What now?
How to successfully handle Alzheimer’s

Volunteer
The importance of clinical trials

Active advocacy
A woman with Alzheimer’s fights for herself—and others

ALZHEIMER’S DISEASE

JOIN THE BATTLE AGAINST ALZHEIMER’S

Alan Arnette climbs the 7 Summits to support research and caregiving

Are you caring for a loved one with memory loss?

You are not alone. We can travel the journey with you. Call us today (888) 527-5135
www.MemoryCareEmeritus.com - FREE Caregiver Tips

EMERITUS SENIOR LIVING - Our Family is Committed to Yours.
Alzheimer’s disease is a thief and a killer. It steals everything about an individual—everything that he or she has ever been, ever done or ever known. It takes all bodily functions and then, after years, it kills.

This heartbreaking disease is the nation’s sixth-leading cause of death, killing more Americans annually than diabetes, and more than breast cancer and prostate cancer combined. Yet, many Americans remain unaware that Alzheimer’s disease is fatal. That it is growing rapidly. And, without action, it has the potential to destroy our country’s financial and emotional security.

Alzheimer’s is the only cause of death among the top 10 without a method to prevent it, cure or even slow its progress. In fact, death rates from Alzheimer’s are skyrocketing while death rates from other diseases, such as heart disease, HIV/AIDS and certain cancers, thankfully continue to drop.

And, unlike these other diseases, there are currently no survivors of Alzheimer’s. The vast majority of Alzheimer’s cases occur in individuals over the age of 65. Yet, last year, as federal investments increased for most other major chronic diseases and as the first of the baby boomers began turning 65, federal investments to find the answers to Alzheimer’s disease actually decreased.

But the discussion is changing, just as it did years ago about cancer. Today we have champions. People affected by Alzheimer are using their voices to raise awareness and pave a better path for those who will follow. You will read some of their stories in this publication.

What can you do about the Alzheimer’s epidemic?
Talk to your friends and family about Alzheimer’s. Talk to your doctor as soon as you have concerns. Talk to your legislators about increasing federal funding for Alzheimer’s care and research. Participate in a Walk to End Alzheimer’s in your community. Use your voice to change the course of Alzheimer’s disease.

And if someone you know needs help, resources are available. The Alzheimer’s Association offers care, support and education in communities nationwide. Call our 24/7 toll-free Helpline at 1-800-272-3900—it’s the only one in the United States dedicated to round-the-clock Alzheimer’s support. Or, visit our website at alz.org to learn more and get involved.

As we age, many of us worry about a declining ability to recall words and names. Some forget why we entered the next room, and wonder if we have a problem with our brain.

With a brief test called the MCI Screen, your primary care physician can identify healthy memory patterns and reassure you about the health of your brain. If your memory pattern is not normal for your age, the MCI Screen will prompt your physician to perform a diagnostic work-up and determine the underlying problem.

Remember, many common conditions can impair memory, including anxiety, depression, and thyroid disorders. Memory loss can also be caused by more serious conditions such as Alzheimer’s disease and vascular disease. For all causes, early detection and treatment yield optimal treatment results.

If you have a concern about your memory, ask your physician about the MCI Screen.
In recent years, we have gained a better understanding of Alzheimer's Disease, such that we can now detect its earliest stages in patients with very mild symptoms.

Alzheimer’s: Early detection allows for proper treatment

During the early “pre-dementia” stage of Alzheimer’s, patients’ brains still function at a fairly high level.

We use the term “dementia” to describe more severe symptoms, and we use the term “mild cognitive impairment” (MCI) to describe these subtle symptoms in “pre-dementia” Alzheimer’s.

Importantly, all memory loss is not due to Alzheimer’s disease. In fact, Alzheimer’s is the cause in 60 to 80 percent of people with MCI. Patients with MCI have a memory complaint and, on specific testing, show memory problems that are more serious than would be expected as part of normal aging. Only about half of people with MCI progress to dementia within five years, while the other half does not progress to more serious symptoms.

