

The Revibe Backstory

Many of us who are trained in one of the clinical professions have felt it—the acute gap in tools and resources for a particular population we serve. We work throughout our days to take care of all the people and processes, but we run into snags more than we'd like to admit. For some of us, we simply grumble a bit and employ our favorite workaround or go refill our coffee cups with a sigh. For others, we consider these snags with our multiple hats we wear in life and dream of a better day.

A smaller group of us will take action and do something about it in a positive way. Refreshingly, Rich Brancaccio, school psychologist, did something and stuck with it—and Revibe® was born.

Rich had been working in various schools across the east coast for a decade, serving students across the grades with assessment and classroom needs. He noticed what many school psychologists notice every day—many students struggled to focus on the right work at the right time, and teachers or staff struggled to keep them on task. With only two hands and a finite amount of time, Rich knew something more was needed.

Jobs to be Done

He focused on the problem—his students missed out on key information necessary for school success due to a lack of focus and attention. Solution? Build advanced technology to boost focus—and make it personal.

His first effort resulted in a unique watch-like device called Revibe, short for, reminder vibration. Its primary job was to ask students if they were on- or off-task and tracked those responses. Simple idea, right?

“It was a gamechanger,” said one parent who acquired one for her son in elementary school. She noted that after just a week of use, she got a communication from her son’s classroom teacher asking, “What did you do to him?” The parent explained the device and never looked back. The student asked for a device for the next school year, echoing thousands of other students who saw success with the early versions of Revibe.



But it's not just for students. Rich and team foresaw a need for his own colleagues in school psychology and the long list of assessments that need to be completed for evaluation and special education eligibility purposes. Comprehensive assessment of students includes observations in the classroom in a way that will capture authentic behaviors of students and teachers. Today, there are not enough professionals for all these assessment needs and Revibe can help with in-class data collection without the distraction of another adult in the room and/or with more time and depth than any one professional can often spare. Early school psychology reviewers commented, "You had me at data collection."

Along the way, Rich built a small team along with a Scientific and Medical Advisory Board representing key thought leadership stakeholders across the psychology community. He tenaciously acquired funding, collaborated on multiple research studies with scientific partners, and finally pursued a new business avenue for the future—acquisition by Pearson to help even more students.

What's Next?

If you catch Rich now on a given day as a senior director of product development in Pearson's Clinical Assessment group, he's still juggling many pieces of work on Revibe, including design, engineering, and user testing. Anyone in a meeting with him is bound to hear stories of real students he and his team have helped as the fuel that inspires the work. A little more time and deeper conversation would reveal his view of the future—possibilities and a product roadmap that may knock your socks off with its capabilities and integrations. Stay tuned!



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