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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 National Institutes of Health



National Institutes of Health Commercialization Assistance Program
 (NIH-CAP)

Company Profile

Industry Sector: Assessment

Company Overview: Psychology Software Tools, Inc. (PST) was founded with the vision of creating innovative and affordable technologies and solutions which improve the efficacy of human behavioral research, assessment, and education. Commercial products include applications and hardware for computerized behavioral research, teaching tools, and software/hardware components for functional imaging research. Current development includes a tool used to aid in screening for early cognitive decline atypical of normal aging. PST consistently provides products and services to our customers to increase their productivity, effectiveness, and confidence in addressing the challenges they face in these diverse disciplines.

Target Market(s): Primary Care Physicians' Offices; Hospitals; Private Practitioners, Research Institutions.

Key Value Drivers

Technology*: CAMCI, Computer Assessment of Mild Cognitive Impairment, is a battery of tasks run on a user-friendly, touch-screen computer, providing physicians with the tools to screen for cognitive decline at the very earliest stages, and allow early intervention to potentially slow disease progression.

Competitive Advantage: CAMCI is brief, self-administered, and automatically scored, allowing the patient to complete the battery during a normal doctor's office visit, with minimal oversight by the healthcare professional. The comprehensive report automatically generated at the completion of the tasks estimates the patient's risk of cognitive impairment with greater sensitivity than competing products, and provides the physician with an assessment to aid in their diagnosis.

Plan & Strategy: Target clinical and research markets, continue scientific collaborations, exhibit at scientific conferences, and actively market through PST channels (website, webinars, newsletters, etc.).

* Funded by SBIR 5R44AG022792-03 from the National Institute on Aging

Management

Leadership:

Anthony Zuccolotto, President and CEO
 Amy Eschman, Project Manager

Scientific Advisory Board:

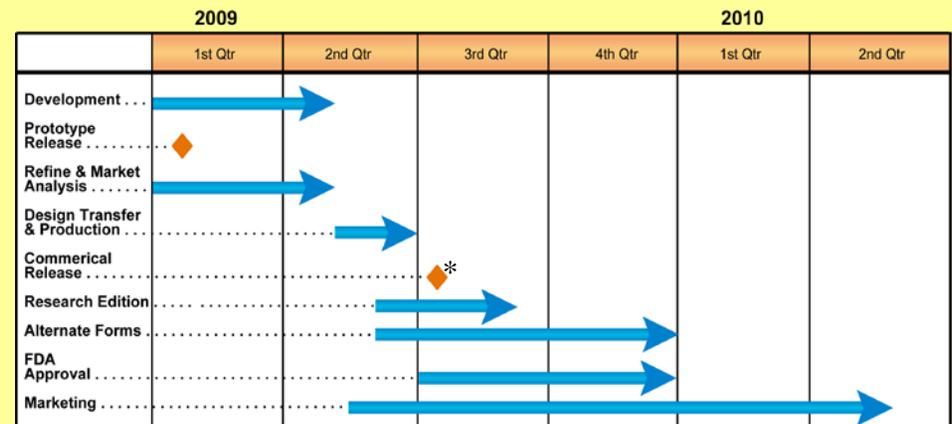
Judith Saxton, Ph.D.: Associate Professor of Neurology and Psychiatry at the University of Pittsburgh; Director, Training and Information Core; Associate Director, Alzheimer's Disease Research Center

Lisa Morrow, Ph.D.: Associate Professor of Psychiatry and Psychology at the University of Pittsburgh

Graham Ratcliff, D.Phil; Private Practitioner, Clinical Neuropsychological Services

Walter Schneider, Ph.D.: Professor of Psychology at the University of Pittsburgh; Chief Scientist and Founder, Psychology Software Tools, Inc.

Product Development



*Contingent on determination of regulatory requirements.