

Distraction: Case Study

[CS-003] Shifting the Focus: From Cognitive Screening to Tackling Distracted Driving

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Proactive Cognitive Assessments for Enhanced Driver Well-being and Safer Operations

Early Insights, Targeted Interventions—paving the way for safer roads.

Ensuring cognitive health is essential for both individual well-being and operational safety. These case studies demonstrate how proactive cognitive assessments can uncover hidden risks—from substance abuse and undiagnosed medical conditions to stress and distracted driving. By incorporating tools like Impirica’s assessments into routine safety protocols, organizations can identify issues early and implement targeted interventions, ultimately fostering a safer, healthier work environment.

CASE STUDY [001]

Substance

Summary

Cognitive screening flagged a driver impaired by cocaine use, prompting timely intervention. Early detection prevented incidents and validated cognitive assessments.

CASE STUDY [002]

Sleep

Summary

Cognitive assessment flagged irregular behavior later attributed to unmanaged sleep apnea. Prompt treatment enabled the driver’s safe return.

CASE STUDY [003]

Distraction

Summary

Assessment ruled out impairment and revealed distractions from phone use. This led to refined policies for safer driving.

CASE STUDY [004]

Heart

Summary

A high-risk cognitive score triggered evaluation that uncovered undiagnosed heart disease. Early detection enabled immediate treatment, averting a crisis.

CASE STUDY [005]

Stress

Summary

Assessment revealed performance issues linked to personal stress despite normal medical exams. Addressing these challenges allowed the driver to resume safe operations.

CASE STUDY [006]

Screening

Summary

Cognitive screening flagged a candidate for high-risk behavior during evaluation, preventing unsafe hiring and proving its predictive accuracy.



CASE STUDY [003] Distraction

Context

Within a fleet of more than 1,500 drivers, one driver was **repeatedly flagged for unsafe driving behaviors**, prompting concerns about potential impairment.

No Impairment – Distracted Driving in a Sizable Fleet

Key Findings

- The driver was evaluated using Impirica’s cognitive assessment but **scored low-risk, ruling out cognitive impairment.**
- With impairment risk eliminated, an **internal investigation shifted focus to other potential causes.**
- The driver was previously grandfathered into a non-camera policy, but once **rear-facing cameras were activated**, it was revealed that they were **frequently using a phone while driving**, directly violating the company’s safety policy.

Impact

- The driver was subjected to the company’s disciplinary process.
- The company strengthened its distracted driving policies and monitoring efforts.
- Clearer expectations and enforcement around phone use while driving were established.

Conclusion

By ruling out impairment as a factor, the fleet was able to take targeted actions to improve compliance with safety protocols.



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