

# 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

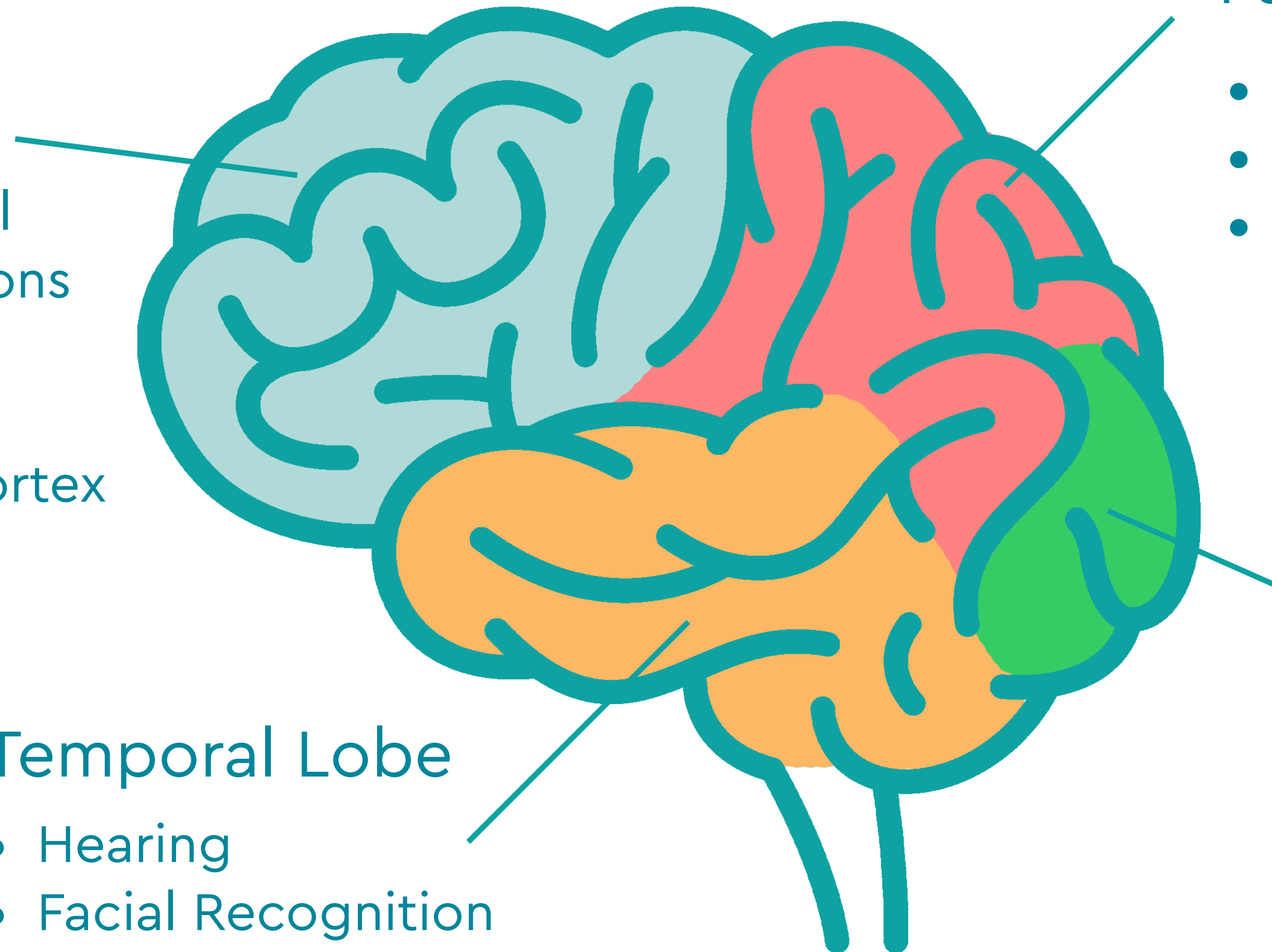
- Hearing
- Facial Recognition
- Language

