



FOR IMMEDIATE RELEASE

CHILDREN'S SPECIALIZED HOSPITAL'S CENTER FOR DISCOVERY, INNOVATION AND DEVELOPMENT AGREES TO CO-DEVELOP A COLLABORATIVE CARE MODEL TO DELIVER ATENTIVMYND™

ATENTIVmynd™ Is A Clinically Validated Therapy Shown To Remediate The Underlying Causes Of Executive Dysfunction

New Brunswick, NJ, & Beverly, MA August 20, 2019 -- Children's Specialized Hospital's Center for Discovery, Innovation and Development (CDID) has signed an agreement with ATENTIV, LLC, a specialty service provider remediating executive dysfunction without medication. The collaboration includes co-development of an integrated behavioral and primary care operating system based upon best clinical practices for the delivery of ATENTIVmynd™ by primary care clinicians.

ATENTIVmynd™ is a software-based therapy engineered to naturally activate and generate physiological changes in the neurological pathways that enable human functioning. The therapeutic application continuously monitors the subject's attention level through an avatar in an adventure video game. A closed-loop system dynamically manages a therapeutic curriculum through a series of video adventures that identify and target specific dysfunctional executive skills; then trains and measures attention state and executive skills development; and enables the transfer of improved executive skills to home and school.

As the nation's largest provider of inpatient and outpatient care for children facing special health challenges, including developmental and behavioral dysfunctions, the programs of Children's Specialized Hospital sees over ten thousand children with executive dysfunction annually. Executive function involves the organization and regulation of behavior to accomplish goals. Executive dysfunction impairs goal-directed behavior, which includes the underlying skills of attention, inhibition, memory, cognitive flexibility, reasoning, critical thinking and decision making. Children with Attention Deficit Hyperactivity Disorder (ADHD) struggle with executive skills dysfunction, which frequently result in poor academic performance and home behavior.

Warren E. Moore, FACHE, Senior Vice President, Pediatric Services for RWJBarnabas Health and President & Chief Executive Officer of Children's Specialized Hospital stated, "We are thrilled to collaborate with ATENTIV, LLC on this innovative program. Strategic partnerships like this that focus on improving patient outcomes ensure we are that much closer to fulfilling our vision of a world where all children can reach their full potential."

"Providers and payers are limited in their ability to provide patients with accessible, affordable, and sustainable therapeutics to address executive dysfunction," said Eric B. Gordon, Founder and CEO of ATENTIV LLC. "The joint collaboration between ATENTIV and CDID signifies an important step forward in the integration of behavioral health into primary care, which could lead to dramatic improvements in access, quality and outcomes within primary care, with significant short and long-term cost savings for the consumer, payer and provider."

About CDID

The mission of the Center for Discovery, Innovation and Development (CDID) is to develop, innovate and discover solutions for the advancement of the lives of children, adolescents, and young adults with special healthcare needs and their families. The CDID transforms health and healthcare, through creating disruptive positive change by discovery, development, growth, and implementation of innovative care, products, services, collaborations, and ideas. The CDID examines and pursues health improvements, research questions, and projects aimed at social determinants of health to improve overall well-being and quality of life, embracing accelerated innovation principles and strategies that focus on the human experience to identify needs, and design solutions to meet them.

To learn more, visit www.cdid.org

About ATENTIV LLC

ATENTIV LLC is a specialty service provider remediating executive dysfunction without medication. Beyond the remediation of executive dysfunction, ATENTIV is embarking upon a pivotal trial with the goal of obtaining marketing clearance from the Food and Drug Administration (FDA) for the treatment of ADHD in children. The use of ATENTIVmynd™ as a device to treat ADHD has not been cleared by the FDA. To learn more, visit www.atentiv.com

MEDIA CONTACTS

Megan Granozio, CDID

mgranozio@childrens-specialized.org

732-258-7042

Barbra Watson, ATENTIV

barbra@bwcommunicationsllc.com

781-789-7207