

FOR IMMEDIATE RELEASE

CHADD and Attention Point Announce Strategic Alliance to Increase Access to Resources for Better ADHD Management

Leaders in ADHD Resources Join Forces

Lanham, MD and Roanoke, VA: July 15, 2015 – Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD), a national non-profit organization dedicated to helping individuals with ADHD and Attention Point, LLC, a leading health IT company committed to improving the diagnosis and management of neurobehavioral health disorders, today announced a strategic partnership aimed at increasing access to effective ADHD resources to help monitor and manage ongoing ADHD treatment.

Currently in the US there are at least 15 million people diagnosed with ADHD who may benefit from better information and communication. Regular and ongoing communication between individuals involved in the care and treatment of someone diagnosed are key factors in effectively managing ADHD. CHADD and Attention Point look to increase understanding of the importance in ongoing monitoring and communication between ADHD patients, caregivers, and clinicians by making important educational and clinical resources readily available to the ADHD community.

“This strategic alliance is a tremendous opportunity for CHADD and Attention Point to achieve mutual goals of increasing access to much needed ADHD educational resources by individuals and families affected by ADHD”, said Michael MacKay, President of CHADD. “Additionally, this information will benefit ADHD professionals who are on the front lines of treating this burdensome disorder.”

Both the American Academy of Pediatrics and the American Academy of Child and Adolescent Psychiatry recommend that information be routinely gathered from multiple individuals (e.g. home and school) to inform treatment decisions and to monitor progress.^{1,2} “Carefully monitoring treatment over time is essential for promoting the healthy development of children with ADHD. Regardless of the type of treatment involved, whether medication, behavioral therapy, or dietary treatment, consistently obtaining feedback is important and can be enormously helpful to optimize a child’s ADHD treatment,” stated David Rabiner, Ph.D., clinical psychologist, research professor, and associate dean at Duke University. “Unfortunately, as suggested by findings from a recent study³, this is infrequently done and I am encouraged that CHADD and Attention Point will be working together to raise awareness of this important aspect of high quality ADHD treatment.”

“At Attention Point we believe that technology can help clinicians to more easily and accurately conduct ADHD assessments and provide better care for individuals diagnosed with ADHD” stated Sam English, Ph.D., Founder and CEO of Attention Point. He continued, “By working with CHADD we believe together we can help the many children and adults that struggle with ADHD to lead a better and more productive life.”

About Attention Deficit Hyperactivity Disorder (ADHD)

ADHD is one of the most common childhood neurobehavioral disorders. According to the Centers for Disease Control and Prevention, parents report that approximately 11 percent or 6.4 million children ages 4 to 17 have been diagnosed with ADHD in the US and 82.5% of diagnosed children are receiving medication and/or treatment by a mental health professional.⁴ Approximately 35% to 60% of affected children transition into adulthood with some or all of the signs and symptoms of the disorder. Results from

¹ Implementing the Key Action Statements: An Algorithm and Explanation for Process of Care for the Evaluation, Diagnosis, Treatment, and Monitoring of ADHD in Children and Adolescents. American Academy of Pediatrics www.pediatrics.org/cgi/doi/10.1542/peds.2011-2654

² Practice Parameter for the Assessment and Treatment of Children and Adolescents With Attention-Deficit/Hyperactivity Disorder. American Academy of Child and Adolescent Psychiatry. J. Am. Acad. Child Adolesc. Psychiatry, 2007;46(7):894Y921.

³ Epstein, et al. Variability in ADHD care in community-based pediatric practices. Pediatrics, 2014;134(6):1136-43

⁴ <http://www.cdc.gov/nchs/fastats/adhd.htm>

the National Comorbidity Survey Replication estimated a 4.4% prevalence of current ADHD in the U.S. adult population. It is estimated that the annual direct cost of the diagnosis, treatment, and ongoing management of ADHD in the US is approximately \$30 billion.⁵

About CHADD

Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD), is a national nonprofit organization that improves the lives of people affected by ADHD through education, advocacy, and support. CHADD is in the forefront in creating and implementing programs and services in response to the needs of adults and families affected by ADHD through collaborative partnerships and advocacy, including training for parents and K-12 teachers, hosting educational webinars and workshops, being an informative clearinghouse for the latest evidence-based ADHD information, and providing information specialists to support the ADHD community. CHADD represents more than 12,000 members and is located in Lanham, Maryland. (www.chadd.org)

About Attention Point

Attention Point is a health information technology company dedicated to improving the diagnosis and management of neurobehavioral health disorders. The company's product DefiniPoint is a suite of online ADHD tools that improves ADHD management by connecting clinicians, professionals, patients, and parents. (www.attentionpoint.com)

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⁵ <http://jpepsy.oxfordjournals.org/content/32/6/711.full.pdf>