



**FOR IMMEDIATE RELEASE**

**CONTACT:** Jeremy Bland, Director of Marketing and Communication; 610-955-1754 / [jbland@alz.org](mailto:jbland@alz.org)

## **Highmark Foundation and Alzheimer's Association Announce 2021 Partnership to Change the Trajectory of Alzheimer's Disease**

*\$100,000 Highmark Foundation provides grant to improve Alzheimer's detection, diagnosis and care*

**Pittsburgh, PA, May 3, 2021** - In an effort to respond to the increasing Alzheimer's disease crisis in Pennsylvania, the Alzheimer's Association and the Highmark Foundation today announced a 2021 partnership to increase their collaborative efforts in Alzheimer's detection, diagnosis and care across Pennsylvania, including the local Pittsburgh community.

The grant partnership will focus on three strategic areas that can affect Alzheimer's detection, diagnosis and management, along with enhanced resources to help families and caregivers. The Highmark Foundation grant will enable the Alzheimer's Association to work with local community partners and health systems to identify gaps in quality, reach and access to services. By working together with local partners, the Association will then develop comprehensive action plans to help narrow the gap between local communities and dementia care, support and access to services.

"The Highmark Foundation's dedication to public health and human service initiatives makes the organization a perfect partner for the Alzheimer's Association," said Clay Jacobs, Executive Director of the Alzheimer's Association Greater Pennsylvania Chapter. "We are excited to get to work within our local communities and make an even greater difference in the lives of those Pennsylvanians who have been affected by this devastating disease."

Additional areas of focus for the 2021 partnership will include the Association conducting community assessments to help identify barriers to access care, including diverse communities that are disproportionately impacted by Alzheimer's disease and dementia. Learnings from these assessments will inform the launch of localized partnerships to ensure access to relevant resources in all communities.

"The Highmark Foundation is proud to partner with the Alzheimer's Association to help increase health literacy, improve access, and inspire patient advocacy," said Yvonne Cook, president, Highmark Foundation. "This grant will enable the Alzheimer's Association to continue offering Pennsylvanians a number of key resources that will positively impact many families."

With over 280,000 Pennsylvanians and their families struggling with an Alzheimer's diagnosis, the Highmark Foundation and Alzheimer's Association understand that working as a key conduit between local families and available options for diagnosis and support is needed now more than ever. The 2021 grant opportunity presented by the Highmark Foundation is the first step in providing a better future for all members of the local community we serve.

### **About the Alzheimer's Association**

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia™. Visit [alz.org](http://alz.org) or call 800-272-3900.

### **Highmark Foundation:**

The Highmark Foundation is a 501(c)(3) private, charitable organization dedicated to improving the health, well-being, and quality of life for individuals and communities throughout the areas served by Highmark Inc. and its subsidiaries and affiliates. We fulfill our mission by awarding high-impact grants to charitable organizations that implement evidence-based programs aimed at improving community health. Central to the Foundation's mission is identifying and continuously re-evaluating our region's prevailing health care needs. By doing so, the Foundation remains at the forefront of those needs, well equipped to pinpoint issues that most urgently need support. For more information, visit [www.highmarkfoundation.org](http://www.highmarkfoundation.org)