

# THE ONLY DOCTOR-PRESCRIBED VIDEO GAME TREATMENT FOR INATTENTION IN ADHD

Imagine a different kind of medicine.  
A medicine made of pixels.

 EndeavorRx  
By .AKILI®

CHANGING THE GAME IN ADHD

## What is EndeavorRx®?

EndeavorRx is a **prescription digital therapeutic** intended to improve attention function in children with ADHD<sup>3</sup>

EndeavorRx is the first **FDA-authorized ADHD treatment delivered through a video game**, and is recommended as an add-on therapy for children ages 8-12 years old with primarily inattentive or combined-type ADHD who have a demonstrated attention issue.<sup>2</sup>

**EndeavorRx must be prescribed by a doctor.** It is not intended as a stand-alone therapeutic, nor is it a substitute for your child's medication.<sup>2</sup>

**It's Proven:** EndeavorRx was created by a team of world-class neuroscientists and award-winning game designers with FDA authorization based on studies in over 600 patients.<sup>1,2</sup>

**It's Scientific:** EndeavorRx is designed to specifically target areas of the brain that play a key role in attention function.<sup>1,2</sup>

**It's Personalized:** EndeavorRx adapts as your child progresses in the game.<sup>1,2</sup>

## How does it work?

EndeavorRx helps children with ADHD improve their attention by targeting 3 key skills<sup>4</sup>:

- 1. Focusing:** Choose the right targets to allow advancement.
- 2. Interference Processing:** Filter out distractions to prioritize decisions.
- 3. Multitasking:** Steer, avoid obstacles, and capture creatures all at once.

**The game adapts in real time to continuously challenge your child. There is no way to "win."**<sup>2</sup>

## Clinically Proven

EndeavorRx authorization was based on **5 clinical studies** in over **600 children** with ADHD.<sup>2</sup>

Patients in the studies played for about **25 minutes a day, 5 days a week, for 4 weeks.**<sup>2</sup>

## How effective is EndeavorRx?

# 73%

of children reported improvement in attention.<sup>4</sup>

# 68%

of parents reported improvement in ADHD-related impairments after 2 months of treatment.<sup>5</sup>

# 0%

There were no serious adverse events seen in any clinical trials of EndeavorRx.<sup>2</sup>

## How do I get access to EndeavorRx?

- Once the prescription is submitted by your child's doctor, you'll get a text message from Phil, our pharmacy partner, with a confirmation link to get started
  - You can also contact Phil with any questions at [855-977-0975](tel:855-977-0975) or visit [phil.us/contact](https://phil.us/contact)
- After payment is made, you'll receive a pharmacy-issued activation code via text and email to get started
- You can download EndeavorRx from the App Store® or on Google Play™, create an account, and have your child begin treatment

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## How much does EndeavorRx cost?

A prescription for EndeavorRx costs no more than \$99.

## Treatment Tips



### Stay in Touch

Be sure to check in with your child's doctor to discuss treatment progress and to determine any next steps following the 1-month access period.



### Stick to a Schedule

Try to find a time and a place free from distractions. It can help to play EndeavorRx at the same time every day to get into a routine of playing consistently.



### Take Breaks

EndeavorRx is challenging. It's OK for your child to pause for a few minutes in the middle of the game.



### Stay Committed

Consistency is key, so remember to provide support and encouragement when needed. Persistence can pay off in the end!

For more information and tips, visit [EndeavorRx.com](https://www.endeavorrx.com)

## View your child's progress with EndeavorRx Insight®

Download our FREE companion app for parents. It allows you to see your child's daily EndeavorRx activity, effort score, and number of missions completed.

 **EndeavorRx**  
INSIGHT



### Indication and Important Safety Information:

EndeavorRx is a digital therapeutic indicated to improve attention function as measured by computer-based testing in children ages 8-12 years old with primarily inattentive or combined type ADHD, who have a demonstrated attention issue. Patients who engage with EndeavorRx demonstrate improvements in a digitally assessed measure Test of Variables of Attention. (TOVA) of sustained and selective attention and may not display benefits in typical behavioral symptoms, such as hyperactivity. EndeavorRx should be considered for use as part of a therapeutic program that may include: clinician-directed therapy, medication, and/or educational programs, which further address symptoms of the disorder.

The most common side effect observed in children in EndeavorRx's clinical trial was a feeling of frustration, as the game can be quite challenging at times. No serious adverse events were associated with its use.

**References:** **1.** Akili Interactive Labs, Inc. news release; September 16, 2021. Accessed June 3, 2022. <https://www.akiliinteractive.com/news-collection/akili-announces-endeavorrx-is-now-available-on-android-devices-expanding-access-for-children-with-adhd> **2.** "EndeavorRx Instructions for Use, <https://www.endeavorrx.com/instructions-for-use/>. **3.** FDA press release; June 15, 2020. Accessed June 3, 2022. <https://www.fda.gov/news-events/news-announcements/fda-permits-marketing-first-game-based-digital-therapeutic-improve-attention-function-children-adhd> **4.** Kollins SH, et al. Lancet Digit Health. 2020;2(4):e168-e178. **5.** Kollins SH, et al. NPJ Digit Med. 2021;4(1):58.

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