## 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.

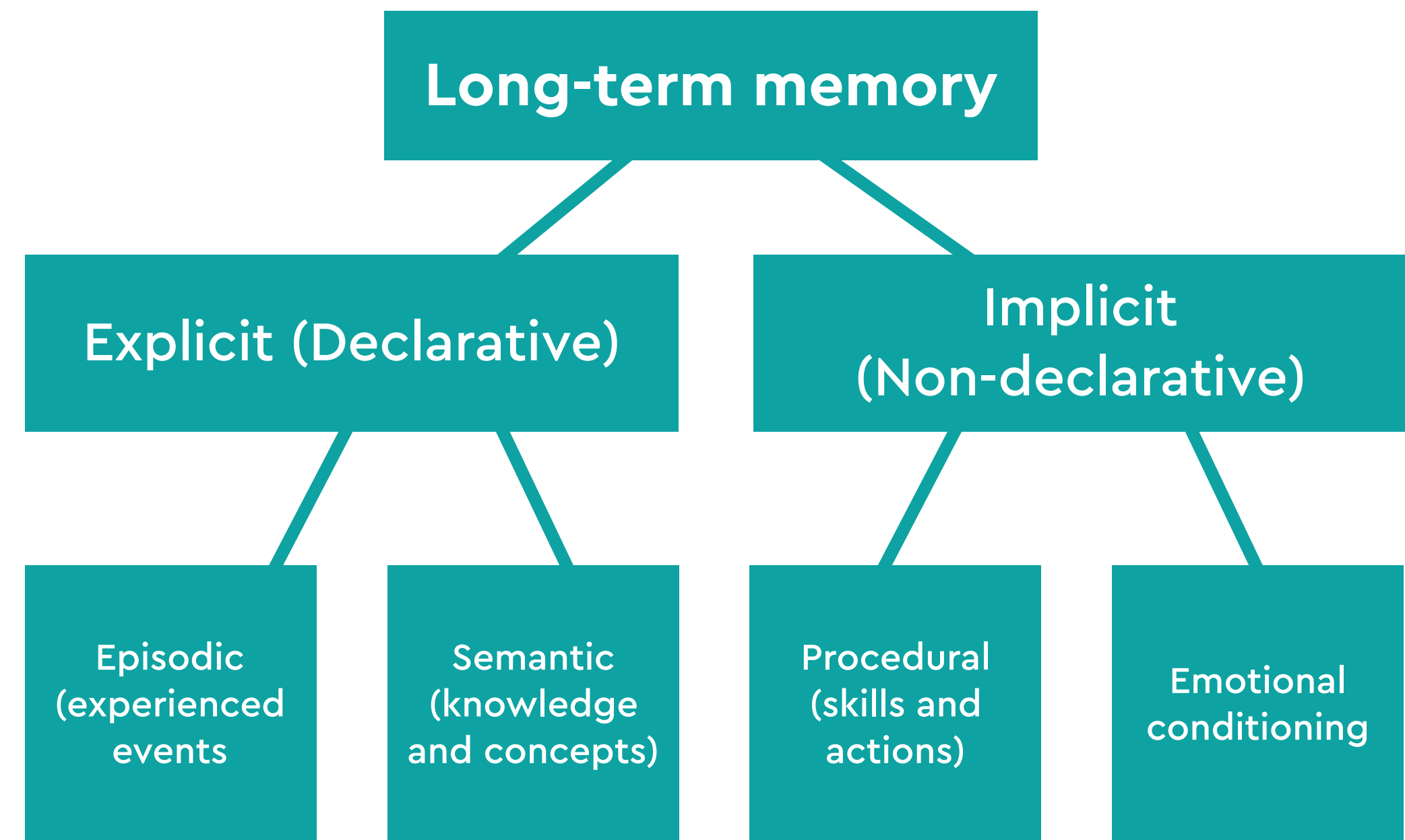
# We use 2 categories of memory everyday...

## Short-term memory

Maintains sensory information and working memory.

## Long-term memory

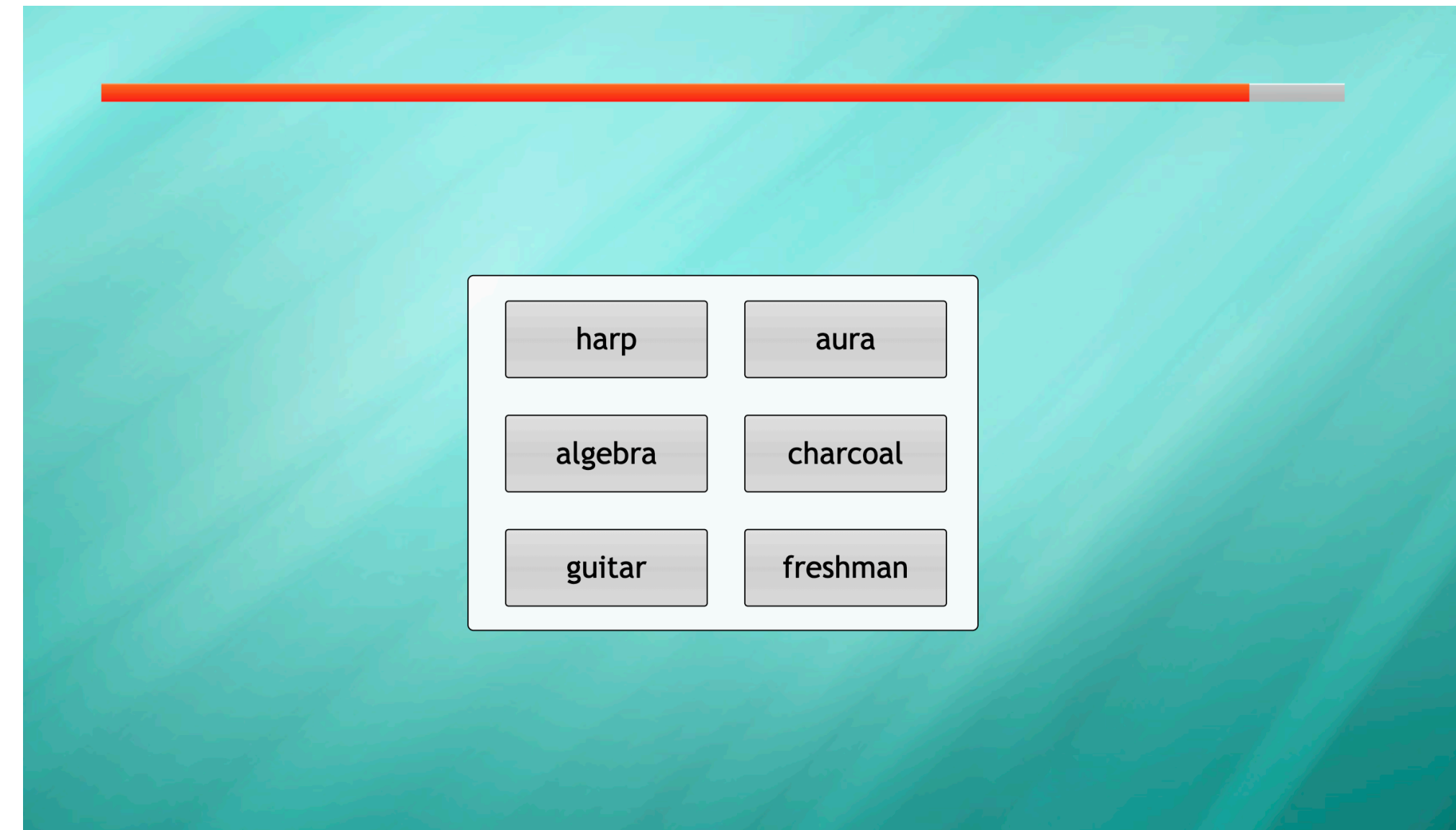
Is split into explicit and implicit memory.



