



**MEDIA ADVISORY**

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**MEDIA CONTACT:** Ailis Wolf

301-836-1516 ext. 7

[awolf@veandco.com](mailto:awolf@veandco.com)

@VEandCo

## **AnthroTronix Featured at Partnering for Cures 7<sup>th</sup> Annual Conference**

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***AnthroTronix CEO Speaks about Innovative Technology and the Future of Brain Health  
on November 3 in New York City***

**WHO:** [AnthroTronix \(@AnthroTronix\)](#), an engineering research and development firm committed to optimizing the interaction between people and technology.

**WHAT:** Dr. Corinna Lathan ([@clathan](#)), AnthroTronix board chair and CEO, will lead an eight-minute *Time Equals Lives* talk entitled, "[Purposefully Designing the Future with Smart Machines and Healthy Brains](#)" to discuss the impact of technology on the future of brain health. Lathan will share her personal experience developing health care technology including [DANA](#), an FDA-cleared brain health assessment tool, and insights on what it takes to stay the course, focus on purpose and transform the way we know and care for our brains.

Among other research applications, DANA has been used in the 21CBT<sup>®</sup>/Caregiver Health-eBrain Study to measure the cognitive toll on caregivers of those caring for individuals with Alzheimer's and dementia. According to the Centers for Disease Control, these caregivers are more likely to develop anxiety, depression and have a poorer quality of life. DANA is also being used in a pilot study being conducted at Burke Rehabilitation Hospital to evaluate dementia patients.

**WHERE:** GH-Ballroom II-IV, Grand Hyatt, New York City

**WHEN:** Tuesday, Nov. 3, 2015, 8:45-9 a.m.

[Partnering for Cures](#) is *FasterCures'* annual meeting that connects decision-makers for forward-thinking, outcome-oriented and patient-focused discussions around the crucial issues facing the medical research world. It is being held November 1-3, 2015 at the Grand Hyatt in New York City. *FasterCures*, a center of the Milken Institute, is an action tank, determined to save lives by speeding up and improving the medical research system.

For more information on AnthroTronix, visit <http://www.anthrotronix.com/>.

For more information on DANA, visit <http://danabrainvital.com>.

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### **About AnthroTronix**

AnthroTronix, an engineering research and development company, produces human-centered technologies that advance health, communication, education, and defense. We develop innovative, research-based technologies that influence change and enhance lives around the world. Our company has been recognized among Inc. Magazine's "5000 Fastest Growing Companies" and selected by the World Economic Forum as a Technology Pioneer company. For more information about us, visit [www.anthrotronix.com](http://www.anthrotronix.com), follow us on Twitter at [@AnthroTronix](#), or connect with us on [LinkedIn](#).