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- Michelle Vorpahl, Walk Coordinator DE/SJ
- Sue Wronsky, The Longest Day Consultant

The Alzheimer's Association Delaware Valley Chapter newsletter is published twice per year. To add a name to our list to receive the Spring/Summer and Fall/Winter newsletter issues, or to suggest a topic, reach out to newsletter editor, Linda Barba, at lbarba@alz.org.
EXECUTIVE DIRECTOR’S MESSAGE

ALL COMMUNITIES, ONE MISSION

DEAR SUPPORTER:

Greetings, Delaware Valley Chapter constituents! I’m proud to join your local chapter as its new Executive Director. In addition to serving as your local chapter executive, I serve as Regional Leader for Delaware, New Jersey and Pennsylvania. In joining the Alzheimer’s Association Delaware Valley Chapter, I have returned home to Philadelphia and reconnected with my New Jersey roots. I am excited about the many opportunities that lie ahead for our chapter. I am also grateful for the warm welcome I have received since joining the chapter family in mid-January.

I come to you with 21 years of experience with the National Multiple Sclerosis Society where I led community outreach efforts at the Greater Delaware Valley Chapter and also served as the president of a multi-state chapter based in North Carolina.

In this newsletter issue you’ll find a focus on the importance of convening all communities to meet one mission: creating a world without Alzheimer’s disease. To do this, we must harness the awe-striking power of our volunteers—those people who care the most about our mission and who are willing to step up to make a difference. No contribution is too small. The simple gesture of passing along a Helpline flyer or informing someone of education programs and support groups goes a long way. We need and embrace volunteer actions from the entire community!

If you’ve been involved as a volunteer, I applaud your efforts. Perhaps you will opt to increase your commitment this year. If you have not yet taken that step, now is the time. Help make an impact for the nearly 300,000 people in the Delaware Valley who live with Alzheimer’s disease or a related disorder and their families. There are many opportunities for helping to:

- Increase concern and awareness
- Provide and enhance care and support
- Accelerate research  
- Strengthen diversity and inclusion
- Advance public policy
- Increase revenue to meet the mission

The Alzheimer’s Association and your local chapter have reached many milestones in leading the way to Alzheimer’s first survivor. We are proud of what has been accomplished but are not fully satisfied. There is more work to be done. I am confident and hopeful that—by working together—we will one day eradicate Alzheimer’s disease and related disorders.

I look forward to working alongside you in our important work!

My best,

Kristina Fransel  
Executive Director

P.S. Please continue to spread awareness of the Alzheimer’s Association by sharing our 24/7 Helpline—800.272.3900—which is the key access point to all our programs, services and resources.
WE’RE HERE TO SUPPORT YOU

The Alzheimer's Association Delaware Valley Chapter offers a wide range of programs and services to help people living with Alzheimer’s or a related disorder and their families and care partners. Most programs are provided free of cost, thanks to the generosity of our donors, sponsors and grantors.

24/7 HELPLINE: 800.272.3900
The Alzheimer’s Association toll-free 24/7 Helpline (800.272.3900) is available in more than 200 languages and dialects and staffed by dementia experts who provide information, emotional support, education, resource listings and general disease information.

CARE CONSULTATION
Our clinical professional team is dedicated to helping people navigate the difficult decisions and uncertainties faced at every disease stage. The program offers different levels of specialized care consultation by telephone, email or in person—including an assessment of needs, assistance with planning and problem solving, supportive listening and more.

PUBLIC POLICY
We advocate for legislative reform at state and federal levels to improve the quality of care and services for individuals with Alzheimer’s and their families—including increased research funding.

TRIALMATCH
TrialMatch® is the first-of-its-kind, free, confidential interactive tool that provides comprehensive clinical trial information and an individualized trial matching service for people with Alzheimer’s disease or related disorders.

CONSUMER EDUCATION
Our chapter offers free consumer education programs addressing issues related to dementia. These educational opportunities are facilitated by staff and trained volunteers from our speaker’s bureau and are offered throughout the tri-state service area.

DIVERSITY & INCLUSION
The goal of the Alzheimer’s Association is to meet the demand for culturally and logistically sensitive information, education and awareness in the African American, Hispanic and LGBT communities, among others.

SUPPORT GROUPS
More than 170 support groups meet regularly to provide a place to learn about coping with Alzheimer’s disease or related disorders. Support groups encourage members to share information, give and receive support and exchange coping skills. Specialized groups include Fronto-Temporal Dementia, Men’s, Adult Children and more.

