

Joint press release University of Gothenburg / neotiv GmbH  
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## **Rethinking research settings and cognitive testing in a pandemic era**

### The University of Gothenburg and neotiv GmbH enter cooperation on the H70 cohort study

In the latest push for innovation and digitalized solutions in Alzheimer's disease and aging research, the University of Gothenburg announces a collaboration with the German digital health start-up neotiv. The partnership will focus on implementing remote cognitive testing via a mobile app within the population-based H70 cohort study, a large, long-running study on the aging brain led by Professor Ingmar Skoog.

The neotiv GmbH is a spin-out of the Otto-von-Guericke University Magdeburg, a hot spot for cognitive neuroscience, working in close cooperation with the German Centre for Neurodegenerative Diseases (DZNE). The goal of neotiv is to transfer neuroscientific findings in the field of neurodegenerative diseases into products that can be implemented both in the health care system and in research. Its focus lies on the development of mobile apps which, through innovative testing of important memory functions, help to optimize diagnostic processes and monitor fluctuation in cognitive performance.

In the current epidemiological context, Associate Professor Michael Schöll and his team of motivated researchers at the University of Gothenburg are interested to continue their research of memory function in elderly adults in the H70 cohort, seeing a great opportunity to partner with neotiv. "These times call for innovative solutions; with neotiv offering accessible, customisable and safe remote testing based on validated cognitive tests, there is a great potential to support research in the field of aging. We are excited about this collaboration and hope to acquire data that will further our understanding of what causes dementia disorders such as Alzheimer's disease and when these disorders begin to impact cognition", says Dr Michael Schöll.

From winter 2020 on, the collaboration between the University of Gothenburg and the neotiv GmbH will seek to utilize mobile-supported cognitive testing in science and provide researchers with new innovative ways to test and track the participants' memory.

**ENDS**

## **Media relations**

Further information on neotiv can be found at [neotiv.com/en/press](https://neotiv.com/en/press).

For media enquiries please reach out to [presse@neotiv.com](mailto:presse@neotiv.com).

## **neotiv GmbH**

About neotiv

The neotiv GmbH is a spin-out of the Otto-von-Guericke-University Magdeburg and collaborates closely with the German Center for Neurodegenerative diseases (DZNE). The vision of the digital health company is to transfer the latest findings in neuroscience to create innovative solutions that will build the gateway to prevention and intervention of neurodegenerative diseases. The mission of neotiv is to research, develop and distribute software products and services in the fields of cognition, biomarkers, prevention, intervention, care and eHealth of neurodegenerative diseases and other medical conditions. Since its creation, neotiv has been included in three distinguished European studies and one US Alzheimer's Disease study. Neotiv was founded in 2017 in Germany and the neotiv products are available in several languages for use in clinical trials and research studies. For more information, please visit [www.neotiv.com](https://www.neotiv.com)