

Live Webinar: The ADHD Explosion

Presented by Stephen P. Hinshaw, PhD

BLOOMINGTON, Minn. — April 24, 2014 Pearson today announced that Dr. Steve Hinshaw will present a live webinar on Wednesday, May 7, 2014 at 1 PM EDT / 10 AM PDT. Interested parties may register for the webinar using this link: <http://bit.ly/1eF1RFa>

In their new book, *The ADHD Explosion: Myths, Medication, Money, and Today's Push for Performance*, Dr. Stephen P. Hinshaw and Dr. Richard Scheffler tell the actual, honest story about ADHD. They cut through the myths and stigma that still cling to the topic, give a history of how ADHD came into being, discuss cutting-edge research findings, and address how policy issues (particularly related to schools and testing) have influenced fast-rising rates of diagnosis and the remarkable regional variation in diagnosis that exists.

The book covers the need for accurate diagnosis and carefully monitored treatment interventions. With thorough evaluations and rigorous treatment monitoring, much of the current "ADHD crisis" could be solved. This webinar will touch on these topics.

The webinar is sponsored by Pearson, marketers of the Quotient ADHD Test, an FDA-cleared test for as an aid in the assessment of ADHD. What if we could improve the accuracy of the diagnostic assessment? What if we could define an optimized treatment plan for each individual patient? Integrating objective data into a full assessment has the potential to raise this bar for all clinicians, ranging from the primary care physician in a rural town to a child psychiatrist with extensive training in diagnosis and management of ADHD. Quantitative measurement of the neural control functions associated with hyperactivity, impulsivity, and inattention could go a long way to help to achieve a better diagnostic process and help to inform treatment decisions for ongoing management of ADHD.

About Dr. Hinshaw

Stephen Hinshaw is Professor of Psychology at the University of California, Berkeley, where he was Department Chair from 2004-2011, and Vice Chair for Psychology in the Department of Psychiatry at the University of California, San Francisco. He authored over 265 publications plus 10 books and has received over \$18 million in federal funding for his research. He is editor of *Psychological Bulletin*, the most cited journal in psychology, and is a fellow of the Association for Psychological Science, the American Psychological Association, and the American Association for the Advancement of Science (AAAS). His interests are in developmental psychopathology and mental illness stigma reduction.

About Pearson

Pearson is the world's leading learning company, providing educational materials and services and business information through the Financial Times Group. Pearson serves learners of all ages around the globe, employing 41,000 people in more than 70 countries. For more information, visit www.pearson.com. For information about the Quotient ADHD Test, visit www.quotient-adhd.com.

For more information: Carrie Mulherin, carrie.mulherin@pearson.com