SAFETY SERVICES
The Alzheimer's Association Delaware Valley Chapter assists with the MedicAlert® + Alzheimer’s Association Safe Return® program that provides 24/7 nationwide assistance when a person wanders or is lost, as well as access to vital medical information at the time of need. Training is also available online for first responders. What’s more, our chapter is armed with a disease preparedness plan and program to train staff and put into place practical policies to assist and support our community in the event of an emergency.
CARE CONSULTATIONS INCLUDE:

- One-on-one education about the disease process
- Discussions about home and community safety
- Assistance with developing positive caregiving strategies and coping mechanisms
- Appropriate community-based resources and referrals
- Written action plan for transitional, emergent and future care planning

TO LEARN MORE ABOUT OUR “LOCALLY-PRODUCED” FUNDRAISING EVENTS, LIKE:

- Wine, Women & Shoes
- Spring Golf Classic
- Party in Purple

Have questions about Alzheimer’s disease or another dementia, or need help caring for someone who has dementia?

Call our 24/7 free Helpline:
800.272.3900

When you call, you’ll talk confidentially to trained Helpline specialists who can help you with:
1. Understanding memory loss, dementia and Alzheimer’s.
2. Medications and other treatment options.
4. Legal, financial and living arrangement decisions.
5. Referrals to local community programs, services and ongoing support.

It’s free and available in more than 200 languages and dialects.

TO SCHEDULE A CARE CONSULTATION, CALL OUR 24/7 HELPLINE AT 800.272.3900 AND REQUEST A FOLLOW-UP CALL FROM THE DELAWARE VALLEY CHAPTER, OR EMAIL JEN ABRAHAMSON, CARE CONSULTANT, AT JABRAHAMSON@ALZ.ORG.

If you are a healthcare professional and would like to refer a patient or their family, ask about our NEXT STEPS Direct Connect physician referral program by contacting Will Reiter, Manager Physician Outreach, at WREITER@ALZ.ORG.
GET EDUCATED AND EMPOWERED WITH NEW CONFERENCE & SYMPOSIUM OFFERINGS

The Alzheimer’s Association Delaware Valley Chapter strives to meet the educational needs of both family and professional caregivers while offering networking opportunities and access to local resources. Join us at one of our new and exciting education opportunities. Pre-registration is required.

FAMILY CAREGIVER CONFERENCES
10 a.m.–3 p.m.
These free events are designed for non-professional, family caregivers to hear from local experts, meet fellow caregivers, connect with local resources and learn information and strategies to help in the dementia journey. Lunch is provided.

April 9 at Canaan Baptist Church in New Castle, DE
Attendees will hear personal stories from two former caregivers, gain disease information and have an opportunity to share their thoughts on how the Association can help people in their community. Topics include: “The Caregiving Principle,” “The New Normal—A Journey,” and an Alzheimer’s Community Forum.

April 30 at College Hall, Montgomery County Community College* in Blue Bell, PA
Topics include: activities of daily living; moving together through dementia with dance/movement therapy; and getting your legal house in order to deal with unavoidable crises caused by cognitive impairment.

*Montgomery County Community College is not affiliated with the event and the College should not be contacted.

June 5 at Rowan University School of Osteopathic Medicine, Academic Center in Stratford, NJ
Attendees will hear from local experts, enjoy lunch while meeting fellow caregivers and have an opportunity to connect with local resources.

For more details visit tinyurl.com/ALZConferences.

PROFESSIONAL DEMENTIA SYMPOSIUM
8 a.m.–12 p.m.
This program is designed for all healthcare professionals and offers networking and CE hours for nurses and social workers. Coffee and a light breakfast are provided.

May 21 at Widener University Center, Webb Room in Chester, PA

Featured speakers:
• Tanya Megerian Bardakjian, MS, CGC from Penn Medicine will present “The Role of Genetics in Dementia: Clinical & Ethical Considerations.”
• Linda M. Anderson, Esq., LL.M., CELA from Anderson Elder Law will discuss elder law issues, competency and dementia.

Six out of 10 people with Alzheimer’s will wander

You can’t know when it will happen, but you’ll know what to do when it does.

It is common for a person with dementia to wander and become lost; many do repeatedly. Wandering can be dangerous—even life threatening. The stress can weigh heavily on caregivers and family.

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 provide 24-hour assistance, no matter when or where the person is reported missing.
FULL-DAY DEMENTIA CONFERENCES

Pennsylvania Dementia Conference
8:30 a.m.–4 p.m.
June 10 at DeSales University Center in Center Valley, PA
This event is designed for both family caregivers and healthcare professionals, offering ample networking, dynamic national and regional dementia experts and local healthcare vendors. Don’t miss this long-standing event in our new location, with featured speaker Loretta Woodward Veney, author, caregiver, motivational speaker and trainer.

