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FOR IMMEDIATE RELEASE:

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**Neuronetrix launches a new breakthrough system to diagnose patients with cognitive disorders at the Alzheimer's Association conference in Washington DC**

LOUISVILLE (July 20, 2015) – Neuronetrix announces the U.S. clinical launch of the COGNISION™ System at the Alzheimer's Association International Conference (AAIC) in Washington DC. Diagnosing patients with cognitive disorders such as Alzheimer's dementia is notoriously difficult, especially in the early phases of the disease. This may limit a patient's own understanding of their condition and reduce their ability to benefit from the earliest possible interventions. Furthermore, providing an exceptional level of care may be impractical in the current reimbursement environment. With the commercial release of the COGNISION™ System, the solution to these problems is available now.

COGNISION™ is a handheld, wireless cognitive assessment system that uses quantitative electroencephalography (QEEG) and event-related potential (ERP) tests to produce a physiological measure of brain function. COGNISION™ provides physicians with clinically useful information to assist in the evaluation and diagnosis of Alzheimer's and other dementias. The tests performed by COGNISION™ have been recommended as part of the NINCDS-ADRDA "best practice" criteria for the clinical diagnosis of Alzheimer's disease. These criteria were established under the Department of Health and Human Services and are supported by the Alzheimer's Association. COGNISION™ is both practical to implement in a physician's office and is approved for reimbursement by CMS.

"Mobile automated neurodiagnostic devices offer great promise to enhance the objective assessment of a patients' cognitive and neurological status at the point of care. Neural markers closely tied to memory status can also accelerate drug development for Alzheimer's disease," said Dr. Murali Doraiswamy, a leading expert in neurocognitive disorders at the Duke Institute for Brain Sciences and a scientific advisor to Neuronetrix.

"The launch of COGNISION™ is changing the Alzheimer's landscape by significantly enhancing a physician's ability to evaluate and diagnose the millions who suffer from Alzheimer's and other dementias each year," said Matt Ullum, Vice President, Business Development for Neuronetrix.

According to the Alzheimer's Association, the number of people age 65 and older with Alzheimer's disease will grow 40% by 2025, with an estimated 7.1 million being affected by the disease. Advancements made in neurodiagnostic technology are critical to fight these devastating diseases early in the process.



## About COGNISION™

COGNISION™ is a breakthrough cognitive testing system used by both physicians and scientists to identify and evaluate cognitive disorders such as Alzheimer's disease, ADHD, and traumatic brain injury, and others in an easy and noninvasive way.

## About Neuronetrix

Neuronetrix is transforming the diagnosis of patients with cognitive disorders by providing accurate and meaningful diagnostic information to health care professionals early in the disease process. This information is critical to clinicians who wish to provide optimal care for their patients and to scientists who are searching for ways to treat these devastating disorders.

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