



When it comes to concussion management, choose the first FDA-cleared aid in the assessment and management of concussion for ages 12-80: ImPACT.





Get More. Get IMPACT.

As media attention increases and public awareness grows about the risks of concussion, the number of companies making diagnostic and prescriptive claims about brain injury multiplies.

With so much noise out there, it's critical to separate validated research from unsubstantiated claims. It is time to set the record straight.

What do you need to ask and know when considering a solution for concussion evaluation and management? A lot more than you might expect:

- Who is the first FDA-cleared aid in the assessment and management of concussion for ages 12-80?
- Who has the most experience creating a valid and clinically useful measure of neurocognitive abilities?
- Which assessment aid for concussion offers the greatest reliability?
- Who offers industry-leading product training and continuing education?
- Why do I need normative data for informed decision making?
- How can I ensure extensive, industry-leading security of my data in the U.S., Canada, and the E.U?
- What additional components should I consider for my concussion management program?

The human brain is often referred to as the most complex structure in the known universe.

Unlock this complexity with ImPACT, the standard of care in concussion assessment.



Who has the most experience?

You need complete confidence in the team and technology that stands behind your concussion evaluation and management solution. When evaluating a company's concussion products, know that 9 out of 10 healthcare providers surveyed¹ select ImPACT.

It's also important to understand that the test is just the tip of the iceberg. Look for depth of knowledge and experience—this can only be amassed from many years of specialized concussion-related neurocognitive clinical research.

If a company presents you a “solution” to your concerns about reducing the risks associated with concussion, ask them about the research supporting their claims, the internal quality assurance they maintain, and how they support their solution. ImPACT has more research supporting its reliability than all of our competitors combined and offers comprehensive, person-based product support.

Get this: Less experienced companies may place heavy focus on the simplicity of their product. But remember, you're not in need of a computer game; you need the clinician's choice—ImPACT. An effective concussion management solution should deliver as much comprehensive, clinically-accepted information that professional healthcare providers need to inform clinical decisions.

Get more: ImPACT Applications is the most experienced provider of computerized neurocognitive concussion evaluation tools in the market. Our depth of experience has remained unchallenged since we created and defined the space over 19 years ago. We are the first medical device to receive concussion-specific clearance from the US Food and Drug Administration (FDA) and we continue to lead in quality, support, research, and product training.

96%+

**of Healthcare Providers
Choose ImPACT Over
Other Concussion
Management Offerings**

- ImPACT leads the industry—and has done so for over 19 years—and has been administered over 20 million times.
- Founded by the pioneers of concussion management, our offerings continue to be developed with input from—and used by—the world's leading medical experts.

¹ In 2015, ImPACT Applications engaged a 3rd party firm to survey doctors and athletic trainers who use computerized neurocognitive testing. Survey results reflect data collected from the 282 respondents who completed the survey.



Which product shows the greatest reliability?

Test reliability is an often-discussed issue in concussion evaluation. Many factors can contribute to improved measurement accuracy, consistency of results, and overall reliability. Understand these factors for any concussion tools you consider— and demand independent research to support all claims.

ImPACT is a highly reliable concussion assessment aid that can assist trained clinicians in their decision making. Here's some context:

- ImPACT has higher reliability and sensitivity than many common medical tests – including heart rate, blood pressure and blood glucose tests. Our normative database contains over 72,000 cases, providing you a sound basis for decision making about an individual's performance.

Get this: Some companies promote home-based concussion testing. To ensure reliability, ImPACT is designed to be delivered by a trained test administrator in a controlled environment—and we've trained hundreds more administrators than anybody else.

Get more: ImPACT is the most scientifically researched concussion assessment aid you can find. We are the undisputed leader in reliable and valid concussion assessment.

Superior & Unmatched Reliability

- ImPACT is cleared by the FDA and backed by the largest database of clinical research.
- Supported by over 600 peer-reviewed research articles.
- Over 75% of healthcare providers surveyed agree that ImPACT is the most scientifically validated computerized neurocognitive tool available.
- No baseline? No worries. ImPACT provides more normative data to compare post-injury tests against.



Where can I find industry-leading product training?

ImPACT Applications maintains a longstanding commitment to concussion evaluation and management training. Our training programs are critical for learning how to use ImPACT products properly and for understanding what our products can and cannot do.

Any concussion management program is only as good as the test administrators and clinicians who use the test to inform their decision-making. Our 4800+ trained healthcare providers include clinicians (doctors), athletic trainers, physical/physio therapists, and occupational therapists and the training they have completed is recognized in the industry. Professional groups including the Board of (BOC) allow ImPACT Applications to award Continuing Education (CE) and Evidence-Based Practice (EBP) credits in accordance with their exacting standards.

No one else in the industry continuously offers training delivered by experts and led by concussion-industry pioneers. Options include:

- Live webinars
- Video on-demand educational courses
- Healthcare provider programs
- Customized client-partner training
- Credentialing courses
- Required annual CE to ensure up-to-date education

Get this: Most concussion management companies hope you won't ask them about their training. That's because, for many, their training offerings are limited and have not been approved for continuing education credit.

Get more: More than 73 percent of survey respondents² say that the high quality training we provide is part of why they choose ImPACT. Our clients and partners praise the quality and selection of our training and the course material.

Quality Training that Leads the Industry

"The ImPACT Training Workshop was extremely well-organized, and the presentations were excellent. It has already made a difference in how I approach treatment for concussions in motor-vehicle accidents, and will be of great value as we set up a sports concussion program."

Mitchell Clionsky, PhD / Clionsky Neuro Systems, Springfield, MA

² Of the 282 responders to ImPACT's 2015 survey, 272 identified themselves as ImPACT users.