With a proper review of the patient’s medical history and neurological exam, and some additional testing, such as blood tests and volumetric brain imaging, physicians can make an accurate diagnosis of “pre-dementia” Alzheimer’s. This means that they can reliably identify those MCI patients who are more likely to progress to the dementia stage of Alzheimer’s, and initiate a robust treatment regimen. Such early intervention is our best hope for effectively keeping symptoms under optimal control for as long as possible.

The other group of MCI patients are experiencing memory impairment due to myriad causes, including sleep problems, thyroid disease, depression, and medication side effects, among others. The same diagnostic testing described above can help physicians determine whether or not the cognitive impairment is likely to be caused by the earliest stages of Alzheimer’s. This also allows for timely, proper treatment of the true underlying cause of the problem.

With new discoveries in the biology of Alzheimer’s, and clinical trials being conducted using our latest understanding, we are on the brink of detecting this devastating disease at its earliest stage, where we will have the greatest chance of slowing its progression – when new, better treatments become available. Perhaps we are approaching the day when physicians can help their patients to avoid the dementia stage altogether.

Michael Rafii, MD, PhD
Director, Memory Disorders Clinic
University of California, San Diego
Associate Medical Director
Alzheimer’s Disease Cooperative Study

A CAREGIVER’S STORY

Arnold and Laura Goldfoot were caring for Arnold’s mother, Ola, in Florida for 10 years. In the last three years, Ola’s Alzheimer’s was progressing so fast that they found it necessary to move into her home to care for her full time. Eventually, a hospice nurse told them their health was suffering as a result of their stubbornly loving caregiving efforts. Ola had become increasingly depressed and angry. She would argue with them and say that she “just wanted to die,” which was heartbreaking for them. They needed help.

When the Goldfoots found a senior living community for Ola, they shared her amazing life story with staff to customize her environment and activities specifically based on her past history, roles, routines and preferences.

The Goldfoots have expressed much gratitude for this dynamic programming. They marvel at the stories that the staff is able to get her to tell them each week. They can’t believe that she is taking part and enjoying activities they never thought possible for her.

editorial@mediaplanet.com

It’s time to turn Can’t into Can.

Senior Helpers focuses on what people diagnosed with Alzheimer’s disease can do using fun, stimulating programs to enhance quality of life.

- We create a positive daily schedule
- We assist with hygiene, nutrition, and daily chores
- We provide activities that stimulate memory
- We initiate simple exercises to improve balance and muscular health

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www.SeniorHelpers.com

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Mountain of memories

Alan Arnette never gets tired of mountain themed quotes and analogies. This is a man who truly is moving mountains (as in, moving up one and moving on to another) to make a difference in the lives of those affected by Alzheimer’s disease. Over the course of this year, Arnette will climb the 7 Summits—the highest points on each of the seven continents, to raise one million dollars for Alzheimer’s research. The seasoned mountain climber launched his “Memories are Everything” campaign to honor the lives of his mother and his two aunts. “My Mom was the rock, the memory keeper of our family,” Arnette says. “It was heartbreaking to watch this disease rob her of her precious memories, and ultimately her life.”

An uphill battle
The struggle that the Arnette family endured during his mother’s descent into Alzheimer’s is at the heart of the “Memories are Everything” campaign. As Alan Arnette scales each summit, he keeps a picture of his mom tucked close. She is a reminder that however mentally and physically taxing his climbs are, they can’t compare to the exhausting and often debilitating daily routine for Alzheimer’s patients and their caregivers.

Not a symptom of ‘old age’
“Alzheimer’s is not a symptom of ‘old age.’ It’s a disease, like cancer or diabetes,” he emphasizes. “We must educate people on the warning signs and make resources readily available to them. This disease places an enormous emotional and financial burden on families.”

