditory Attention and Processing Speed, which are related to attention networks.



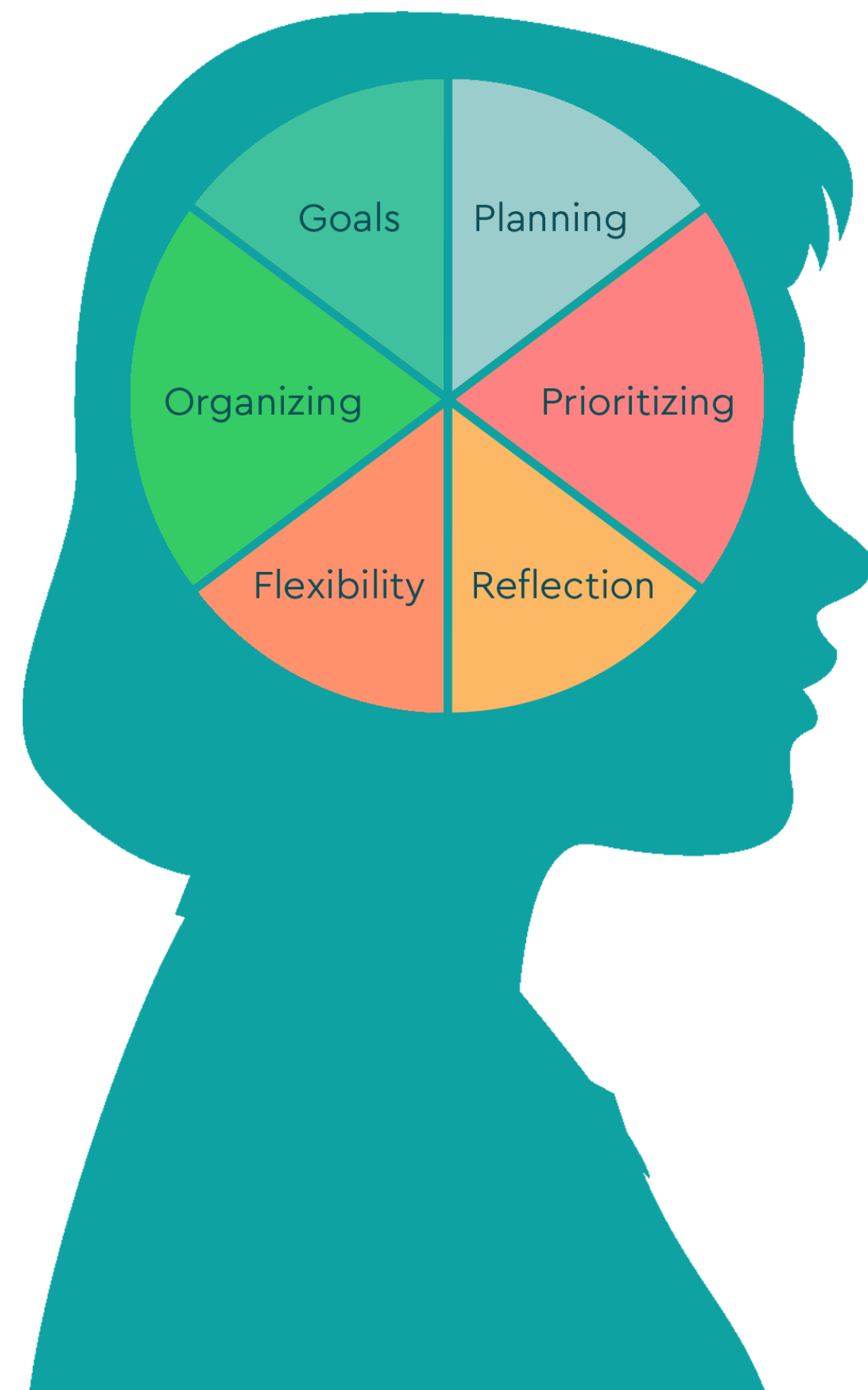
Featured Exercise: Ancient Writing

Users must distinguish which characters from the bottom row are not featured on the top row

HappyNeuron Pro can help with...

EXECUTIVE FUNCTIONING

A set of cognitive functions needed for **control, planning, flexibility, and inhibition**. Executive function allows for selected and organized behavior.



