

Testimony for Vince McGrail to the Ohio Speakers Task Force  
on Alzheimer's and Dementia Care  
**November 14, 2017**

Chairwoman Pelanda and members of the Speakers Task Force on Alzheimer's and Dementia Care, my name is Vince McGrail. I am the Executive Director and CEO of the Central Ohio Chapter of the Alzheimer's Association and I have been in this position for 3 years. I am a member of the Ohio Council of the Alzheimer's Association, which is a group of the seven chapters that provide important Alzheimer's and dementia programs and services to the residents of the State of Ohio.

My remarks today will provide an overview of Alzheimer's disease and Dementia information and tools that are developed, distributed and widely available to the public.

In line with our mission, we are committed to strengthening the momentum of the Alzheimer's disease and Dementia movement by increasing concern about Alzheimer's disease and Dementias.

The Association drives the nationwide discussion of Alzheimer's and other dementias and establishes the Association as a dedicated and reliable resource to support the community's needs. By growing the conversation about the number of affected individuals, and the staggering and growing economic and societal impact of Alzheimer's, the public and policymakers can take appropriate actions to change the course of the disease. Families can gain the knowledge needed to seek diagnosis, access support services and plan for the future. Awareness of the Association helps these families to access needed resources during their journey with the disease.

Our constituents can engage in a physical location through our global web presence, blog, call center, or through social media. They can access programs, resources and services by calling the call center or joining one of our online communities, with a tablet, a laptop, or a desktop computer.

The Alzheimer's Association works on a global, national and local level to provide care and support for all those affected by Alzheimer's and other dementias. Simply put, we are here to help.

- We have local chapters across the nation, providing services within each community.
- Our professionally staffed [24/7 Helpline](#) (1.800.272.3900) offers information and advice to more than 300,000 callers each year and provides translation services in more than 200 languages.
- We host face-to-face [support groups](#) and [educational sessions](#) in communities nationwide.
- We connect people across the globe through our [online message boards](#), ALZConnected®. Our online community is ready to answer your questions and give you support.
- We provide caregivers and families with comprehensive online resources and information through our [Alzheimer's and Dementia Caregiver Center](#), which features sections on [early-stage](#), [middle-stage](#) and [late-stage caregiving](#).
- Our free online tool, [Alzheimer's Navigator](#)®, helps those facing the disease to determine their needs and develop an action plan, and our online [Community Resource Finder](#) is a

comprehensive database of programs and service, housing and care services, and legal experts.

- We house the [Alzheimer's Association Green-Field Library](#), the nation's foremost library and resource center devoted to increasing knowledge about Alzheimer's disease and related dementias.
- Our safety service, [MedicAlert® + Alzheimer's Association Safe Return®](#), is a 24-hour nationwide emergency response service for individuals with Alzheimer's or a related dementia who wander or have a medical emergency.

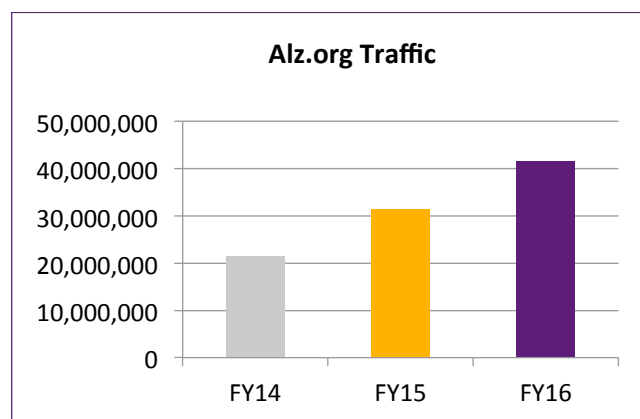
We advance research and the understanding of Alzheimer's and Dementia through our peer-reviewed [research grant program](#), that has invested over \$385 million in more than 2,500 scientific investigations since 1982.

- We accelerate clinical studies by connecting healthy volunteers, people with the disease and caregivers to current studies through [Alzheimer's Association TrialMatch®](#), a free, easy-to-use clinical studies matching service.
- We play a pioneering role in increasing knowledge about prevention. The Association has invested in projects revealing that what's good for the heart is [good for the brain](#), and that eating a healthy diet, staying physically active and not smoking will may help reduce risk of cognitive decline.

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, prevention and care initiatives at the state and federal level. We diligently work to make Alzheimer's a national priority. Our advocates engage elected officials at all levels of government and participate in our annual [Alzheimer's Association Advocacy Forum](#), a march on Capitol Hill to meet with elected representatives.

The Association releases its annual Alzheimer's disease Facts and Figures report, the definitive compilation of national statistics and information conveying the impact of Alzheimer's disease and other dementias on individuals, families, government and the nation's health care system. Since its inaugural 2007 release, the report has become the pre-eminent source covering the broad spectrum of Alzheimer's disease issues. [2016 Alzheimer's disease Facts and Figures](#).

[Alz.org](#) is an invaluable resource for our constituents in the US and beyond, providing education about the disease, getting our broad portfolio of programs and services closer to those who could benefit from them (including a 24/7 help line); showcasing our commitment to advocacy, changing policy and advancing research, as well as building a support community.



Alz.org provides information and education and support for Ohio residents who want to know more or require help with Dementia. It is offered to the public for free as a public service. But what sets alz.org apart from, let's say a long-term care facility's website, a home health agency or a pharmaceutical company, is that the Alzheimer's Association is not trying to sell the viewer anything. Caregivers need to find information quickly and without having to cull through ads for products or services.

We know that in 2016, there were **690,036 unique Ohio visitors** to the Alzheimer's Association's website. Collectively, Ohio residents viewed 2,521,798 pages during their time visiting alz.org. The top pages visited were "10 Warning Signs", "What is Alzheimer's / Dementia?" and the "Stages of Alzheimer's".

Google is a valuable media partner for the Alzheimer's Association. Its "pay per click" (PPC) model helps us focus spend on most actionable prospects and mitigate wasted reach, positioning the Association as a resource for active seekers of Alzheimer's and dementia information and support. Alzheimer's and dementia are the top terms along with signs/symptoms iterations across both and brand searches. We do achieve #1 organic search ranking for all these terms. Foreign language versions of these are also key, particularly Spanish language keywords that see high U.S. contribution. Beyond these top search terms, our campaigns include 42K+ keywords that span caregiving, support, research, professionals, events, chapter specific, current events/news.

Social media channels allow constituents a real-time support system, as well as a platform to increase concern of Alzheimer's and share their passion to end this disease. Our social community is unique in its willingness to share personal stories about this disease, and the Association's use of social to inspire action resulted in [Twitter](#) and [Facebook](#) publishing case studies about our work over the past years. These social platforms are now working with us closely to find new ways to connect communities around causes.

Based on our dedicated focus, we've made significant progress over the last several years increasing the level of concern and awareness about Alzheimer's and related Dementias. The Association has polled the general population and concern about the disease has dramatically increased since we first began measuring in 2006.

Thank you for your time and the opportunity to share this information with you today.