Brain Trainer Certification Programs for Individuals and Organizations

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Investing in Brain Health Programs is a No-Brainer

Driven by a first-class institution, our UCLA Longevity Center has translated scientific discoveries into practical applications, making us a pioneering leader in the field of longevity and aging well.

The aim of the licensing program is to increase community access to our memory programs and enhance our mission of living better longer in your communities.

Who are our customers?

Studies have shown that investing in the command center of the body, your brain, can prevent brain cell loss. If everyone adopted 1 regular lifestyle change, the prevalence of dementia in the U.S. would decrease by 1 million cases within 5 years.

In a study conducted on 115 subjects where 90% of subjects were above age 75, significant improvement on objective and subjective memory measures were observed. People who spend time doing complex mental tasks can decrease their dementia risk by almost 50%.

ALZHEIMER’S PREVENTION BEGINS WITH YOU!

Risk for Brain Aging

- Genetics
- Lifestyle Choices

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# Program Offering Menu

**Memory Training**

The program focuses on techniques that address the 4 most common memory complaints people experience in their daily lives.

1. Forgetting names and faces
2. Forgetting to do things in the future
3. Forgetting where you put things
4. “Tip of the tongue” memory challenges

**Program Length and Target Audience**

Memory Training is a 4-week course, typically offered 2-hours per week designed for people with normal, age-related memory challenges.

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**Memory Fitness**

The program focuses on the 4 Brain Healthy Lifestyle Strategies which UCLA researchers have found to lower the risk for dementia.

1. Physical Conditioning
2. Stress Reduction
3. Healthy Diet
4. Mental exercise and Cognitive Training

**Program Length and Target Audience**

Memory Fitness is a 6-week healthy lifestyle program (1-hour class held twice a week) designed for people with normal aging or mild cognitive impairment, and adaptable for dementia patients.

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**Brain Boot Camp**

Intensive course teaching brain healthy lifestyles and memory enhancement.

1. Basic techniques to respond to everyday memory challenges
2. Advanced techniques to master memory of names and faces
3. Tips for a healthy heart and brain diet
4. Take home strategies, exercises, and assignments for continued progress

**Program Length and Target Audience**

Brain Boot Camp is a one-day, 3-hr intensive, interactive course beneficial for people of all ages and designed for those with busy lifestyles. The program can be tailored to those with cognitive impairment.

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Memory Care

The program is for both caregivers and people experiencing memory loss (e.g., mild cognitive impairment, early onset Alzheimer’s disease, mild Alzheimer’s dementia).

Memory Care teaches memory techniques, as well as strategies to lower stress and stimulate the mind and body. The program takes an innovative approach to memory loss by working directly with people with memory challenges and those involved with their care.

Each weekly session consists of three 1-hour groups

First hour: Memory Training
  • Memory Training teaches practical techniques for enhancing memory performance.

Second hour: Mind/Body Connection
  • Participants learn and practice alternative methods like yoga, tai chi, art therapy, and music therapy to help stimulate the mind and body. Mindfulness exercises lower stress levels, enhance creativity, and help participants learn new strategies for living better longer.

Third hour: Social/Support Group
  • Participants, family members, and caregivers have the opportunity to socialize with others and talk about how they cope with age-related memory issues. The participants and the caregivers are divided into two separate groups.

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Application Process

- Licensee timeline:
  1. Submit application
  2. Committee reviews application
  3. Contract structuring
  4. Training
  5. Ongoing support and consultation services

- The licensing committee reviews applications on an ongoing basis and decisions are typically provided within 1 week.
4 Core Competencies for Program Licensees

**Strong Interpersonal Skills**
- Provide our programs in a compassionate, appropriate, and effective manner
- Communicate effectively
- Use effective listening skills to elicit participation using effective nonverbal, explanatory, and questioning skills

**Engage in Practice-based Learning and Improvement**
- Demonstrate an ability to continually expand his/her knowledge and skills and assess his/her practice to ensure highly competent delivery of the program
- Willingness to adherence to “best practices”, and regular review of the scientific literature

**Knowledge of Geriatric Population**
- Demonstrate knowledge about issues facing the geriatric population particularly as it relates to memory loss
- Working knowledge of factors that affect memory over the age of 50