Three major components of executive function include:

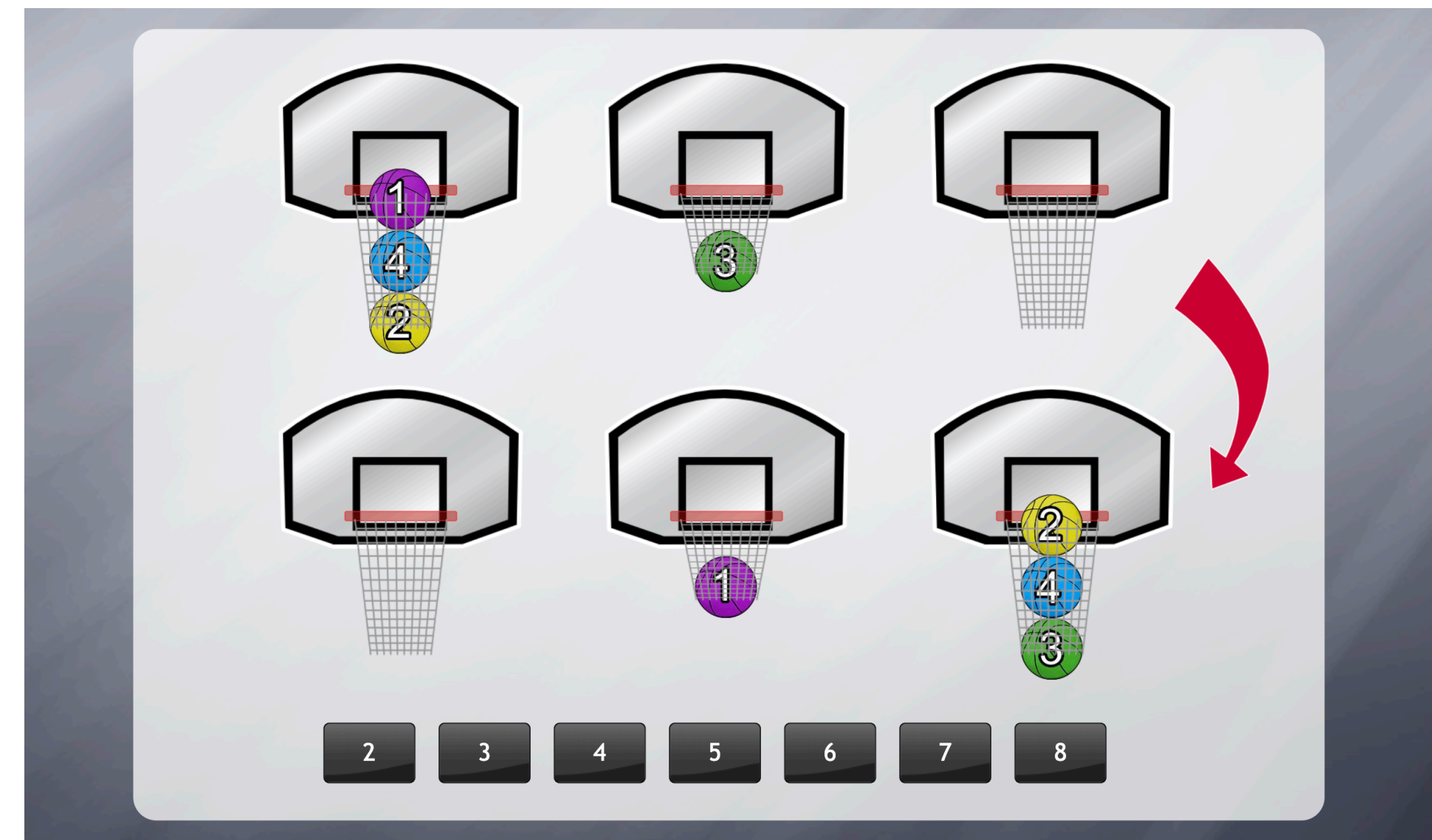
- **Inhibition** to start or stop a behavior.
- **Flexibility** to shift ideas, behaviors, attention, etc. from one task to another.
- **Planning** to organize or plot an action or behavior.

Stimulating these functions allows for someone to maintain their ability to reason, make decisions, and problem solve!

What HappyNeuron Pro offers for Executive Functioning

HappyNeuron Pro offers exercises that target Executive Functioning.

These exercises include verbal, mathematical, and spatial reasoning.