South Jersey Dementia Conference: Seminar by the Shore
September 12-13 at the Atlantic City Convention Center in Atlantic City, NJ
This two-day event includes an evening pre-conference presentation with art show and a full-day conference with exhibits, Virtual Dementia Tour and onsite adult respite care. This event is appropriate for family members, caregivers and professionals who are supporting people with Alzheimer’s and other dementias.

September 12 Pre-conference session features:
Art show and sale from Caring Inc. / Memories in the Making at 5:00 p.m. Elaine Sanchez, caregiver speaker, author and co-founder of CaregiverHelp.com, presenting “Seven Strategies for Caregiver Survival” and “Giving Caregiver Guilt the Boot!”

September 13 Full-day conference features:
• Keynote Speaker: Elaine Sanchez, caregiver speaker, author and co-founder of CaregiverHelp.com, presenting “Finding Hope, Humor & Heart in Caregiving.”

• Topics include: legal issues, recognizing pain in people with dementia, effective communication for caregivers, early diagnosis, anger & guilt, and depression & grief. Continuing education units are available for nurse, social workers, CALA and case managers.

To register for these events or for more information, visit tinyurl.com/ALZConferences or call our 24/7 Helpline at 800.272.3900. For sponsorship opportunities, contact Kristina Prendergast at Kprendergast@alz.org.
SAVE THESE DATES AND JOIN US

FORGET ME NOT DAYS
JUNE 7-8

Join Bankers Life on June 7-8 for its 16th Annual Forget Me Not Days, a nationwide fundraising campaign to benefit the Alzheimer’s Association. In exchange for a donation, Bankers Life and Alzheimer’s Association staff and volunteers hand out packets of Forget Me Not flower seeds and ask they be planted in honor of the more than 5 million people with Alzheimer’s. Stay tuned to chapter social media for more information about local times and locations.

UPCOMING EVENTS

WINE WOMEN & SHOES
BEFIRITING
ALZHEIMER’S ASSOCIATION

BE THERE. BE FABULOUS!

SUNDAY, APRIL 7, 2019
2:00-6:00 PM
AT THE BALDWIN SCHOOL
701 Montgomery Ave., Bryn Mawr, PA 19010

Sip sensational wine • Savor delectable bites • Shop designer shoes & accessories • Bid on one-of-a-kind auction items • Kick up your heels for a fashion show • Enter the Key to the Closet drawing • Mingle with charming Shoe Guys and more!

OUR SPONSORS

WINEWOMENANDSHOES.COM/PHILADELPHIA

2019 SPRING GOLF CLASSIC

Monday, May 6, 2019
Shotgun Start
Laurel Creek Country Club
701 Conerton Road
Mount Laurel, NJ 08054

HONORING
Kaleidoscope Award for Philanthropic Excellence Awardees:

Jerald Rothkoff, Esq.
Rothkoff Law Group

Murphy Vandervelde
The Fountains at Cedar Lakes

Can’t spend the entire day? Join us for our
Networking Golf Clinic
Sponsored by:
Feldscher Horwitz Public Relations
Enterprise Rent-A-Car

Enjoy:
A delicious brunch

Putt and swing lessons on the practice greens with the pros!

Chair massages

Cocktail hour

Sponsorship opportunities are still available.
Contact Judy Sailer at jsailer@alz.org or 215.561.2919!

215.561.2919 | alz.org/delval
GURSKI GOLF
15TH ANNIVERSARY
JOHN GURSKI MEMORIAL
GOLF CLASSIC

The family of legendary Wilson West Lawn High School football coach, John Gurski, continues his legacy in partnership with the Alzheimer’s Association. This first-class golf outing benefits support services for individuals and families, as well as research and care advances to effectively treat and prevent Alzheimer’s disease by 2025.

JUNE 14
GOLDEN OAKS GOLF CLUB
10 STONEHEDGE DR., FLEETWOOD, PA
SHOTGUN START: 1:00 p.m.
DINNER: 5:30 p.m.

Golfers, foursomes and volunteers welcome. Sponsor opportunities are available.

For more information on sponsorships, player registration or volunteering, email Kellie Butsack at kbutsack@alz.org.

Do You Know Your Walk to End Alzheimer’s® Date?
MARK YOUR CALENDAR AND REGISTER TODAY!

