



# Brain Resource Overview

**Brain Resource's three products:** Clinical Decision Support, Brain Training and Personalized Medicine Solutions, are based on insights from its database, which is the world's largest, standardized and integrative database on the human brain.

**Growth drivers:** major congruent industry transformations now underway involving US Health Reform, digitalization of healthcare, biologically based psychiatry, brain health/wellbeing, pharmaceutical R&D restructures.



## Clinical Decision Support

WebNeuro provides an objective report about an individual's brain health based on their completion of a 30 minute online assessment. Provides decision support for clinicians including Depression, ADHD and Schizophrenia.

### Transformative Event:

US Health Reform

### Opportunity:

Depression and ADHD affect more than 25m in the US, economic cost of ~\$100bn.

Less than 1/3 chance of making correct treatment decision first time.

### Current users:

Healthcare insurance providers (partnership with OptumHealth), Employers, Primary Care, Specialist physicians.

### Growth:

- Employers and Government Payer groups.
- Direct to clinician.
- US Health Reform (Hitech Clinical Decision Support, Mental Health Parity).



## MyBrainSolutions for Brain training

Uniquely uses a Brain Assessment (WebNeuro) to match each person automatically to those solutions that best suite their Brain Training needs. Employer contracts based on per user per month or per employee per month, Direct to Consumer monthly charge of \$9.95.

### Transformative Event:

Consumer Empowerment

### Opportunity:

Brain Fitness software market estimates of US\$265m in 2008 and US\$5bn in 2015 (SharpBrains). Drive productivity gains for Employers through optimizing employee performance. Strong differentiators could translate into engagement and retention of users.

### Current users:

Employers (for employee use) though OptumHealth, Direct to Consumer.

### Growth:

Employers for health and training. Consumer use through alliances and affiliates, including OptumHealth members. New products such as MyCalmBeat and Brain Profiles.



## Personalized Medicine Solutions

Diverse proprietary platforms to test drugs, identify objective personalized Markers (to predict who will best respond to what drug) and to discover new drugs. Platforms have been used in more than 30 pharmaceutical trials.

### Transformative Event:

Blockbuster drugs era over

### Opportunity:

Personalized Medicine and Markers to identify the best treatment response. Personalized medical care is projected to be growing at 44% CAGR (Price Waterhouse Cooper) and to exceed \$100bn by 2015.

### Current R&D pipeline:

The largest current international Study to Predict Optimized Treatment (iSPOT) and other pharma trials underway .

### Growth:

IP for new Markers and drug discovery. Submit new diagnostics to the FDA. Partnering for new development. Comparative Effectiveness Research. Flow on benefits from BRAINnet outcomes.