Featured Exercise: Basketball in New York

Users must match the top basketball court with the bottom in as few moves as possible

HappyNeuron Pro can help with...

LANGUAGE



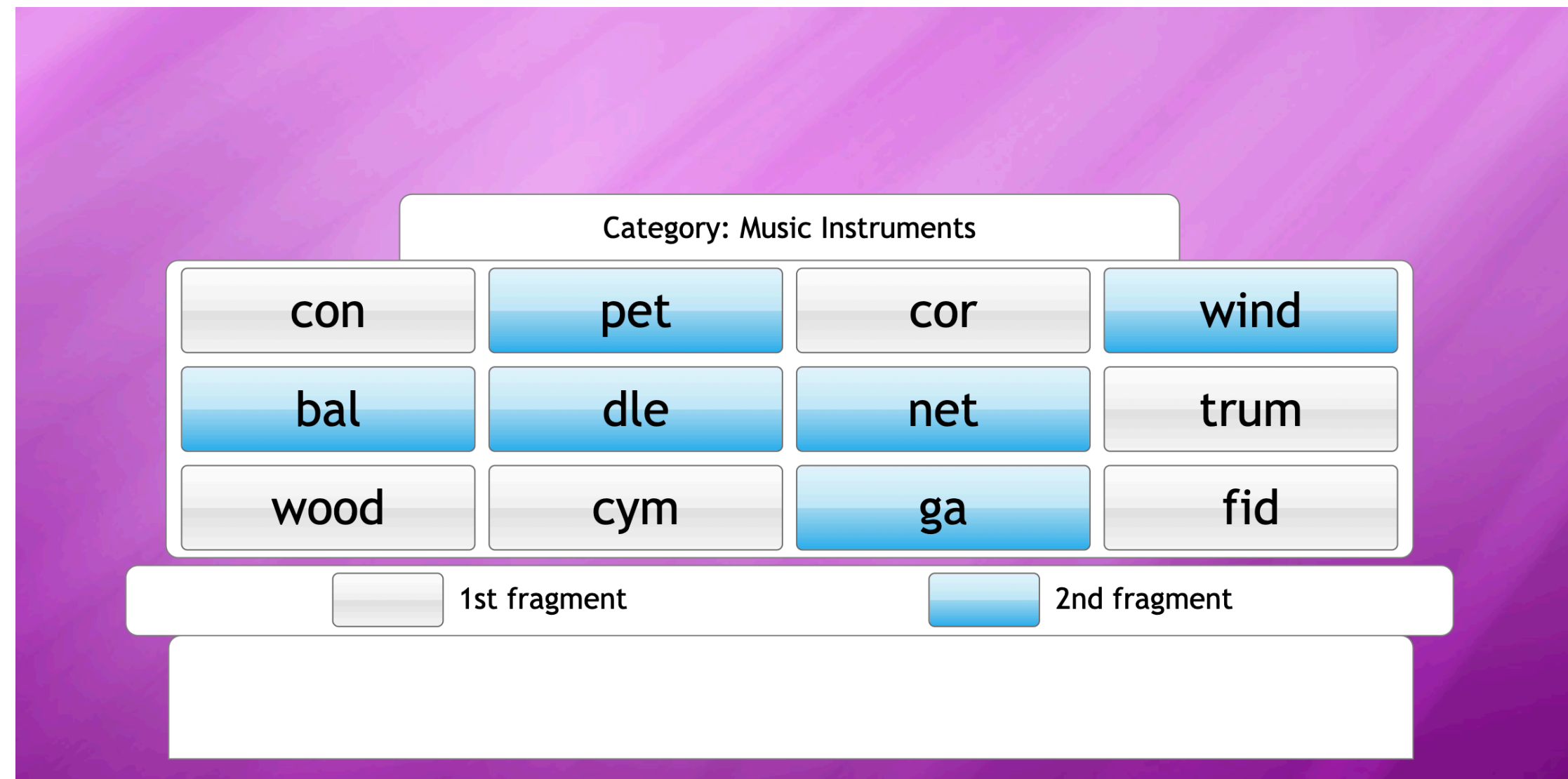
As people age, language stimulation is needed for maintaining effective communication skills that allow for social engagement.

- Allows for exchange of ideas, thoughts, information by verbal or written communication.
- In writing, language is comprised of elements such as phonetics, syntax, and vocabulary. These components allow for logical formation of sentences and paragraphs.
- Two major areas for language in the brain include Broca's area (speech production) and Wernicke's area (processing and comprehension).