# What Happyneuron Pro offers for Memory

HappyNeuron Pro offers exercises that target:

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

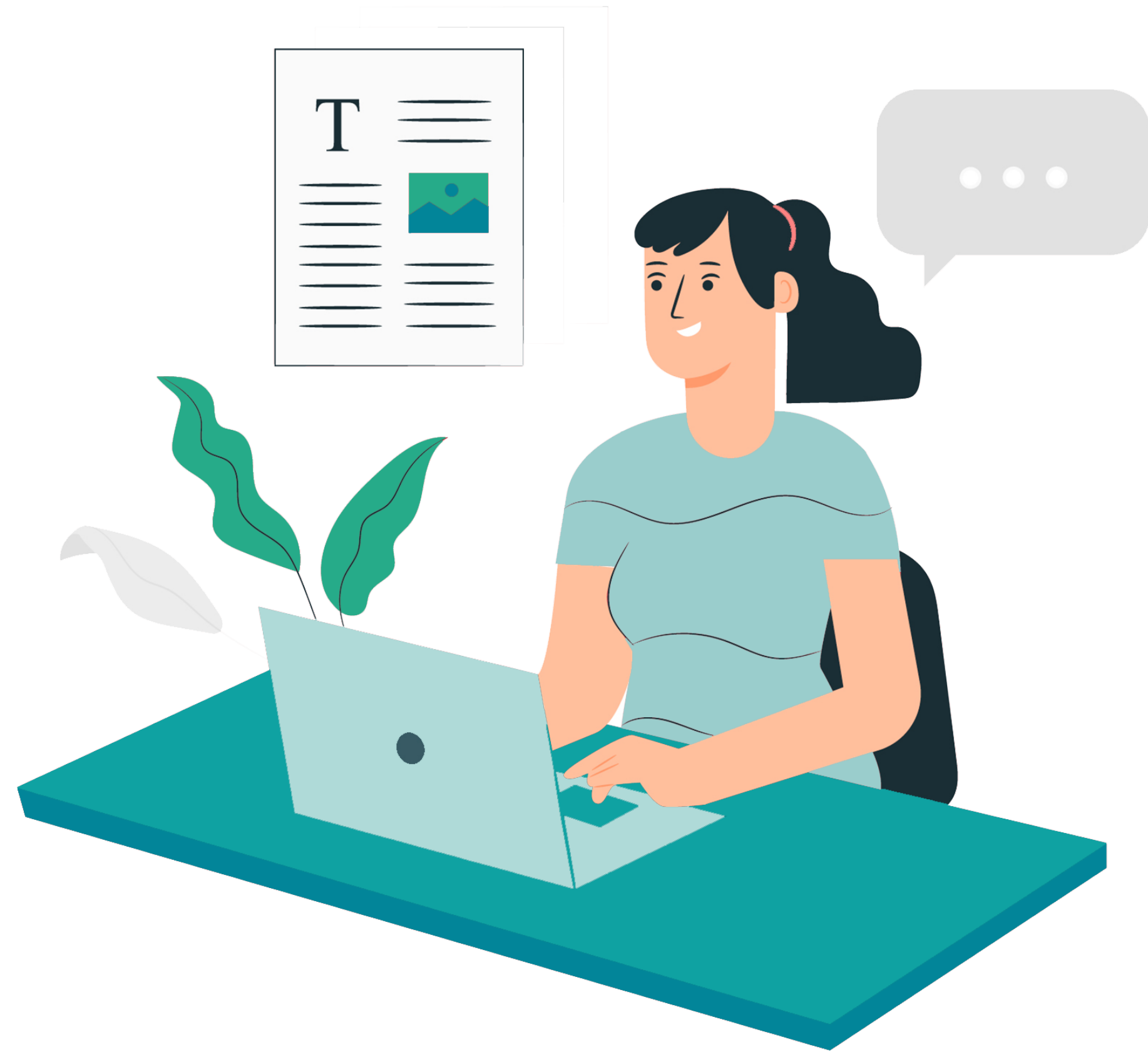


**Featured Exercise: Elephant Memory**