**Professionalism**
- Demonstrate a commitment to carrying out professional responsibilities, adherence to ethical principles, and sensitivity to a diverse geriatric population
- Make informed decisions about appropriateness of the program for participants

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# Licensee Tool Kit and Pricing

## Licensee Tool Kit:
1. Curriculum manual and participant handouts
2. 1-full day or 2-full days training at UCLA with a clinical psychologist
3. UCLA Longevity Center logo for your marketing material
4. Visibility on our website as a licensed site and “Community Partner”
5. Ongoing support and guidance

## Price per program licensed*:

<table>
<thead>
<tr>
<th>Category</th>
<th>Initial Fee (Year 1)</th>
<th>Renewal Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIVIDUALS:</td>
<td>Initial Fee (Year 1) - $1500</td>
<td>Renewal Fee - $1000</td>
</tr>
<tr>
<td>SMALL ORGANIZATIONS:</td>
<td>Initial Fee (Year 1) - $2500</td>
<td>Renewal Fee - $1500</td>
</tr>
<tr>
<td>INTERNATIONAL:</td>
<td>Initial Fee (Year 1) - $7500</td>
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<tr>
<td>MEMORY CARE:</td>
<td>Initial Fee (Year 1) and Renewal Fee - $10,000</td>
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*Price doesn’t include travel expenses for trainer if training is not at UCLA. Annual renewal fees based on licensee’s footprint expansion. Discounts available for program bundling.

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[Logo: UCLA Longevity Center]
Key Facts About Our Licensing Services

Our innovative Memory and Brain Health Programs are available at 137 sites across 14 states. We are also international in Canada.

Launched the licensing branch in 2004 with our flagship program, Memory Training. Memory Fitness and Brain Boot Camp followed soon after.

Our programs are flexible to fit your populations’ needs from those with age-related memory concerns, to mild cognitive impairment, to Alzheimer’s disease.
Our Current Licensees

Individuals
• Psychologists
• Psychotherapists
• Physicians/Geriatricians
• Professors/Educators
• Business (sales and service)
• Social workers

Organizations
• Assisted living facilities
• Senior healthcare centers
• Community clinics & hospitals
• Adult day care centers
• Brain health companies

Our Community Partners have a background in working with people and encompass various professional backgrounds.
About Our Memory Experts

**Dr. Gary Small.** Dr. Small’s team developed brain-imaging technologies that detect the first signs of brain aging and Alzheimer’s disease. Dr. Small has made the headlines of *The New York Times, The Wall Street Journal, Time,* and *Newsweek,* and he is a frequent guest on the *Today* show, *Good Morning America,* NPR, CNN, and PBS.

- Director of the UCLA Longevity Center
- Professor of Psychiatry and Biobehavioral Sciences
- Director of the UCLA Geriatric Psychiatry Division at the Jane & Terry Semel Institute for Neuroscience and Human Behavior

*Scientific American* magazine named him one of the world’s top 50 innovators in science and technology

**Dr. Linda Ercoli.** Dr. Ercoli is a clinical psychologist with a specialty in geropsychology-neuropsychology and cognitive training. Her research background is in the neuroimaging and neuropsychology of age-related cognitive disorders, as well as in clinical trials testing the effects of healthy lifestyle interventions and cognitive stimulation on cognition and brain function.

- Health Sciences Clinical Professor in the Department of Psychiatry and Biobehavioral Sciences at the Semel Institute, in the UCLA David Geffen School of Medicine
- Director of Geriatric Psychology, in the Division of Geriatric Psychiatry
- Developed a peer-based manualized cognitive rehabilitation and remediation interventions for community residing middle-aged and older adults with cognitive difficulties associated with aging

**Dr. Karen Miller.** Dr. Miller has been part of Dr. Gary Small’s research team at the Longevity Center for the past 21 years. Her clinical and research career has focused on early detection of Alzheimer’s disease, mild cognitive impairment, and memory enhancement for age-related memory decline.

- Health Sciences Clinical Professor in the Department of Psychiatry and Biobehavioral Sciences at the Semel Institute, in the UCLA David Geffen School of Medicine
- Author of: *The Estrogen-Depression-Connection*
- Co-author of the curriculum and workbook for the Memory Fitness Program
- Director of UCLA’s Memory Care program and the lead presenter for UCLA’s Brain Boot Camp and Memory Fitness programs

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