For a man who will make history as the ninth person in the world to reach all 7 Summits, his legacy may ultimately be his ability to make a difference in how people perceive this insidious disease. Perhaps the next mountain themed quote most appropriate for the campaign is, “Great things are done when men and mountains meet.” Or put simply in Alan Arnette’s words, “Climb on!”

PARKER WALLACE
editorial@mediaplanet.com
The state of **California** is home to several

**Alzheimer’s Disease Centers**

To learn more about the research at these Centers, including clinical trials, call or visit:

**UCLA**
(310) 794-6039
www.EastonAD.ucla.edu

**USC**
(323) 442-7600
www.usc.edu/adrc

**UC San Diego**
(858) 622-5800
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To obtain a no-obligation quote, or simply to get answers to your own questions, just call toll-free 855.736.0511 or email info@yourlifesecure.com.

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Clinically tested, Carefoam Chairs have been protecting those at high fall risk for over 10 years.

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Plannning for a full and successful life

As a social worker who occa-
sionally counseled people
with Alzheimer’s and their
families, Martha Watkins
could draw on her experi-
ence when her father was
diagnosed with the disease.

“I was devastated when Dad’s physi-
cian told us (that Dad had Alzheim-
er’s),” said Watkins, 59, now retired and
living in Largo, Fl. “I still know essen-
tially what Dad and I would be facing,
and we could begin to plan together for
his Alzheimer’s progression.”

Watkins’ father’s Alzheimer’s
diagnosis occurred in 1999. But Watkins
never second-guessed how well she
cared for him.

“I believe, improved my ability to cope.”

Watkins’ father’s Alzheimer’s pro-
gressed to the point where she chose to place him in an
assisted living facility, she passed away in
2010. But Watkins never second-guessed
how well she cared for him.

“I acted in every thought he would want,
and I do wish he could have lived in my home longer, but that
decision was made for my safety because
with Alzheimer’s disease.”

Important services for caregivers to seek
out include: professional financial advisers,
elder care attorneys, and voluntary health
organizations.

Make Your Wishes Known

In the event of an emergency, will your wishes be known and followed? Will
your loved ones be prepared to make decisions on your behalf if and when
the time comes? Will your loved ones know where to find a copy of your
advance directives?

With MedicAlert®, your written advance directives are safely and confidentially
stored, and made available when and where they’re needed.

To help solve this important problem, the Alzheimer’s Association launched Tri-
Match, a free and confidential tool that provides comprehensive clinical trial
information and an individualized clinical trial matching service.

“Alzheimer’s is clearly the country’s #1 public health challenge and research is
the only way to solve this problem,” said William Thies, Ph.D., Chief Medical
and Scientific Officer at the Alzheimer’s Asso-
ciation.

Thies says recruiting volunteers for
clinical studies is one of his greatest
ob-
tacles to developing new Alzheimer’s treatments.

A clinical trial is a health-related re-
search study that follows a pre-defined
and approved set of instructions. They
typically investigate:

• New treatments
• Methods to prevent diseases.
• New diagnostic tools.
• Ways to improve quality of life for pa-
tients and caregivers.

More than 140 Alzheimer’s clinical
cases are now recruiting participants.
According to experts, some 10,000 more

Figure 1: Find support

Local organizations and associations
Can answer your questions and pro-
vide information, referrals and need
consultation whenever you need it. It’s helpful to create a network
of family and friends who can help care for your loved one. There
are also many online communities where you can share your experi-
ences and learn coping tips from others who know what you’re going through.

Look into treatments

New drugs or different doses of
those currently used may have
positive effects on cognitive
function. MedicAlert® can help
you stay on track. You can
choose to receive advance
notifications when a new drug
or a new dose of the drug you’re
taking is commercially available.

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As a caregiver for someone with Alzheimer’s or another dementia, you may find yourself with so many responsibilities that you neglect your own well-being. But maintaining your health is important to your success as a caregiver for your loved one.