*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

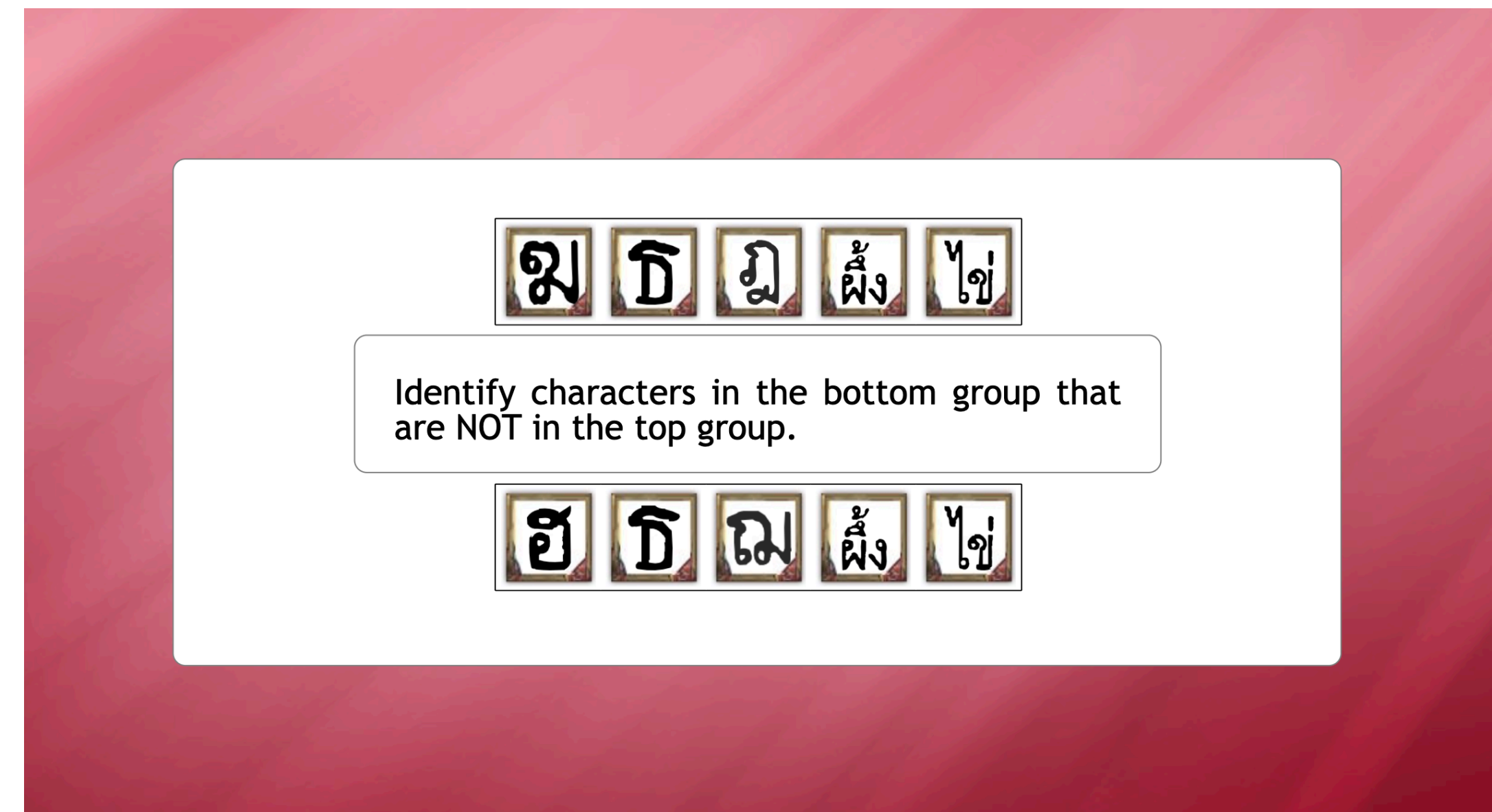
Allows for you to switch focus from a task as a new stimulus becomes important.

\*\*\*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.



