

## January 2020 Member Spotlight- LearningRx

"The Lisa's", that is Lisa Branch and Lisa Roberts, opened LearningRx in Huntsville in October of 2010. "That means we have been serving the people of Walker County for almost 10 full years. As a cognitive training facility, we were and continue to be a groundbreaking intervention for those with learning struggles, difficulties with reading or math, cognitive decline, Traumatic Brain Injury, Autism, Dyslexia, and so much more. LearningRx isn't limited to those who have hardships though. Some of our biggest successes are with Business Brain Boosters-helping those who are on overload, or with those who want to achieve more such as high school and college students who want to increase their scores on entrance exams and up their chances of receiving scholarship awards. LearningRx has even had a group of students who, after completing a specified program, have tested and gained entrance into the distinguished MENSA population. That recognition demands an IQ that is only reached by 2% of Americans!"

"Cognitive training is not tutoring. Rather, it is a scientifically backed and data-driven, way of changing how the brain learns. The process of taking in information, connecting it to what is already known, storing it properly, and retrieving it later is what constitutes learning. Often times this process is disrupted and not working properly. This can be because of developmental issues, genetics, life situations, mixed strengths and weaknesses, and thousands of other reasons. The great news is that science has shown and we have the data to prove, that these situations can be changed with direct intervention!"

We asked them why they felt it was important to their business to be a chamber member. Lisa Branch replied, "Chamber membership and Community Involvement is a big piece of our business. We are active in this community because we believe in the synergy that is created when 1 +1+1 creates much more than 3! We love working with others to brainstorm and bring the services our county so desperately needs to the area."

You can find LearningRx at 1719 11<sup>th</sup> Street, Suite 103 for February. As of March 1, 2020, they will be moving to 49 SH 75N (The old Keller Williams Building). You can also reach them at 936-295-4579 or on the web at <http://www.learningrx.com/huntsville>.