- Rehoboth Beach, DE
  Saturday, September 28

- Lehigh Valley, PA
  Saturday, September 28

- Berks County, PA
  Saturday, October 5

- South Jersey Shore, NJ
  Sunday, October 6

- Wilmington, DE
  Saturday, October 19

- Cumberland, NJ
  Sunday, October 20

- Philadelphia, PA
  Fall 2019: Date to be announced

For more information and to register, visit alz.org/delval/walk.
**VOLUNTEER SPOTLIGHT**

MEET MICHAEL WILLIAMS

Alzheimer’s Association volunteer, Michael Williams, has been engaged with the Delaware Valley Chapter since 2012. At that time, as an EMT instructor for ambulance personnel, Michael reached out to chapter staff to present information to his students. Michael was also a caregiver for his mother who was diagnosed with Alzheimer’s. After his mother passed in 2010, Michael reconnected with the chapter to see if there was anything he could do for us. The rest is history.

Michael is currently serving in multiple volunteer roles for the Delaware Valley Chapter—as a facilitator for two caregiver support groups and as a community educator. When asked what he takes away from his volunteer work, Michael says he truly enjoys helping people and feels it is a continuation of his public service work as a professional. His reward as a volunteer is when people say, “Thank you. I learned something new today.”

When asked what advice he would offer to other interested volunteers and constituents, Michael shares,

“The Alzheimer's Association is here to help with many free services and support. Don’t be reluctant to call. The toll free 24/7 Helpline (800.272.3900) is staffed by live care consultants, 24 hours a day, 7 days a week—including evenings, weekends and holidays. You won’t regret making the call.”

-Michael Williams
Volunteer Support Group Facilitator/Community Outreach Speaker

**ALZHEIMER’S COMMUNITY FORUMS:**

WE NEED TO HEAR FROM YOU!

Learn about Alzheimer’s, dementia and memory loss. Bring a friend who has been affected by the disease. Share your thoughts about how we can help people in your community. Light refreshments provided. Registration is FREE and required. Call 800.272.3900 to register. Questions? Email Sharon Jarnette at Sjarnette@alz.org.

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<td>March 28</td>
<td>10 a.m.–12 p.m.</td>
<td>Ocean City Library, Ocean City, NJ</td>
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<td>April 5</td>
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**NEW VOLUNTEER ORIENTATION**

The Alzheimer’s Association Delaware Valley Chapter counts on an army of volunteers to support the nearly 300,000 people and their families in our tri-state service area who are affected by Alzheimer’s disease or a related disorder (ADRD). As the number of people affected by ADRD in our community continues to rise, so does our need to grow our volunteer corps to expand our reach and meet the needs for education and support. YOU can help in this important work! Attend one of our two-hour New Volunteer Orientation programs designed to provide specialized information and education.

Learn about:

- The Alzheimer’s Association (mission, vision and history)
- Disease basics and research updates
- Volunteer basics (principles, practices and policies)

Registration is required for all new volunteers. All orientations are held at chapter offices and begin at 10:00 a.m. Light refreshments are served. Contact Sharon Jarnette at 215.399.9148 or Sjarnette@alz.org and register today.

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<tr>
<td>April 29</td>
<td>King of Prussia, PA</td>
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<td>May 16</td>
<td>Northfield, NJ</td>
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<td>June 18</td>
<td>Newport, DE</td>
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PROGRAM VOLUNTEER OPPORTUNITIES… AT A GLANCE

Today, millions of Americans are facing the devastation of Alzheimer’s. The disease robs us of our families, our futures and our finances. At the Alzheimer’s Association, our network of dedicated staff and volunteers is working relentlessly to ensure access to proper diagnosis, quality care, education and support for all affected. The Delaware Valley Chapter is in need of the following volunteer positions throughout our tri-state region:

COMMUNITY EDUCATORS are volunteer public speakers who help the Alzheimer’s Association raise awareness, provide education and expand the reach of educational offerings in your communities. These volunteers deliver on-site presentations using prepared training materials on topics related to Alzheimer’s disease and other dementias.

COMMUNITY REPRESENTATIVES raise awareness of Alzheimer’s Association programs, provide basic disease information, and link consumers to association services and resources by serving as liaisons between the association and local groups such as neighborhoods, rural counties, business and civic organizations and faith communities.

COMMUNITY VOLUNTEER LEADERS help recruit program volunteers, network, build relationships, plan and promote local events, and evaluate community needs. Volunteer leaders traditionally serve in underserved rural or minority communities to raise awareness and expand the reach of Alzheimer’s Association programs and services.

SUPPORT GROUP FACILITATORS create a safe, open, supportive environment where people can gather to share their feelings, thoughts and experiences in a combined effort to better cope with and manage shared challenges of dementia.

EARLY STAGE SOCIAL ENGAGEMENT LEADERS plan, implement and assure positive experiences during social engagement events/activities for people living with memory loss and their care partners.

