

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 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 identify 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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Photos are stock photos unless otherwise indicated.

LET'S TALK.

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

At LearningRx, we apply the latest in brain science to help kids and adults think, learn, read, 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...

Save \$50!

Schedule a comprehensive Cognitive Skills Assessment today. For a limited time, save \$50.



FIND A LEARNINGRX CENTER AT:
www.learningrx.com

Six Things LearningRx Brain Training Does:

1/TREATS THE ROOT CAUSE:

LearningRx strengthens the weak cognitive skills responsible for 88% of reading struggles and 80% of all learning problems. While tutoring treats symptoms, LearningRx finds and fixes the cause.

2/APPLIES TO OTHER AREAS OF LIFE:

Better thinking skills aren't just about grades. They improve how you drive a car, perform athletically, and handle daily tasks. After brain training, our clients say they think faster, learn easier, pay attention longer and remember better in every area of life.

3/COSTS LESS:

LearningRx is seven times more effective than tutoring, for less than half the price and in less than half the time! In fact, the largest study¹ ever done on reading tutoring revealed that a year's worth of tutoring results in a one-to-four-month gain in reading skills. But LearningRx delivers 3.1 years of reading gains in just 72 hours of one-on-one brain training.²

4/PROVIDES TRANSFERABLE GAINS:

LearningRx 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.)

5/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.² No other program today can match the results we get.

6/RAISES IQ, WHICH IS LINKED TO HIGHER LIFETIME INCOME:

Our programs raise IQ an average of 15 points in 12 weeks.² And because higher IQ has been linked to college scholarships, job advancement and higher income for life, dollars spent at LearningRx can result in impressive financial returns.

1. For the full study, visit: www.learningrx.com/downloads/CPS_readingtutoring_study.pdf
2. Learn more about all our results. Visit: www.learningrx.com/results



LearningRx®

ADHD MEETS ONE-ON-ONE BRAIN TRAINING:

Looking for a drug-free way to address ADHD and attention problems?

4 out of 10 clients on ADHD meds report being able to stop or reduce medication even before their brain training is completed.

AN EDUCATIONAL PSYCHOLOGIST ASKS:

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

PLUS: “My brain works differently now!” One family's story of life with ADHD before and after brain training.

BETTER BRAIN. BETTER FOCUS.

WHEN IT COMES TO ADHD AND ATTENTION ISSUES, there's an alternative you might not know about.

For years, families and individuals impacted by ADHD and attention struggles thought their only options were to medicate or accommodate.

Today, we know there's a proven and drug-free alternative: Strengthen the brain skills that make it possible to pay attention.

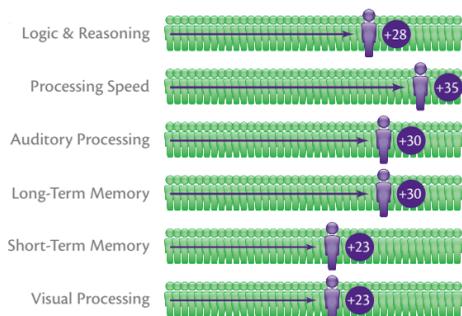
More children and adults come to LearningRx diagnosed with ADHD than with any other diagnosis, and the reason they come to us is simple: LearningRx harnesses the brain's neuroplasticity to improve attention skills for children and adults.

Our programs use intense mental exercise to stimulate the brain to strengthen existing neural connections and even create new ones.

Plus, LearningRx is the undisputed leader in personal brain training, which takes place in a one-on-one coaching relationship. LearningRx brain trainers customize workouts, create accountability, and keep sessions fast-paced and intense. They make training interactive, relational and fun. And in the process, they get students out of their comfort zone and into dramatic results.

Children and adults who come to LearningRx experience improvements in brain performance that are scientifically measurable, permanent, and often life changing.

Average Percentile Gains after LearningRx Brain Training Among Students Diagnosed with ADHD²



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, LearningRx helps people "move up in line" in brain performance in school, at work and in life.



- 4 out of 10 clients who come to us on ADHD medication report being able to stop or reduce that medication before the end of their training.¹
- One-on-one brain training, done with a LearningRx certified brain trainer, is proven to address the core struggles of ADHD by strengthening three types of attention: sustained, selective and divided.
- Our clients with ADHD report dramatic improvements in how they function in school, at work and in life.
- On average, our 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.²

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.

