

Bayer to validate effects of supplement Berocca in Malaysia

18 September 2019 | News

Bayer Selects Savonix Digital Cognitive Assessment Platform for validation



Savonix, a global leader in digital tests for cognitive health, and Bayer's Consumer Health Division have announced a partnership agreement to work together to validate the effects of Bayer's multivitamin supplement Berocca in the Malaysian market.

In this study, a Savonix digital cognitive assessment, which takes around 10 minutes to complete, will be administered to 200 university students between the ages of 18-25 in Malaysia, including both Berocca and non-Berocca users.

Berocca is a multivitamin effervescent tablet that helps sustain energy for mental and physical performance. The supplement contains all eight B vitamins, which includes vitamin B1, B2 and B6 to help naturally release energy.

The Savonix Digital Cognitive Platform provides real-time cognitive monitoring and feedback to improve patient outcomes. The mobile platform delivers a set of digitized neurocognitive tests via Android and iOS mobile operating systems supported by a web-based clinical data dashboard with integrated clinical decision support and treatment planning guidance. Unlike any other digital tests on the market, Savonix is built by neuropsychologists and uses 3D technology to more accurately mimic pen and paper test conditions with multiple psychomotor conditions including tapping, choice-based selection, drag and drop, scroll and draw.

Savonix's digital cognitive assessment platform is an accessible, consumer-friendly and comprehensive way to gauge cognitive function. Bayer brings Berocca to market with strong clinical trial data including brain-imaging studies. Savonix's digital cognitive assessment platform is a valid and reliable method to assess Berocca's effectiveness on brain performance in real world settings and to help consumers understand their cognitive health.