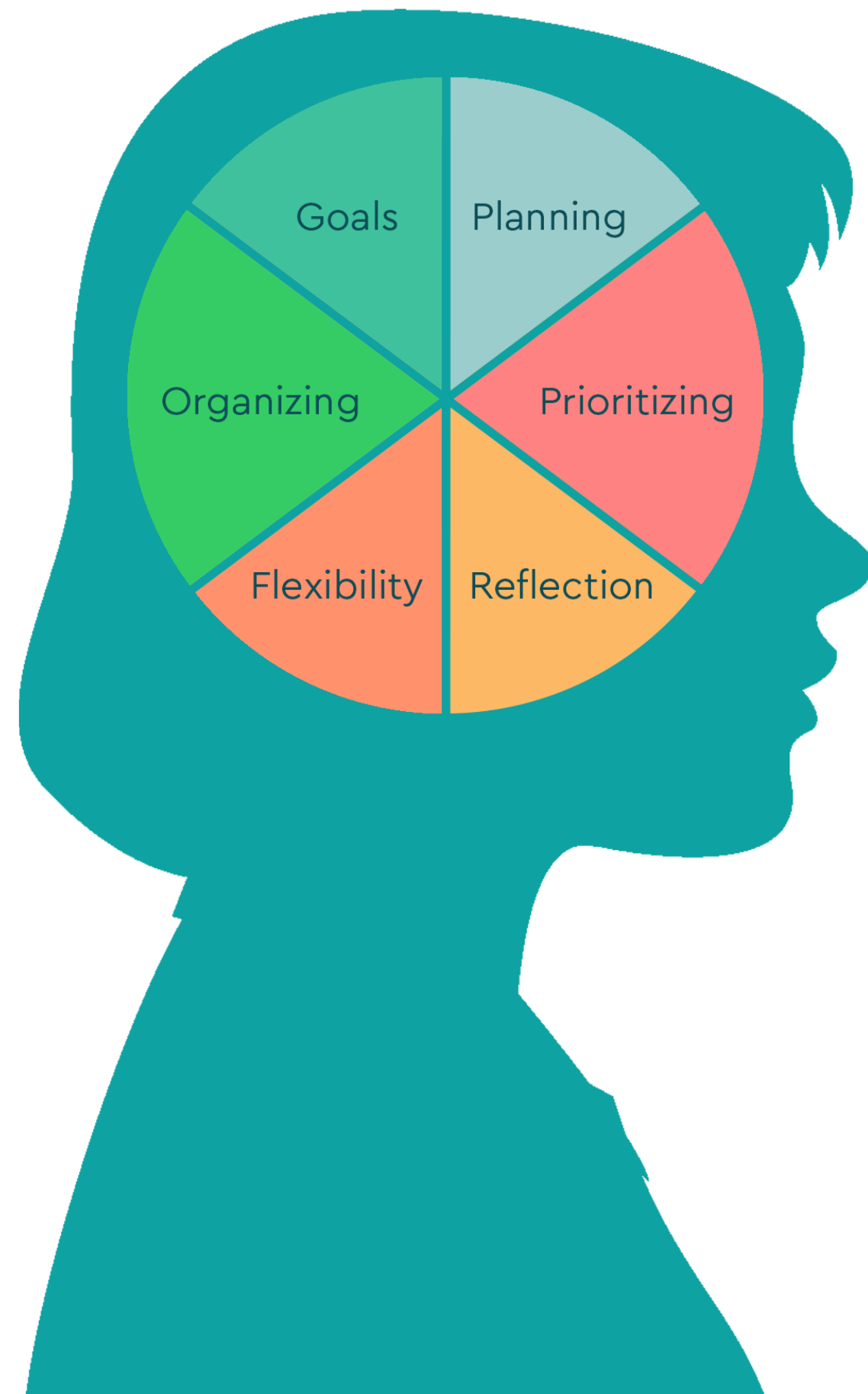
## Featured Exercise: Ancient Writing

*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:

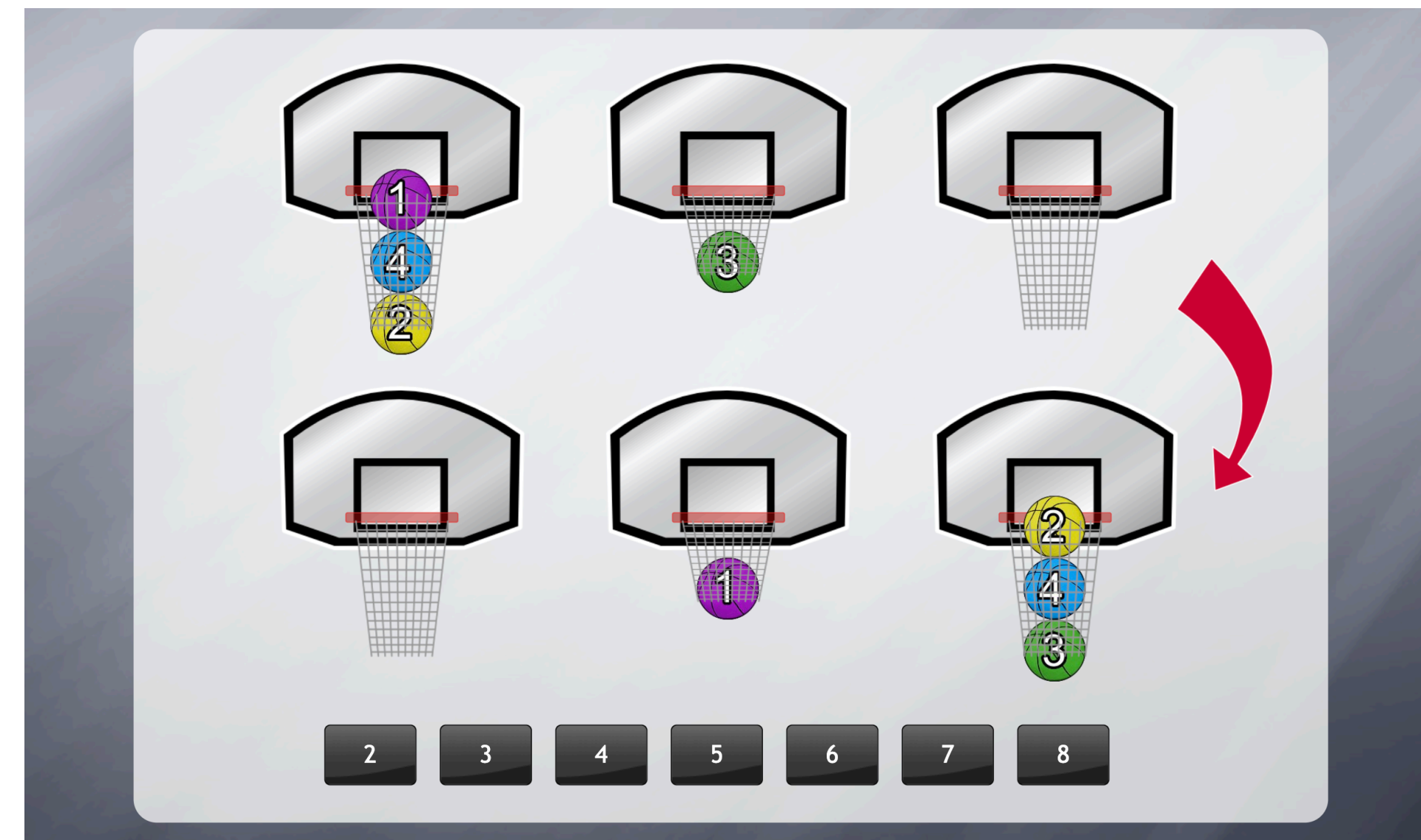
- **Inhibition** to start or stop a behavior.
- **Flexibility** to shift ideas, behaviors, attention, etc. from one task to another.
- **Planning** to organize or plot an action or behavior.

