



The Challenge

Bayer, one of the largest pharmaceutical companies in the world, has a product in the market which improved cognitive function in adults in clinical trials. The goal was to recruit a pool of consumers of the product and non-consumers of the product who were matched for demographics like age, gender, and education and to compare attitudes of consumers and non-consumers on concerns such as academic performance, cognitive health, and related factors. A further goal identified by Bayer was to capture clinical trial level cognitive performance data in a real-world setting to determine how the product works in the “real world” to inform claims and product marketing.

The Solution

Bayer needed a consumer-friendly cognitive performance measurement that was easy to implement, accurate, and sensitive enough to measure even small improvements in cognition. A battery of Savonix Mobile tests was chosen to provide objective cognitive outcomes data in the domains of Instant Verbal Memory, Attention, Focus, and Working Memory. Two hundred and forty-two students participated, and one hundred and seventy-nine data points were analyzed. The sample was equally divided among product users and a non-user control group and matched for variables such as age, education, and gender.

The Results

Three out of four cognitive domains demonstrated measurably improved performance for product users compared to the control group. Product users showed the most difference in the Focus domain, followed by Instant Verbal Memory, and small improvements in Attention compared to the control group. These real-world setting results matched and validated the existing results from Bayer’s clinical trial.

74% of participants completed the test, illustrating the ability of Savonix Mobile to engage consumers in a remote digital study of cognitive health. Participants reported that the cognitive test was fun and interesting.

As a result of the powerful clinical trial level data obtained in a real-world setting through this project, Bayer will further use Savonix Mobile to engage consumers, conduct additional post-market studies on this same product in other markets, and expand real-world testing of cognitive outcomes to other product lines.

Customer Quote

“We are looking to generate evidence through new digital technologies. We chose Savonix as a partner because their company’s cognitive assessment platform is not just a simple memory test, but a multi-domain cognitive assessment. Savonix Mobile is an accurate, accessible, and affordable tool for professional cognitive screens that consumers using our supplement will be able to use to assess their cognitive health.”

– Dr. Sharon James, Head of Research & Development at Bayer’s Consumer Health division