FAITH OUTREACH REPRESENTATIVES serve as liaisons between the Alzheimer’s Association and local faith groups and congregations by sharing information about Alzheimer’s disease, free resources and ways to engage in the cause at local community and faith-based education events.

PROMOTORES serve as liaisons between the Alzheimer’s Association and Hispanic/Latino communities to raise awareness, provide basic information and link consumers to programs and services. Promotores are traditionally known as connectors, educators, mentors, counselors, peer leaders, patient navigators or health advocates for the Hispanic/Latino population.

If you are interested in exploring volunteer opportunities with our Delaware Valley Chapter Program team, contact Sharon Jarnette at 215.399.9148 or Sjarnette@alz.org.

Volunteers do not necessarily have the time; they just have the heart

—Elizabeth Andrew
(HOPE) Act—and aided by support from physician groups involved in developing new Current Procedural Terminology (CPT) codes, culminated in approval of a Medicare billing code, G0505, which took effect January 1, 2017. In January 2018, G0505 was replaced by CPT 99483. This service means those with Alzheimer’s, other dementia and cognitive impairment now have access to cognitive and functional assessment and care planning with a professional.

Following a diagnosis, care planning is crucial to improving outcomes and maintaining quality of life, for the diagnosed and their caregivers, as well as controlling costs and planning appropriately for the future.

MORE ABOUT CODE 99483

Effective January 1, 2018, individuals with cognitive impairment, including Alzheimer’s disease, are eligible to receive cognitive assessment and cognitive care planning services under the code. Any practitioner eligible to report evaluation and management services can provide this service. Eligible providers include physicians (MD and DO), nurse practitioners, clinical nurse specialists, certified nurse midwives and physician assistants.

Individuals who are cognitively impaired are eligible to receive the services under the code. This includes those who have been diagnosed with Alzheimer’s, other dementias or mild cognitive impairment. It also includes those individuals without a clinical diagnosis who, in the judgment of the clinician, are cognitively impaired.

Persons living with cognitive impairment and their families are entitled to assessment and care planning. Key elements include:

- Evaluation (history and examination)
- Functional assessment
- Use of standardized instruments for measuring
- Review for high-risk medications
- Evaluation for symptoms including depression
- Evaluation of safety (home, motor vehicle operation)
- Identification of social supports and knowledge
- Review of advanced care plan status (or creation of)
- Creation of a written care plan including initial plans to address symptoms, functional limitations and referral to community resources as needed.

Ask your medical professional to use CPT code 99483 at your next visit. For more information about working with your doctor, visit alz.org/care or call the Alzheimer’s Association 24/7 Helpline at 800.272.3900.
WHEN IS IT NOT NORMAL AGING?

ABIGAIL LYON, PSY.D.
• Thomas Jefferson University
• Department of Neurology
• Cognitive Disorders and Comprehensive Alzheimer’s Disease Center

Often we want to know what is normal regarding our ability to think, remember things and function with aging. Many people believe that memory problems in older adults are inevitable. How do we know when decline in memory or other cognitive (thinking) skills crosses the line from normal into dementia? This article will help determine when a medical or neuropsychological evaluation should be considered.

Normal thinking alterations in the elderly relate to three changes. First, processing speed slows. This includes the speed of perceiving things in the environment, thinking speed and the speed of decision-making. Increased difficulty with multitasking is the other main age-related change. Third, older individuals have more difficulty retrieving information from memory. Interestingly, if an older adult is given a list of words to learn, they recall less than a younger adult. However, they perform similarly to younger adults when given multiple-choice options, because they recognize the words as well as their younger counterparts. These three changes explain much of the day-to-day changes of normal elderly. At all times, however, these changes should be similar to those of their peers. If the individual falls short of their peers, it raises a red flag.

Cognitive decline becomes worrisome when it affects one’s life. Mild cognitive impairment (MCI) describes a problem with memory or thinking that is not associated with a decline in function. MCI progresses to dementia when function is involved. For example, when someone is unable to pay their bills on time, balance their checkbook, or becomes unable to operate phones, computers and machines correctly.

Before attributing cognitive decline to dementia or MCI, realize that aging may cause some difficulty finding a word (or a person’s name) in conversation. In addition, older adults with normal cognitive function may not be as good at recalling recent events, but should remember when given cues. They may occasionally repeat stories or information they have already conveyed. Occasionally forgetting to take medication or that they had an appointment should not be cause for alarm, if the problem is intermittent. Older adults may move, think and react more slowly, particularly in situations that have more complex demands (e.g., loud environments, or situations that require multitasking or shifting their attention between tasks).