Stimulating these functions allows 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



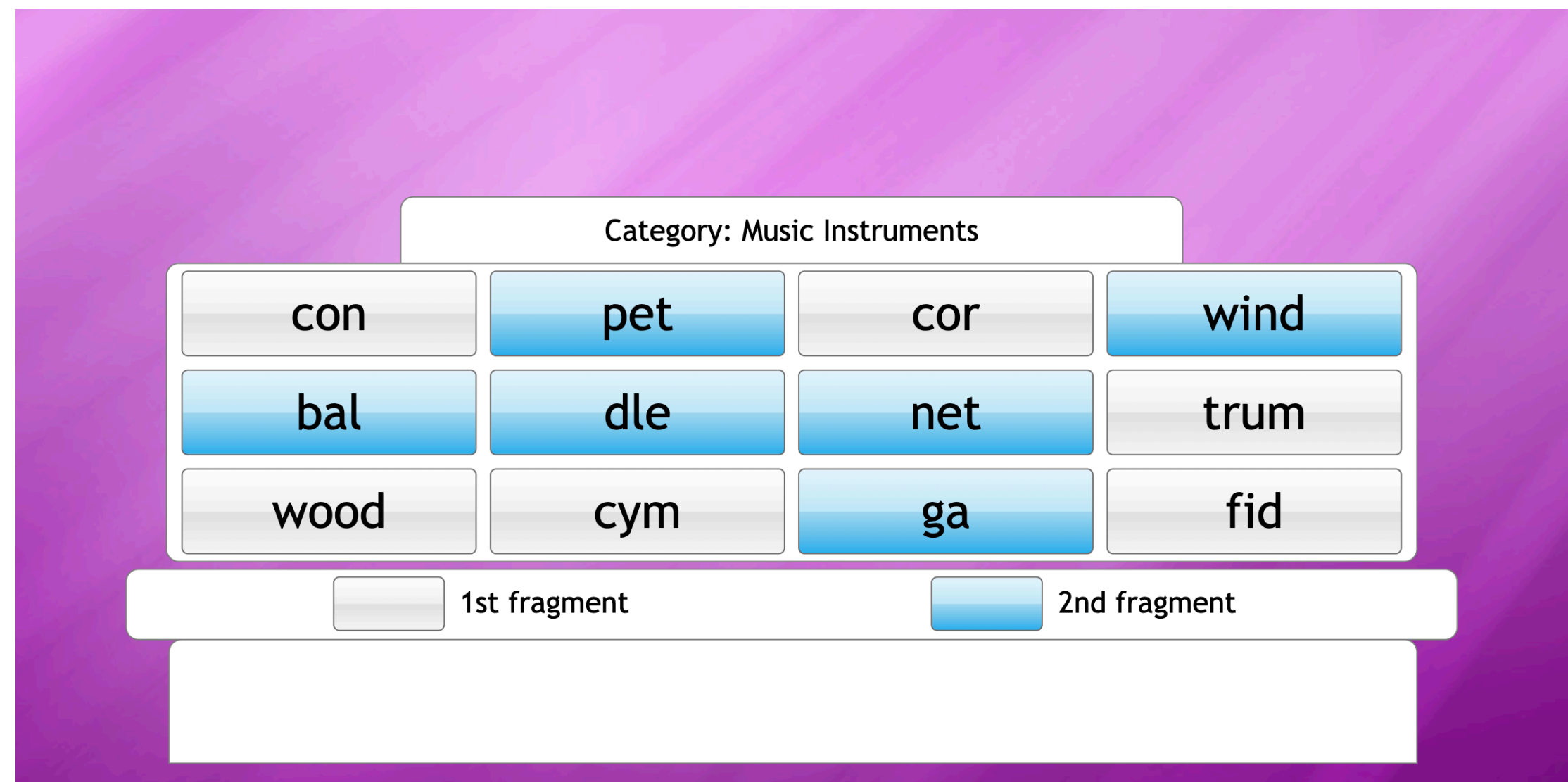
As people age, language stimulation is needed for maintaining effective communication skills that allow for social engagement.

