

This week I was privileged to be among remarkable leaders who are working in concert to double brain health and performance over the next decade. I am speaking of the October 21 preview event for The BrainHealth Project, conceptualized and led by Dr. Sandi Chapman, Director of the Center for BrainHealth at The University of Texas at Dallas.

It was humbling to be in a room filled with giants in the field of neuroscience, whose painstaking scientific inquiry decades ago challenged then prevailing understanding of the brain. Walking along the Embarcadero overlooking San Francisco Bay post event, my mind wandered to medieval scholars of millennia past, who proved beyond doubt that the world was indeed not flat. I thought about the turning point marked by the day's event, and how these tangible results of neuroplasticity science will yield equally profound change for us all.

The BrainHealth Project unites an unparalleled, international group of neuroscience leaders to advance the common good. This large scale, ten year research project will afford hundreds of thousands of individuals the opportunity to take control of their own brain health to enhance their decision-making, productivity, problem-solving, creativity, achievement and more. Participants will also likely misplace their keys less often.

This is the first science-backed brain health protocol to define, measure and improve the four essential domains of the brain's health and performance: cognition, well-being, social connection and real-life function.

Here's how the program works:

- Participants will complete a comprehensive baseline assessment that will form the basis for an individualized brain performance improvement plan.
- Implementation of the individualized plans will be supported by periodic virtual meetings with a brain health coach, interim baseline assessments to determine progress, and a personalized dashboard to log and track personal activity and results.
- Participants will have access to new and evolving science-based brain performance programming throughout the ten-year duration of the program.

If you are eager to learn more about the prospects for ensuring that your brain span matches your lifespan, sign up [here](#) to receive updates and news about this hopeful and inspiring program, and to be among the first to join when enrollment opens in 2020.

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### **Mission**

BrainFutures accelerates adoption of effective applications of brain science advances to maximize human potential.

### **Vision**

Science-based brain health practices will be widely accessible to people of all ages, enabling improvements in learning, enhancement of cognitive performance, prevention of debilitating brain conditions and effective treatment of mental health and substance use conditions.

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