Common signs of caregiver stress include denial, anger, sleeplessness, irritability and problems with physical health. To keep your stress levels as low as possible, follow these tips:

- **Know what resources are available.** Adult day care, in-home assistance, visiting nurses and Meals-on-Wheels can help.
- **Become an educated caregiver.** Organizations in your community can provide information, training and resources on all aspects of the disease.
- **Get help and support.** You are not failing as a caregiver by asking others for assistance.
- **Take care of yourself.** Watch your diet, exercise and get plenty of rest.
- **Make legal and financial plans.** Consult an attorney to discuss legal, financial and care issues.
- **Be realistic.** Many of the behaviors that occur are beyond your control.
- **Give yourself credit.** Don’t feel guilty because you can’t do more. The person with Alzheimer’s needs you, and you are there.
- **Learn all that you can.** And take good care of yourself, too.

**Warning signs of Alzheimer’s**

- **Memory loss that disrupts daily life is not normal aging; it may be Alzheimer’s disease.**
- **Other warning signs include:**
  - Challenges in planning or solving problems.
  - Difficulty completing familiar tasks.
  - New problems with words.
  - Withdrawal from work or social activities.
  - If you or a loved one is experiencing these things, please see a doctor. For more information, visit www.alz.org/10signs.

**Active Advocacy**

**Left:** Nancy discusses advocacy materials. **Right:** Nancy Fearon presents at Alzheimer’s Association Michigan Chapter. 

**Question:** What can people with Alzheimer’s do to advocate for themselves?

**Answer:** Build awareness by speaking to the public. This humanizes Alzheimer’s and advances the social dialogue.

In the early stages of Alzheimer’s disease, symptoms are usually mild enough to allow people to participate in daily activities and in planning their own care and future. Nancy Fearon of Troy, Mich., is a prime example—and she’s taking things one step further. She isn’t taking her Alzheimer’s sitting down—rather, she’s standing up to it.

**Moving forward**

Fearon was 73 when she was diagnosed in 2009. She now speaks publicly about living with Alzheimer’s as a member of the Alzheimer’s Association Early-Stage Advisory Group. The Group helps the Association develop and provide services for people in the early stages of the disease, raises awareness about early-stage issues, and meets with legislators to increase funding for research and support programs.

Recently, Fearon talked about Alzheimer’s to local church groups, Alzheimer’s disease support groups, and to nursing, pharmacology, social work and technical college students.

Being an Alzheimer’s advocate is more than just a way for Fearon to put a spotlight on the disease—it helps her survive and thrive.

“I like to talk in front of people,” the former substitute teacher admits. “I feel like I have a unique experience and ability to educate people. In my own small way, I’m helping people understand not to be afraid of Alzheimer’s disease and not to make jokes about it. Talking about Alzheimer’s has helped me to accept it, and to not be ashamed of it.”

**Nancy Fearon**

Substitute Teacher, Alzheimer’s Advocate

Putting a face on Alzheimer’s disease reduces the stigma attached to it, Nancy says. “(People) see I’m a normal person and I live a good life. I think that’s healthy because it takes a lot of fear and misunderstanding out of it.”

**Matthew Hickey**

editorial@mediaplanet.com
**Question:** What is the least recognized facet of Alzheimer’s?

**Answer:** People often lose sight of the significant emotional and financial cost of caregiving.

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**Give your parents the mental stimulation they need.**

Help them fight memory loss with the **only** clinically tested brain fitness software created for people over 60.

The risk for dementia begins around age 65—and by 85, half the population is afflicted. But more than two decades of medical research has shown that people who perform rigorous cognitive exercise have as much as a 63% reduced risk of dementia! Brain health is a matter of use it or lose it.

Clinically tested Dakim BrainFitness software cross-trains the brain in six essential cognitive domains, to improve memory and strengthen focus and attention. With over 300 hours of rich, interactive exercises, vivid graphics, film clips, music, and humor—it’s stimulating and fun.