- 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

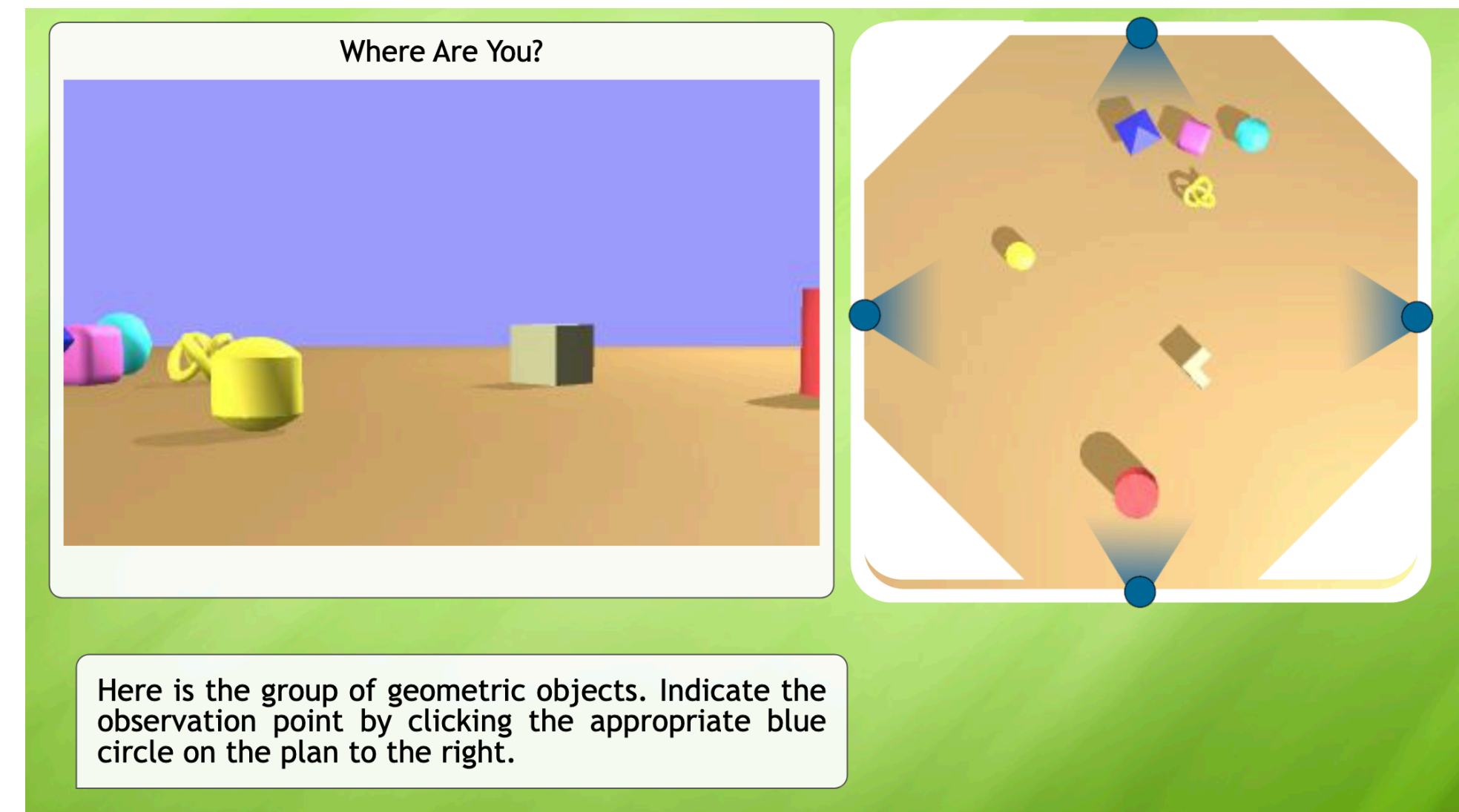


- Visuospatial reasoning is needed for people to **orient themselves in space, perceive relationships with objects in the environment, and organize visual information within a scene.**
- This kind of reasoning is also needed for mental representation and manipulation of objects when they are not physically 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...