More worrisome observations by others include rapid forgetting of conversations (e.g., asking the same question repeatedly over a few minutes timespan), forgetting how to use appliances or devices that they previously could, and getting lost driving in familiar neighborhoods. Frequent pauses in speech, changes in the correct use of grammar, omitting words (e.g., nouns, verbs), mispronouncing words, or a loss of meaningful content in speech are all cause for concern. Similarly, if a family member begins to see dings or dents in the car, there may be important changes in visual spatial perception.

When one is uncertain about whether changes are normal, a neuropsychological evaluation will formally assess all cognitive domains to determine if there are deficits compared to people of similar age, education and background. The neuropsychological evaluation also collects information on emotional and psychological functioning to determine if cognitive deficits are caused by emotional problems like anxiety or depression. The overall pattern of scores across tests will reveal if dementia is present, what type of dementia it is, or if someone is at risk for developing dementia. These evaluations are several hours long, and may be tiresome, but result in a number of recommendations that are informational, will help contain the problem, or ensure the individuals safety. This testing is often scheduled in neurology departments, and occasionally in an outpatient private practice, but testing at a facility that specializes in older adults is paramount. Your insurance company may stipulate where you can go, and often need to preauthorize payment for the evaluation (with or without a referral from your primary care physician). It is recommended that you contact your insurance company about where to go so they will pay for the evaluation.

Cognitive changes can be challenging for both the individual experiencing them and for family. Whenever there are questions or concerns, it’s best to seek out a medical assessment.

Dr. Lyon is a clinical neuropsychologist in the Cognitive Neurology division at Thomas Jefferson University Hospital (TJUH). She works closely with Dr. Carol Lippa, a cognitive neurologist at TJUH, in the assessment and diagnosis of cognitive disorders, such as Alzheimer’s disease and other dementias, in older adults. Dr. Lyon received her doctorate in clinical psychology from Widener University with a concentration in neuropsychology. She completed a two-year post-doctoral fellowship in neuropsychology at TJUH.
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Chair, Board Member
Director of the Cognitive Disorders program at Thomas Jefferson University and the Farber Institute for Neuroscience

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Sanjeev Vaishnavi, MD, PhD, University of Pennsylvania
Kimberly S. Van Haitsma, PhD, Abramson Center, Penn State University
William Zirker, MD, MPH, Crozer-Chester Medical Center

Introducing Alzheimer’s Association TrialMatch™ — Our Clinical Studies Matching Service.
For too many Americans, the Alzheimer’s disease, currently an estimated 5.4 million people. That number is expected to triple by 2050. Volunteering for clinical trials is one of the most immediate ways you can make a difference, not only for yourself, but also for generations to come. Without volunteers, finding a cure is virtually impossible. With so many new treatments being developed, chances are there are Alzheimer’s clinical studies going on near you. Alzheimer’s Association TrialMatch will help you find the right one; there’s no cost and it’s easy to use. Be a hero and get started today. Talk to your doctor, call 800.272.3933 or visit alz.org/trialmatch

alzheimer’s association trialmatch
alz.org/trialmatch | 800.272.3933

A CURE IS THE GOAL.
YOU ARE THE HOPE.
10 WAYS TO LOVE YOUR BRAIN

START NOW. It’s never too late or too early to incorporate healthy habits.

HIT THE BOOKS
Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.

STUMP YOURSELF
Challenge your mind. Build a piece of furniture. Play games of strategy, like bridge.

BREAK A SWEAT
Engage in regular cardiovascular exercise that elevates heart rate and increases blood flow. Studies have found that physical activity reduces risk of cognitive decline.

BUDDY UP
Staying socially engaged may support brain health. Find ways to be part of your local community or share activities with friends and family.

FOLLOW YOUR HEART
Risk factors for cardiovascular disease and stroke — obesity, high blood pressure and diabetes — negatively impact your cognitive health.

HEADS UP!
Brain injury can raise risk of cognitive decline and dementia. Wear a seat belt and use a helmet when playing contact sports or riding a bike.

FUEL UP RIGHT
Eat a balanced diet that is higher in vegetables and fruit to help reduce the risk of cognitive decline.

TAKE CARE OF YOUR MENTAL HEALTH
Some studies link depression with cognitive decline, so seek treatment if you have depression, anxiety or stress.

CATCH SOME ZZZ’S
Not getting enough sleep may result in problems with memory and thinking.

Growing evidence indicates that people can reduce their risk of cognitive decline by adopting key lifestyle habits. When possible, combine these habits to achieve maximum benefit for the brain and body.

