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Urgent need to integrate cognitive health screening into routine check-ups: Report

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Brain health startup Ivory releases a report to increase public awareness



Ivory, an early-stage brain health startup based in Mumbai, has released its latest report, Brain Health Primer on India, shedding light on the state of cognitive well-being in the country.

By leveraging neuroscience-based assessments, Ivory is pioneering early detection of cognitive decline, empowering individuals to proactively safeguard their brain health and extend their health span.

The report is being released ahead of Brain Awareness Week, which is globally observed from 10th to 16th March to increase public awareness of the progress and benefits of brain research.

Dr Anoop Amarnath, Geriatrician and Clinical Advisor to Ivory, emphasised the importance of early cognitive assessments, stating, “With India’s ageing population and rising lifestyle-related diseases, early detection of cognitive decline is crucial. Ivory’s Brain Health Primer report highlights the urgent need to integrate cognitive health screening into routine check-ups, enabling timely interventions for better brain health outcomes.”

Over six months, Ivory conducted two assessments to evaluate cognitive health, each with varying degrees of sensitivity and specificity. The first is a 7-minute mini-assessment using neuroscience-based games to determine a user’s cognitive age. The second is an FDA-registered health and lifestyle assessment, a 35-40 minute evaluation, featuring 17 interactive games designed to analyze cognitive function across five key domains: Attention, Memory, Reasoning, Coordination, and Perception.

According to the report, approximately 1 in 4 participants reported suffering from psychological concerns (anxiety, depression, PTSD and mild cognitive impairment). Data in the report notes that participants scored above average on skills linked to Attention and Memory when compared to skills linked to Coordination and Perception. Further, 71% of participants had at least one pre-existing clinical risk factor for Dementia, with hypertension and diabetes being the most prevalent.

“Our findings underscore that even in a young nation like India, a significant at-risk population exists. This is a call to action,” said Issac John, Co-founder & CEO, Ivory. “Prevention remains our strongest ally, and technology today allows for early detection and intervention.”