Why do I need normative data for informed decision making?

Healthcare providers rely on normative data to understand characteristics in a specific population at a given time. Due to the importance of making accurate clinical decisions about an individual, you should only rely on a test that is well normed.

We believe that a sufficient amount of normative data helps to address these known issues. Additionally, normative data gives you a basis for comparison when the individual does not have a baseline assessment. ImPACT Applications is committed to providing trained care providers information that they can use to inform their clinical decisions. Our normative database contains over 72,000 cases.

Get this: It is time consuming and expensive to collect a large and representative normative sample. ImPACT Applications has made those resource investments to collect comprehensive normative data to aid your clinical decision making. On the other hand, products that have too little data or simplify the decision making to “red-yellow-green” can lead to inaccurate decisions and poor care.

Get more: ImPACT has been administered millions of times. As an ImPACT user, that’s data you can apply to confidently make care decisions.

More Normative Data =

More Ways to Identify Concussion Symptoms, Surface Possible Aberrations, and Determine a Course of Action

- ImPACT’s normative database contains over 72,000 cases.
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- Comparisons to normative data allow clinicians to identify signs of concussion, even in the absence of baseline scores.
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How can I ensure extensive, industry-leading security of my data?

In an era where concussions are being discussed in the courtroom and on the news nearly as often as they're talked about in clinical settings, you need complete confidence that you have a data security plan that can withstand wide-ranging scrutiny. At ImPACT Applications, our rigorous approach maintains the accessibility of your data without compromising security.

ImPACT Applications' quality policy is to meet or exceed all relevant global regulations and standards. We comply with HIPAA and all applicable Principles defined by the GDPR, PIPEDA, UK GDPR, and Australia Privacy Act. We maintain an EU-compliant data center and abide by a strict and comprehensive quality management system for medical device product development, safety, security and privacy risk management. ImPACT Applications, Inc. is ISO 13485 certified and audited to SOC 2 Type 2.

Data security is a serious matter. Here are a few facts to consider:

1. All personally identifiable information is encrypted at rest and transmission for added security.
2. Your data cannot be accessed or viewed by any other client. You must have the proper credentials to retrieve any data.

3. We follow a strict disaster recovery process.
4. In the event of a data breach, all data access is immediately disabled.
5. Data center uptime is safeguarded by a service level agreement (SLA).
6. We maintain redundant data backup in multiple secure and independent data centers.

Get this: Some concussion management solutions may not meet the data security requirements of large organizations—or even the data security best practices that growing businesses seek. When evaluating concussion management partners, be sure to ask for and understand the facts on their data security. If they can't tell you how they are protecting your data, move on.

Get more: ImPACT is SOC 2 Type 2 audited every year. You can rest assured knowing your data is secure with us.

ImPACT: Extensive Global Data Security

- Certified ISO 13485 global company
- SOC 2 Type 2 audited
- Operates in four separate data centers and maintains EU data security compliance
- Maintains redundant and independent data backups
- 24x7x365 data availability



What additional components should I consider for my program? How should they be delivered?

ImPACT Applications offers a carefully developed suite of products for use by multi-disciplinary concussion management teams. We provide high-quality, validated concussion evaluation and management technology driven by the latest data, research, and customer needs. Our tools have undergone use and interpret.

When considering other concussion management on the market, healthcare providers have told us that it is to products that provide the level of support they need. ImPACT Applications comprehensive, person-based product support across US and European time zones. And when asked about their most recent experience with ImPACT support, 96% of survey respondents agree their issue was handled promptly and professionally, that the answer addressed their issue and that the support personnel took a genuine interest in helping them solve it.

Get this: Some “concussion experts” who sell other products actually use ImPACT in their daily practice. That’s right—they sell one solution, and they use ours. Before you invest in their program, check to see if their founder, clinic or staff is listed as an ImPACT-trained healthcare provider. If so, ask them why they’re hedging their investment!

Get more: ImPACT offers multiple fully-supported products that operate on stand-alone platforms, giving you access to specific norm data for each product you use and providing you the flexibility to customize a concussion management protocol that fits the needs of you and your test takers.

Who uses ImPACT? We’re glad you asked:

- Over 10,000 US high schools and over 700 US colleges and universities
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- Most professional US sports teams
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- The UK-based football (soccer) governing body The Football Association
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- International Football & Futsal Development Campus (IFFDC)
.....
- F1 Racing
.....
- World Rally Racing
.....



The ImPACT Product Suite: Developed Based on Science; Fully Supported



ImPACT (Immediate Post-Concussion Assessment and Cognitive Test)

ImPACT is an FDA-cleared concussion assessment aid for ages 12-80.



ImPACT Pediatric

ImPACT Pediatric is an FDA-cleared concussion assessment aid for ages 5-11.



ImPACT Quick Test

ImPACT Quick Test is an FDA-cleared concussion screening tool for removal from activity decisions for ages 12-70.



Cognitive Impairment Screener (CIS)

CIS is a screening tool for identifying cognitive deficits and mental illnesses for ages 18-80.



ImPACT Passport

ImPACT Passport is a free mobile app that allows test takers to store their unique 12-digit ImPACT Passport ID and grant healthcare providers access to their test results.

Many of the discussions that occur in the media about concussion management today—and most of the products that companies are racing to bring to market—minimize the importance of trained clinical expertise and fail to fully address the complexities of neurocognitive science. At ImPACT Applications, we take a different approach. While others hope you'll believe their products are similar to ours, **no other** concussion management product on the market today offers more experience, reliability, training & support, normative data and security than ImPACT.

To discuss how ImPACT can help you build or improve your concussion management program, please contact us today:

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