Visit alz.org/10ways to learn more.
On June 21, 2018, things were buzzing in King of Prussia, PA. Experience Chiropractic organized a lemonade stand. Founding Farmers baked purple donuts. Up the road, Lester Martin Jewelers held a happy hour and offered discounts. All were part of the greater mission of The Longest Day volunteer and participant Mindy Ellis and her team “America’s Heroes,” which aimed to turn the community purple on The Longest Day. The efforts paid off. Mindy was a “top three fundraiser” and America’s Heroes a “top three team” in the Delaware Valley’s Chapter’s 2018 initiative. But more importantly, funds were raised to help provide research at a national level as well as vital local programs and services for those living with Alzheimer’s and their caregivers.

Mindy’s first-time efforts were in honor of her father, Stan, who she lost to Alzheimer’s in 2017. “Everyone who knew my dad was touched by his kindness and humor,” Mindy says. “Watching what Alzheimer’s took from him was so difficult. I will continue to advocate for my father and others affected by this dreaded disease for as long as I am able. Participating in The Longest Day is a meaningful way to do that.”

Throughout the Delaware Valley region and across the country in 2018, folks like Mindy fought Alzheimer’s by raising funds while doing something they loved, from playing bridge to swimming laps to knitting. They did it to honor siblings, parents, grandparents, friends and colleagues whom they have lost to Alzheimer’s or who are currently living with the disease. The chapter’s results were our best ever, as we not only met our goal, but surpassed it easily. This year the goal is doubled, so our efforts will have to double as well. Together, we can turn all of Delaware, South Jersey, and Southeastern PA purple on June 21 to raise awareness and show our commitment to making this a world without Alzheimer’s. Won’t you join us?

For more information or to register visit alz.org/thelongestday. Contact Sue Wronsky at Swronsky@alz.org or 215.561.2919 with questions or if you are interested in joining The Longest Day Volunteer Committee.

FRIENDRAISERS

A BROTHER HONORS HIS FAMILY
Adventure seeker Dr. Edwin Galkin recently made his third flight around the world. During the four-week journey Ed and his co-pilot Marty Balk traveled more than 23,000 miles and raised $15,000.

For Ed, flying has always been a way to experience the world through another lens.

“This year the lens I’d wanted to view the world through is Alzheimer’s disease. My brother and several family members were affected by Alzheimer’s. I can’t help but wonder how I can begin to change other lives that have also been affected. This year’s flight helped raise funds to further research and to help find a cure,” he says.

Would you like to shine a light on Alzheimer’s? You can conduct your own third-party event as a Friendraiser or consider participating in The Longest Day.

For more information on Friendraisers, email Lisa Radin at Lradin@alz.org. To learn more about The Longest Day, email Sue Wronsky at Swronsky@alz.org.
GRANTS & AWARDS

The Alzheimer’s Association Delaware Valley Chapter continues to be the proud recipient of support from several corporate family foundations and governmental organizations. The grant awards we receive help underwrite many critical programs and services for the nearly 300,000 individuals affected by Alzheimer’s disease and related disorders throughout the 18 counties we serve in the Delaware Valley. We appreciate those who have supported us in the first half of our 2019 fiscal year, which began on July 1, 2018 and ended December 31, 2018.

FUNDS GRANTED BY THE FOLLOWING ORGANIZATIONS HELPED US CARRY OUT OUR MISSION:

- Bentley Foundation
- Commonwealth of Pennsylvania
- County of Atlantic (New Jersey)
- Church and Dwight Employee Giving Fund
- Albert M. Greenfield Foundation
- The Patricia Kind Family Foundation
- State of Delaware

CORPORATE SPOTLIGHT:

ALWAYS BEST CARE, PHILADELPHIA’S #1 WALK TEAM

Bryant Greene, owner of Always Best Care in the tri-state area, grew up in a family that recognized the importance of caring for others, which is why he pursued a career in health care. His ideals are as high as ever as he oversees five regional offices with approximately 1,500 employees serving more than 1,000 clients.

Bryant learned from his mother, who was a nurse, and his grandfather who was his first supervisor; people come first. His motto is, “make everyone feel like family.”

Having worked in the Penn and Tenant Health systems, Bryant met many older adults and valued their experiences and wisdom. While his company offers personal care, skilled care and pediatric nursing, a large number of people it helps are seniors and many have dementia, which is why he embraced our mission.

The Alzheimer’s Association Delaware Valley Chapter is one of the top causes Bryant Greene and Always Best Care supports. They have consistently sponsored both the Walk to End Alzheimer’s and our Dementia Conferences and have been the leading Philadelphia Walk Team for a number of years raising as much as $75,000! He explained that they raise their money by making it fun. They start early and continue fundraising year round through events, personal donations and many other activities...and they enjoy doing it.