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**New report shows enormity of burden on Alzheimer’s caregivers**

According to 2011 Alzheimer’s Disease Facts and Figures, just released by the Alzheimer’s Association, there are nearly 15 million Alzheimer’s and dementia caregivers in the United States. This new report shows that there are far more Alzheimer’s and dementia caregivers than previously believed—37 percent more than reported last year. These individuals provided 17 billion hours of unpaid care valued at $202.6 billion. If Alzheimer’s and dementia caregivers were the only residents of a single state it would be the 5th largest state in the country.

Studies indicate that people 65 and older survive an average of four to eight years after a diagnosis of Alzheimer’s disease, yet some live as long as 20 years. The prolonged duration of this disease often places increasingly intense demands on the millions of family members and friends who provide care to those with Alzheimer’s. The 2011 Facts and Figures report reveals that Alzheimer’s and dementia caregivers have an increased potential to develop their own serious health issues. Those complications represent a financial burden of nearly $8 billion in increased healthcare costs.

The Alzheimer’s Association estimates that total payments for health and long-term care services for people with Alzheimer’s and other dementias will amount to $183 billion in 2011, which is $11 billion more than in 2010. Medicare and Medicaid costs will make up the majority of this increase. By 2050, Medicare costs for people with Alzheimer’s and other dementias will increase nearly 600 percent and Medicaid costs will soar almost 400 percent.

“The projected rise in Alzheimer’s incidence will become an enormous balloon payment for the nation—a payment that will exceed $1 trillion dollars by 2050,” said Robert Egge, Vice President for Public Policy for the Alzheimer’s Association. “It is clear our government must make a smart commitment in order make these costs unnecessary.”

**THE RISING COSTS OF ALZHEIMER’S**

- **Aggregate costs of care by payer for Americans aged 65 and older with Alzheimer’s disease and other dementias, 2011**
  - Total cost: $183 Billion

  **Medicare**
  - $93B, 51%

  **Medicaid**
  - $37B, 20%

  **Personal Out-of-pocket**
  - $51B, 17%

  **Other**
  - $22B, 12%

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**Answer:** People often lose sight of the significant emotional and financial cost of caregiving.

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**News**

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**Toni Williams**
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**Question:** What is the least recognized facet of Alzheimer’s?

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### Question 1:
How are you helping to improve the lives of people with Alzheimer’s disease?

**Caring for a resident** with Alzheimer’s disease begins with a strong partnership with the family to gain a deep understanding of what their loved one is, what they’ve experienced in their life, and what events and activities have brought them a sense of purpose and success. We work to bring those interests, experiences, and hobbies to life for them, which allows us to enter their world and create days full of meaning and happiness for each individual.

**Very good people live** and work in nursing homes every day. Unfortunately, the prevalent model of nursing home care—impersonal environments, rigid schedules, and segregated staffing—interferes with their ability to support meaningful lives and jobs. We partner with organizations to implement innovative alternatives. Together with The Robert Wood Johnson Foundation, we are working to spread The Green House model across the U.S.

**We have a “patients first” philosophy** that places the patient in the center of all decisions. We offer state-of-the-art care to all patients and empower them to help rid the world of Alzheimer’s disease by participating in clinical trials. Further, we recognize the critical role of the caregiver in families struck by Alzheimer’s disease and offer innovative programs to support caregivers through this journey.

**Unfortunately,** more than 60 percent of persons with dementia will wander, get confused, and become lost doing tasks as simple as getting the mail. If the person is not found within 24 hours, there is a 50 percent likelihood that they will suffer serious injury or death. The nonprofit MedicAlert Foundation, in partnership with the Alzheimer’s Association, developed a live 24-hour nationwide identification service to assist those who become lost.

### Question 2:
What are common misperceptions about Alzheimer’s disease?

**Many believe** that people with Alzheimer’s are entirely dependent on others and lose their ability to experience joy. In reality, individuals often continue to enjoy many of the same things they have enjoyed their entire life. In fact, when these individuals are given the opportunity to continue to participate in lifelong interests, they are often most themselves.