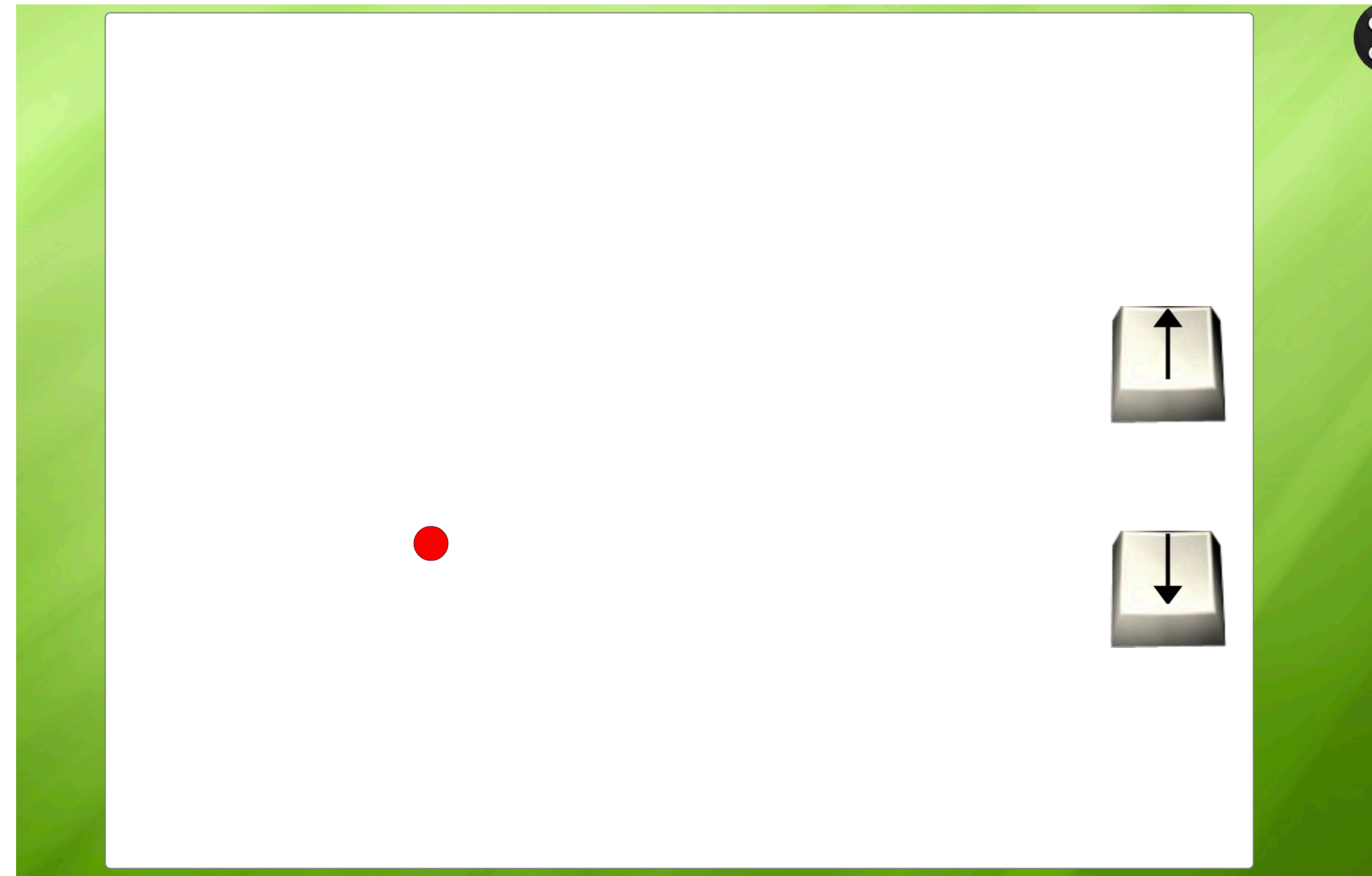
# PROCESSING SPEED



- 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 phones**



# Where can Happyneuron Pro be used?



**Home healthcare**  
**Private practice**



**Rehabilitation clinics**



**Hospitals**  
**Medical centers**



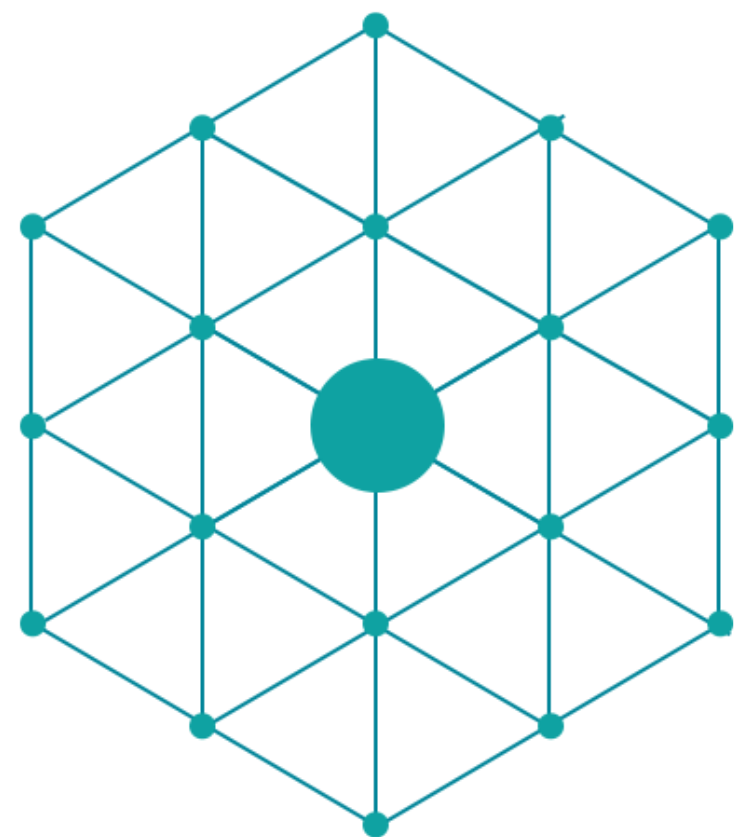
**Schools**

# Patient populations suited for Happyneuron Pro



## Geriatrics

Healthy aging  
Dementia  
Alzheimer's disease



## Neurology

Stroke  
Brain injury  
Multiple Sclerosis



## Psychiatry

Schizophrenia  
Depression  
Bipolar Disorder

# Pricing

		MOST POPULAR	
Practice size	3 month commitment	1 year commitment	
Private practice (1 therapist)	\$155 per month	\$119 per month for 12 months	
Office (2-3 therapists)	\$233 per month	\$179 per month for 12 months	
Facility (4-5 therapists)	\$310 per month	\$239 per month for 12 months	

1 year, 5 patient limit
\$59 per month for 12 months

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

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access to all exercises.

# Questions?

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

You can reach us at [info@happyneuronpro.com](mailto: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](mailto:info@happyneuronpro.com) and we'll get you set up!

Or go to [happyneuronpro.com/en/free-trial/](https://happyneuronpro.com/en/free-trial/)



**Happyneuron**