

Eisai to launch digital tool to assess brain health

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Digital Tool "Nouknow" for Regular Self-Assessment of Brain Performance



Japan based company Eisai will launch "NouKNOW™" (pronounced "NOH-NOH"), a new digital tool (non-medical device) for self-assessment of brain performance (brain health). The tool was developed by Eisai using the cognitive function test "Cogstate Brief Battery™" (CBB) created by Cogstate, Ltd., and it will launch in Japan on March 31. The launch will initially target legal entities such as municipalities and corporations.

"NouKNOW" is conducted through a simple card test using a PC or tablet device to quantitatively measure brain performance in four tests evaluating psychomotor function, attention, learning and memory, and working memory. Users can self-assess independently and in a short time frame (approx.15 minutes), enabling regular assessments in instances such as daily life and health checkups. On the results screen, a score (brain performance index (BPI)) - as a measurement of quantified brain performance aspects such as memorization, cognition, and decision - appears along with lifestyle advice for maintaining brain performance.

In recent years, various research has demonstrated the possibility that decline in brain performance may be mitigated through major readjustments to lifestyle such as regular exercise, a well-balanced diet, and social interaction.

For individual usage, Eisai is planning to make data linkage available between the tool and a membership based smartphone app (™) within the Eisai dementia ecosystem platform that is currently under development. This tool is not intended to substitute for examination or diagnosis by doctors or other healthcare professionals.