What HappyNeuron Pro offers for Language

HappyNeuron Pro offers exercises that target language.

Exercises can overlap with executive function, verbal, and auditory memory.



Featured Exercise: Split Words

Users must combine fragments of words according to a category to make logical words

HappyNeuron Pro can help with...

VISUAL-SPATIAL REASONING

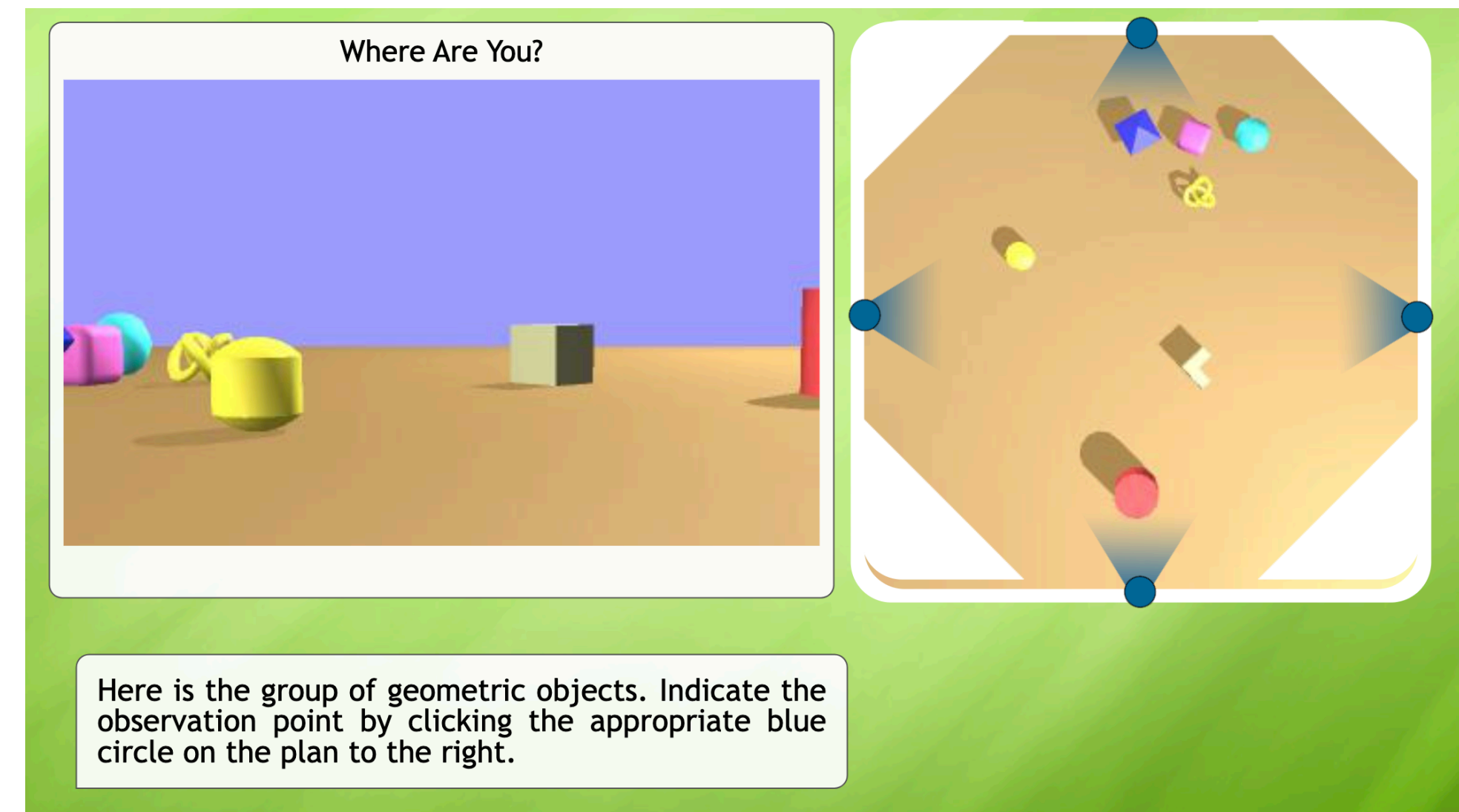


- Visuospatial reasoning is needed for people to **orient themselves in space, perceive relationships with objects in the environment, and organize visual information within a scene.**
- This kind of reasoning is also needed for mental representation and manipulation of objects when they are not physically present.
- Working on visuospatial reasoning helps maintain the ability to **manipulate objects and navigate space.** This is important for people as this keeps us from knocking into things and falling!