**Two persistent myths** about people living with advanced dementia are that they will not benefit from non-institutional environments designed to foster deep relationships with caregivers. People living with dementia thrive when staff know them well and understand their “behaviors” as communication. This reduces agitation and allows them to live a more comfortable life.

**I often** hear cognitive decline is part of normal aging; there are no treatments of Alzheimer’s; that Alzheimer’s cannot be diagnosed until autopsy. Not only are these statements inaccurate, but they are also harmful to patients and caregivers because they create a sense of helplessness and hopelessness. Alzheimer’s patients need to seek out expert medical advice as early as possible.

**People often think** that memory loss is a natural part of getting older and is a natural progression. On the contrary, significant memory loss should be taken seriously and may be a symptom of a serious illness such as Alzheimer’s or a related dementia.

### Question 3:
A family member has just been diagnosed with Alzheimer’s disease. What is the first step I should take?

**Begin to develop** a support system of family and friends who will be able to help with the demands of caring for a loved one with Alzheimer’s disease. Developing a strong support system will help ensure you have the time you need to take care of yourself, spend time with family and friends, and also get the rest you need.

**The first step** is to breathe deeply. New insights and models of community, residential, and skilled nursing home support can support a rich life for the person with dementia. While significant challenges and losses will confront you, changing your relationship and roles over the progression of the disease, opportunities for new and rich experiences also exist—allowing you to continue to create new and positive memories together.

**Start preparing yourself** and your loved ones for a long process and approach each day as one that can have meaning and joy. Seek out medical and supportive care from a team of experts you trust, and be sure to find resources in your community for caregivers. We know that the well-being of the caregiver directly impacts the health of the patient, and being positive starts with a support network you create in the beginning of the journey.

**The first thing** to remember is that caring for your loved one with Alzheimer’s often is a long journey and not a sprint. Despite your immediate worries about your family member and arranging their medical care, a key part of the overall plan must be to take care of yourself, too.

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**Join Home Helpers in the Fight Against Alzheimer’s!**

For over a decade, Home Helpers has been providing care to those in need of a helping hand.

As a proud member of the Alzheimer’s Early Detection Alliance, Home Helpers is reaching out in communities nationwide to educate people about the warning signs of Alzheimer’s, the importance of early detection, the resources available and how we can help.
When you care about someone with Alzheimer’s, our services can help.

Live 24-hour emergency response for wandering and medical emergencies

MedicAlert® + Safe Return® membership includes:
• Live 24-hour Emergency Response Services
• Live 24-hour Caregiver Notification Service
• Personalized Emergency Wallet Card
• Personalized MedicAlert medical ID
• Live 24-hour Care Consultation Services

Location management services include:

Alzheimer’s Association Comfort Zone®, powered by Omnlink
Comprehensive web-based GPS location service that includes MedicAlert + Safe Return membership

Alzheimer’s Association Comfort Zone Check-In™ Self-service web-based location service

For more information, visit www.medicalert.org/safereturn or call 1.888.572.8566.

For more information, visit www.alz.org/comfortzone or call 1.877.ALZ.4850.
Memory may not serve her well anymore. But we will.

You and your mom share a lifetime of memories. But sometimes it’s more important to plan for the future. Because mom may now need more time and help then you can possibly give her.

Our Family is Committed to Yours.

JOIN THEIR JOURNEY®

We understand that each family’s experience in caring for someone with memory loss or Alzheimer’s is unique. Our goal is to foster a relationship where we get to know your loved one and your family, allowing us to provide support and solutions for each individual situation.

Our innovative memory care approach, “Join Their Journey” provides us the ability to meet each resident’s and family’s needs at each stage of memory loss.

Our goal is to help each resident be purposeful and successful every day!

www.MemoryCareEmeritus.com

Call or visit us today!

(888) 527-5135

Learn more about our Join Their Journey program

Locate a community nearest you