



HEMISPHERE

Centre for Mental Health & Wellness

News Release

Partnership Offers Drivers Online Cognitive Test to Improve Road Safety

Oct 25, 2012 – Two leaders in road safety today announced a joint partnership to offer drivers an innovative approach to improving their driving skills. I DRIVE SAFELY and the Hemisphere Centre for Mental Health and Wellness are combining online cognitive testing, and online driver training courses to improve road safety across North America.

“As cognitive disorders become a greater issue for more North American drivers, this partnership is a truly practical approach to improving driver skills and safety,” said Rick Hernandez, Managing Director of I DRIVE SAFELY. “We’re combining proven technology to identify drivers of all ages who are a risk to themselves or others with online training and remediation to counter shortcomings in capabilities and skills.”

Brainscreen is a 15 minute online test that can help identify cognitive impairment characteristic of various illnesses such as Alzheimer’s disease, and post concussive disorder following a traumatic brain injury, or a psychiatric disorder, such as major depression. Brainscreen can serve as an early warning system to encourage drivers with cognitive impairment to seek early treatment, if needed, so they can continue to drive safely longer

“The goal is to customize online driver training programs to address the specific need identified by Brainscreen,” said Scott Knight, Executive Director of the Hemisphere Centre for Mental Health and Wellness. “For example, confusing the pedal and the brake often relates to cognitive function in both teens and mature drivers, so we’ll look at how that behavior can be improved through driver training.”

Issues relating to cognition affect drivers of all ages. For example, early onset dementia can occur as early as age 45. Medications, learning impairments and the lasting effects of concussions can also affect driving skills. By automating driver risk assessment, education and training, I DRIVE SAFELY with Brainscreen, provides an innovative, cost effective approach to improving driver skills and safety.

About Brainscreen

Brainscreen is the first test of its kind in North America. It is a fast, accessible web based screening tool developed by University of Toronto Professor Konstantine Zakzanis through the Hemisphere Centre. Available in 15 languages, Brainscreen is patent pending and scientifically valid. Brainscreen will appear in a leading scientific journal in the coming months. <http://hcmh.ca/>

About I DRIVE SAFELY

Founded in 1998, I DRIVE SAFELY is the largest online driving training and education program in North America. I DRIVE SAFELY offers effective online courses including teen, adult and mature driver education, defensive driving and insurance reduction programs, and professional driver risk management solutions. <http://www.idrivesafely.com/>