What HappyNeuron Pro offers for Visual-Spatial Reasoning

HappyNeuron Pro offers exercises that target the visuospatial system.

These exercises train orientation, manipulation, and memory of objects and their position in space!



Featured Exercise: Points of View

Users must determine where they are based on the information given between the two pictures

HappyNeuron Pro can help with...

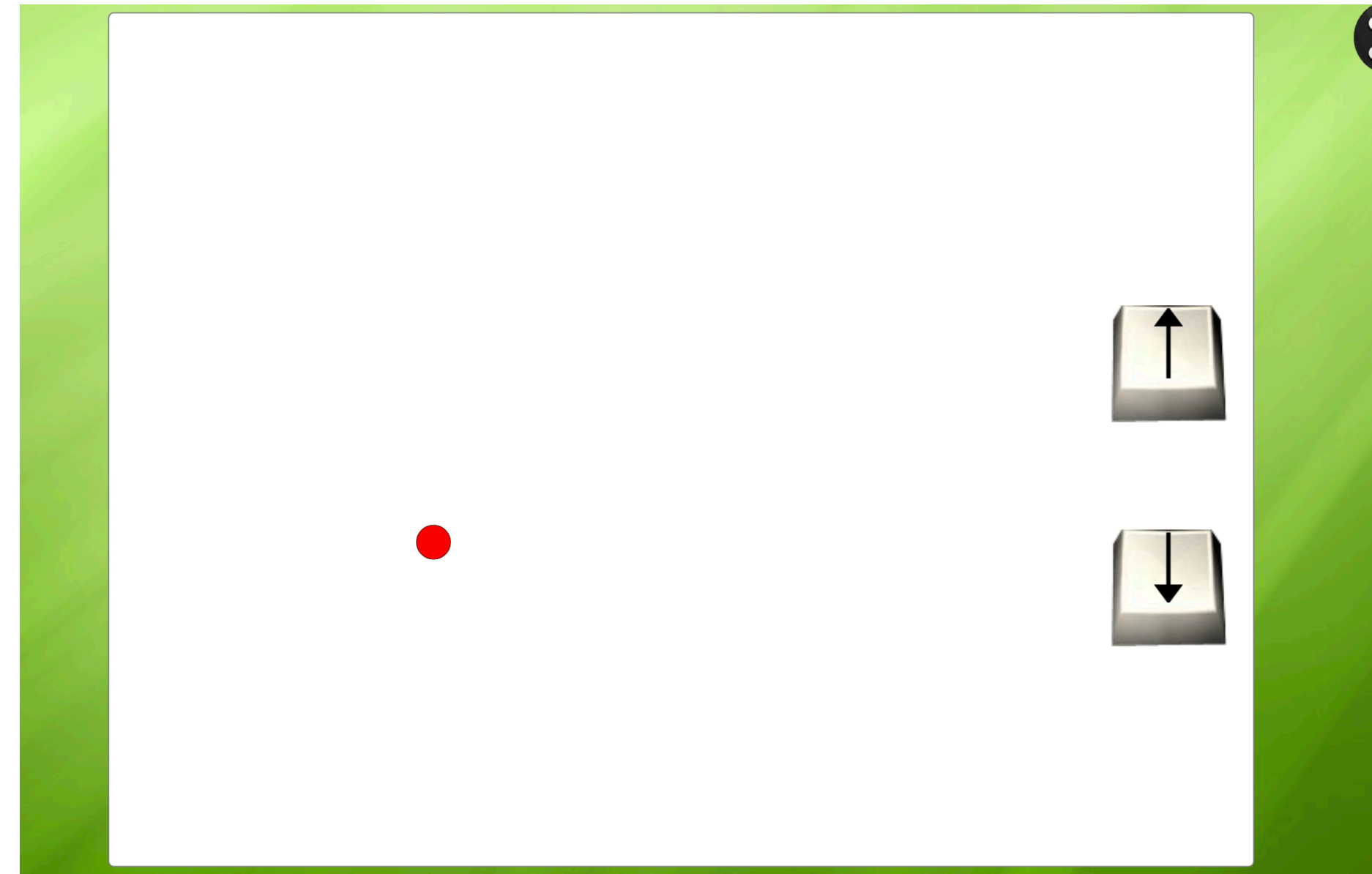
PROCESSING SPEED



- Response time or processing speed is a common measure in psychological research experiments.
- Clinically, processing speed is a measure of how quickly information is processed in order to achieve a desired behavior.
- Issues with processing speed can cause people to feel frustrated and act hastily in a way that is unfavorable to their safety. Working on this skill is vital to help your client be able to make quick, accurate, and precise decisions that can benefit them long-term.

What HappyNeuron Pro offers for Processing Speed

HappyNeuron Pro offers
exercises that target
processing speed



Featured Exercise: Under Pressure

The user must determine quickly whether one stimuli appears above or below another.

**HappyNeuron Pro makes cognitive therapy accessible.
Our 100% web-based platform can be used:**

- **In sessions**
- **At home**
- **Remotely**

