



intuition
a brain health study

About Intuition: A brain health study

Intuition is a virtual research study sponsored by Biogen, in collaboration with Apple, for participants between the ages of 21 and 86. By joining us, you can help researchers investigate the role an Apple Watch and iPhone could play in measuring changes in thinking and memory in adults, as well as studying longer-term changes in brain health. Some of these changes in brain health may occur normally as we age, while others could be an early indicator of certain forms of dementia, such as Alzheimer's disease. This study, therefore, may be an important step toward better understanding overall brain health.

Why participate in Intuition?



You can earn an Apple Watch, plus up to an additional \$260 in gift cards or charitable donations



Brain health research is important for everyone – you, your family, and your community



You can help us learn more about how we can measure thinking and memory, as well as study longer-term changes in brain health



Participation is entirely virtual – this means study activities are mostly completed right in the Intuition iPhone app and sometimes on a computer or iPad

Who can participate in Intuition?

For the study to be successful, it's important we have the participation of people from all walks of life and backgrounds – this means people of different ages, genders, races, ethnicities, and education levels. That's because every brain is different, and each person's contributions make the study's findings that much more meaningful.

To be eligible, you must:



Be 21 to 86 years of age



Have and use an iPhone 8 (released in fall 2017) or later



Have access to Wi-Fi or hardwired internet



Have an active email address



Have a compatible computer (Mac or Windows) or iPad



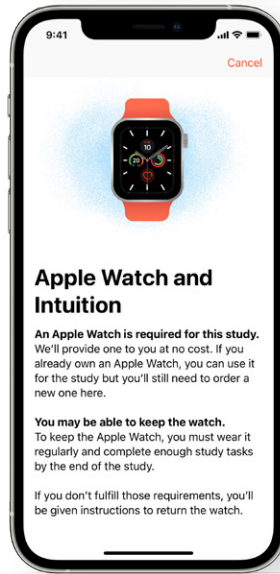
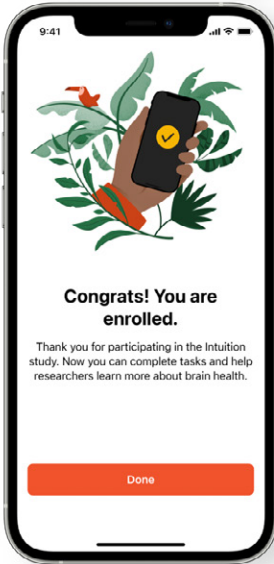
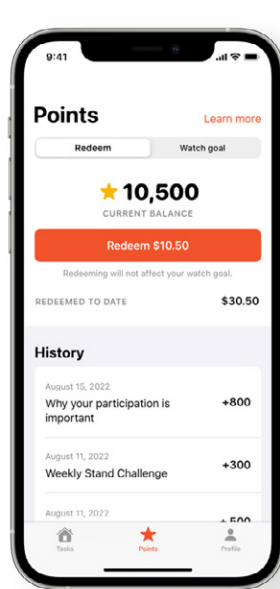
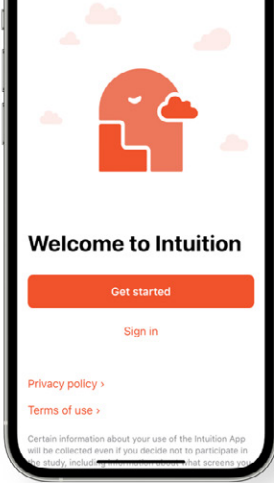
Live in the United States



Be willing to wear an Apple Watch, which will be provided to you, on a daily basis

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IntuitionStudy.com/advancedresearch



How to get started in Intuition

Participation in the study will last up to 2 years. Participating in the study is entirely virtual and has been designed to fit in alongside your daily activities. On average, we are asking for you to contribute just over an hour a month of your time to help with brain health research. You can earn the ability to keep the Apple Watch, and up to an additional \$260 in gift cards or charitable donations, in the process.

There are three main steps that will need to be completed to get started in the study:

Step 1: Download the Intuition app on your iPhone

Step 2: Enroll in Intuition

Step 3: Participate from where you are

Get started today!

If you're interested in being a part of this important research, visit IntuitionStudy.com/advancedresearch to learn more or start by downloading the Intuition app and completing the enrollment questions. By participating in this study, you can contribute to a greater understanding of brain health – knowledge that has the potential to benefit you, your family, and your community in the future.



The quickest way to sign up is to open your camera app on your iPhone to scan this QR code, which will take you to the Intuition app page in the Apple App Store to download it. Or instead, you can open the App Store on your iPhone and search for “Intuition.”



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