¹ This number is based on the reports of 840 LearningRx students and/or their parents who told us that ADHD medication had or was about to be reduced or stopped altogether as a result of brain training. LearningRx does not make recommendations about ADHD medications. We are not able to diagnose or remove diagnoses for ADHD. Clients should always consult with their physicians before reducing or stopping medication.

² Learn more about our results at: www.learningrx.com/results



SPOTLIGHT ON ADHD

When Trevor struggled in school, his parents looked at their options and said, "LET'S TRY BRAIN TRAINING FIRST."

Marsha and Derek were at a meeting for parents of multiples the first time they heard about LearningRx. After another parent raved about what the brain training program had done for her daughter, Marsha turned to her husband and said, "If any of our kids ever have problems at school, we need to do this."

Two years later they faced that very challenge. Their son Trevor, nine, was struggling with attention, memory and reading, and his teacher recommended medical intervention. Marsha and Derek decided to try LearningRx first.

"TREVOR, WILL YOU PLEASE LOOK AT THE CAMERA?"

Trevor could barely read, his math skills were minimal, and holding his attention was a struggle. During a family photo shoot, the professional photographer had

to address the nine-year-old over and over again: "Trevor, will you please look at the camera?" "Trevor—over here—look at the camera, please."

Could LearningRx one-on-one brain training make a difference?

After taking Trevor to his first day of brain training, Derek came home and enthusiastically announced to his wife, "Trevor has the best trainer! Connor is going to be awesome! They're a great fit!" "Trevor loved doing brain training with Connor," Marsha says, adding that Trevor's trainer was a tremendous resource for her, too, giving her tips that made the home training she did with Trevor a lot more fun and effective.

"YOUR SON IS ON TASK 95% OF THE TIME."

By the time Trevor completed brain



LearningRx client Trevor and his brain trainer, Connor.

training, his teacher gave Marsha and Derek the great news that Trevor was working on task 95% of the time! Marsha noticed other changes, too: "He's more confident. He has a better work ethic. He tackles problems saying 'I can, I can, I can.' He even laughs more!"

At a LearningRx photo shoot, Marsha was amazed that Trevor could follow all the photographer's directions and keep his attention exactly where it needed to be!

She's even seeing a difference in his friendships. "Last year I'd ask him, 'Who did you play with at school today?' and he couldn't remember the names of his friends. This year he says things like, 'Blake said this ... and Shawn did that ...' "You just can't send a child to a computer and say, 'Go play a game,' and see the same growth."

Trevor sums it up with a grin. He says, "My brain works differently now."

Q&A

WILL CHANGING SCHOOLS HELP MY CHILD WITH ADHD?

Weak cognitive skills—including those responsible for how the brain pays attention—cannot be changed by better schools, better teachers, better tutors or even growing up. They can, however, be changed. Thanks to the brain's natural neuroplasticity, intense mental exercises can stimulate the brain to strengthen and grow neural pathways, strengthening cognitive skills and improving the way the brain functions and even pays attention.

HOW DO I KNOW IF MY CHILD NEEDS TUTORING OR BRAIN TRAINING?

Have you ever explained something a second time to your child and he still didn't "get it"? If your child is struggling to grasp information even when it is explained a second time, hiring a tutor to redeliver that information yet again isn't the solution. Instead, change your child's ability to grasp and process information the first time it's presented!

FOR ADHD ADULTS, IS IT TOO LATE FOR BRAIN TRAINING?

Absolutely not! The science of brain training is based on neuroplasticity, which is the brain's lifelong ability to grow and change. No matter how old you are, your brain can increase existing neural pathways and even create new ones. This means the way you think, learn, pay attention—even your IQ!—is never set in stone, but can be changed and improved.

HOW DO YOUR PROGRAMS WORK?

Our research-based programs consist of intense mental exercises, done one-on-one with a personal brain trainer over 12 to 32 weeks. The "personal training" aspect of what we do is the key to our dramatic results, which are absolutely unmatched by any other program.²

CAN ATTENTION BE IMPROVED USING ONLINE GAMES?

Playing digital brain games instead of, say, watching TV is great for mental maintenance or even small improvements (just like taking the stairs instead of the elevator will keep you healthy and even help you lose a few pounds). But for life changing improvements, you need something more. People who are serious about changing their bodies understand the value of hiring a personal trainer. In the same way, people who are serious about changing their brains understand the value of hiring a personal brain trainer.

LearningRx