When asked why he is so committed to helping the Alzheimer’s cause, Bryant said he loves our staff. “Your crew is like family,” he says. “They make it clear what the impact is and where the money goes.”

We thank Bryant Greene and his wonderful staff and everyone who does their “best” to raise the funds to help ensure we someday soon have survivors of Alzheimer’s.

“Your crew is like family. They make it clear what the impact is and where the money goes.”

-Bryant Greene
Owner, Always Best Care
2018: AN EXCITING YEAR IN PUBLIC POLICY

The Alzheimer’s Association is the leading voice for Alzheimer’s and dementia advocacy, fighting for Alzheimer’s research, prevention and care initiatives and successfully bringing people together to tackle the challenge of Alzheimer’s disease. The Alzheimer’s Association, the Alzheimer’s Impact Movement (AIM) and our passionate, dedicated advocates played a significant role in the following public policy victories all in just this past year:

BOLD INFRASTRUCTURE FOR ALZHEIMER’S ACT BECOMES LAW
In December 2018, Congress passed and the president signed into law the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer’s Act—legislation developed in close partnership between the Alzheimer’s Association, AIM and congressional champions. The BOLD Infrastructure for Alzheimer’s Act will establish Alzheimer’s Centers of Excellence in communities around the country to expand and promote effective Alzheimer’s interventions, and issue funding to state and local public health departments to promote cognitive health, risk reduction, early detection and diagnosis, and the needs of caregivers. The BOLD Infrastructure for Alzheimer’s Act will also increase collection, analysis and timely reporting of data on cognitive decline and caregiving to inform future public health actions.

UNPRECEDENTED FEDERAL RESEARCH FUNDING RECEIVED
In September 2018, Congress passed and the president signed into law a $425 million increase for Alzheimer’s research funding at the National Institutes of Health (NIH) in the FY2019 budget. The total annual funding for Alzheimer’s and dementia at the NIH is now $2.3 billion, up from just $448 million in 2011 when the Alzheimer’s Association and AIM led efforts to pass the National Alzheimer’s Project Act (NAPA). This much-needed new funding is accelerating the pace of progress, fostering collaboration and data sharing and bringing us closer to our vision of a world without Alzheimer’s.

RAISE FAMILY CAREGIVERS ACT BECOMES LAW
In January 2018, we celebrated the passage of the RAISE Family Caregivers Act. This new law directs the Department of Health and Human Services (HHS) to develop a national strategy to provide education and training, long-term services and supports, and financial stability and security for caregivers. The RAISE Family Caregivers Act also directs HHS to create a Family Caregiving Advisory Council, similar to the National Plan to Address Alzheimer’s Disease Advisory Council. The Alzheimer’s Association and AIM will continue to play an active role in the process as HHS works to develop and implement the national strategy.

Despite these amazing successes, it is imperative that we build upon this momentum because much more work remains to be done. Alzheimer’s disease is one of the most critical public health issues in America. This is why we are relentlessly advocating for public policies that increase critical research funding and support all those affected. We need YOUR VOICE! Now is the time to join us. Help persuade policymakers to make Alzheimer’s a local, state and national priority.

To get involved visit alz.org/advocate; and to learn more about the Alzheimer’s Impact Movement, the advocacy arm of the Alzheimer’s Association, we encourage you to check out alzimpact.org.
**2019 ALZHEIMER’S DISEASE FACTS AND FIGURES**

Alzheimer's disease is the 6th leading cause of death in the United States.

- **5.8 MILLION** Americans are living with Alzheimer’s.
- By 2050, this number is projected to rise to nearly **14 MILLION**.

**MORE THAN 16 MILLION AMERICANS** provide unpaid care for people with Alzheimer's or other dementias.

These caregivers provided an estimated **18.5 BILLION HOURS** valued at nearly **$234 BILLION**.

In 2019, Alzheimer's and other dementias will cost the nation **$290 BILLION**. By 2050, these costs could rise as high as **$1.1 TRILLION**.

- **82%** of seniors say it's important to have their thinking or memory checked.
- **16%** say they receive regular cognitive assessments.

- **EVERY 65 SECONDS**, someone in the United States develops the disease.
- Between 2000 and 2017 deaths from heart disease have decreased 9%, while deaths from Alzheimer’s disease have increased 145%.

- **1 IN 3** seniors dies with Alzheimer’s or another dementia.
- It kills more than breast cancer and prostate cancer combined.

alzheimer's association®
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