



## **ALZHEIMER'S ASSOCIATION LAUNCHES EARLY DETECTION CONSUMER TV CAMPAIGN**

Early Alzheimer detection can help prolong quality of life for those living with dementia. Yet many who experience warning signs of the disease don't seek information or a diagnosis soon enough. To build awareness of the importance of early detection, Alzheimer's Association is piloting a consumer education campaign this summer *in June and July* urging those who might be experiencing memory loss to seek more information and, if they have any of the ten warning signs of the disease, make contact with their doctors. The Alzheimer's Association is committed to partnering with physicians as your primary referral source for information about the disease and support resources to help enhance the quality of life for all the people impacted by the disease.

### **The value of early detection**

The earlier people know about the 10 warning signs and seek diagnosis, the sooner they can get help. Early detection benefits both patient and physician.

Benefits to patients include:

- Higher cognitive function in the early stages means better understanding of the disease
- More time to plan for the future
- Able to participate in building a care team
- Possibly more benefits to be gained from treatment
- More opportunity to participate in clinical trials

Benefits to physicians include:

- Better understanding of patients' abilities to manage their own care
- Easier identification of treatable or reversible disorders that may cause further medical or psychosocial complication
- Reduction in possible errors or poor compliance when gauging self-care abilities of the person
- Respect for a patient's right for self-determination and ability to make their own health care decisions whenever possible
- Time to address safety issues before accidents or emergencies occur

### **The Alzheimer's Association is here to help**

The Alzheimer's Association is the leading source of on support for individuals and families coping with a dementia diagnosis and the progression of the disease.

Encourage your patients to seek support from the Association:

- On our Web site at [www.alz.org](http://www.alz.org)
- Through our 24/7 Helpline at 1.800.272.3900
- On our message boards, which offer dedicated areas for people with the disease at [alz.org](http://alz.org)
- At a group or education session at a local Chapter
- From our comprehensive suite of educational publications about Alzheimer's and dementia

During June and July while the commercials are airing, we are asking the public to seek more information by calling the Alzheimer's Association

- 1-866-ALZ-4199
- [10signs.org](http://10signs.org)