HappyNeuron Pro can be used on any device

***May not be compatible on smaller non-touch screen phones**



Where can HappyNeuron Pro be used?



Home healthcare
Private practice



Rehabilitation clinics



Hospitals
Medical centers

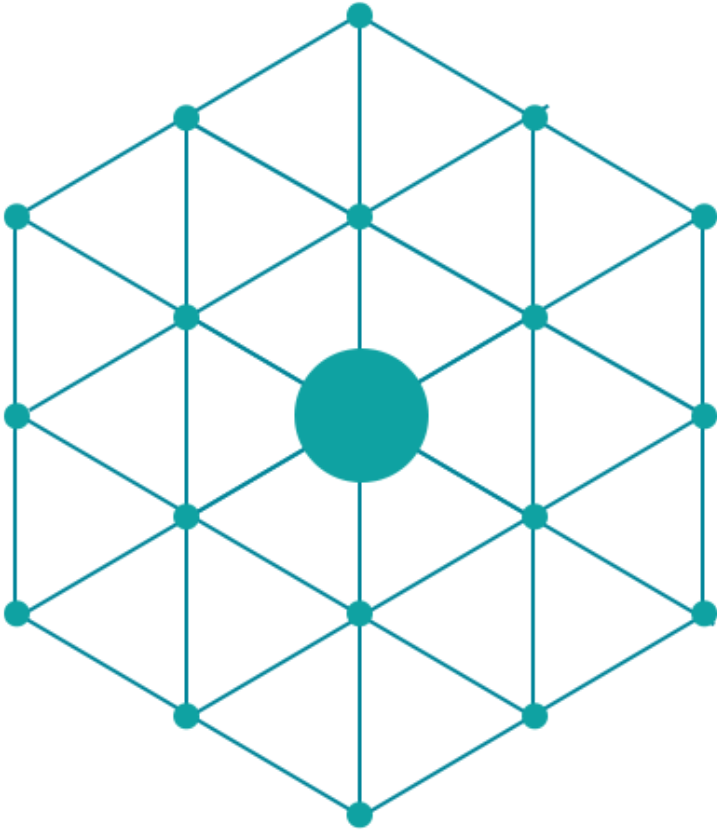
Schools

Patient populations suited for HappyNeuron Pro



Geriatrics

Healthy aging
Dementia
Alzheimer's disease



Neurology

Stroke
Brain injury
Multiple Sclerosis



Psychiatry

Schizophrenia
Depression
Bipolar Disorder

How much does all this cost?

Practice size	MOST POPULAR	
	3 month commitment	1 year commitment
Private practice (1 therapist)	\$149 per month	\$99 per month for 12 months
Office (2-3 therapists)	\$199 per month	\$149 per month for 12 months
Facility (4-5 therapists)	\$249 per month	\$199 per month for 12 months

1 year, 5 patient limit
\$49 per month for 12 months

You get **UNLIMITED** access to all exercises, and can create **UNLIMITED** patient accounts.

You get **UNLIMITED** access to all exercises.

Questions?

We're always happy to answer any questions you may have!

You can reach us at info@happyneuronpro.com to get in touch with our product specialists!

How do I try HappyNeuron Pro?

Send us an email at info@happyneuronpro.com and we'll get you set up!

Or go to happyneuronpro.com/en/free-trial/

