

alzheimer's  association®

HELP YOUR PATIENTS WITH ALZHEIMER'S & THEIR FAMILIES TAKE THE NEXT STEP



Directly connect them to the non-medical help they need to meet the day-to-day challenges of dementia.



ALZHEIMER'S IS INCREASING

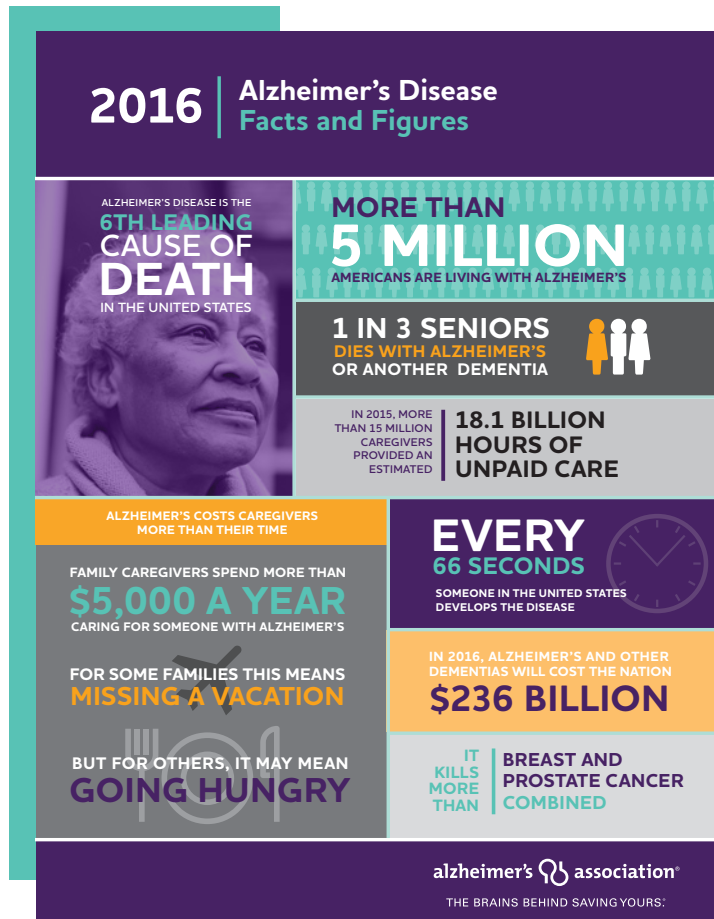
The number of people with Alzheimer's is growing. Currently there are more than 5 million people in the U.S. living with Alzheimer's disease. That number is expected to grow to 16 million by 2050 without a disease-modifying treatment.

In Pennsylvania alone there are approximately 400,000 people living with Alzheimer's or a related disorder. An important first step for anyone faced with memory problems and other cognitive deficits which affect daily life is to talk with their physician and obtain a diagnosis. For anyone diagnosed with Alzheimer's or a related disorder, an important NEXT STEP is a referral to the Alzheimer's Association.

An important **first step** is to
talk with a physician.

The Alzheimer's Association is here to provide critical care information and education to patients with a recent dementia diagnosis and their families at any point during disease progression. Once there is a dementia diagnosis, it is never too early or too late for a referral to the Alzheimer's Association's Helpline (800.272.3900) for the family care support which we provide 24 hours a day, 7 days a week.

To fast-track patients and family to support, learn more about our easy-to-use **NEXT STEP Direct Connect** referral program described in this booklet.



EARLY DETECTION **MATTERS**

Your patients may be confused or fearful of talking with someone about changes or problems with their memory or other cognitive abilities. The Alzheimer's Association has a number of practical tools and guides to help people take a first step to getting help. Our 10 Warning Signs, for example, help people understand the importance of seeing their doctor to get a diagnosis for changes in memory, thinking, planning and problem solving that impact daily life.



With early detection, patients and their families can receive the maximum benefit from available treatments for dementia and related conditions. With your referral to the Alzheimer's Association, they can more easily create a care plan to address immediate needs, as well as get referrals to resources for assistance with future planning.

The **Alzheimer's Association**
offers practical tools.

KNOW^{the} 10 SIGNS

EARLY DETECTION MATTERS

1. Memory loss that disrupts daily life
2. Challenges in planning or solving problems
3. Difficulty completing familiar tasks
4. Confusion with time or place
5. Trouble understanding visual images and spatial relationships
6. New problems with words in speaking or writing
7. Misplacing things and losing the ability to retrace steps
8. Decreased or poor judgment
9. Withdrawal from work or social activities
10. Changes in mood and personality

The Alzheimer's Association offers a wide range of information resources with practical care recommendations and tips. Some of these can be viewed via our Physician App we describe on page 8.

PROGRAMS & SERVICES: HOW THE ALZHEIMER'S ASSOCIATION CAN HELP

- 24/7 Helpline (800.272.3900) with translation services for more than 160 languages
- Early stage education and engagement focused programs and supportive services
- Care consultation to help families manage every stage of the disease journey
- Consumer and professional education
- Caregiver support groups, including those created around specific needs
- Advocacy seeking to improve the quality of care and services for Alzheimer's individuals and their families, including research funding
- TrialMatch®: individualized free clinical trial matching service
- MedicAlert® + Alzheimer's Association Safe Return® providing 24/7 nationwide assistance when a person wanders or is lost
- Online resources which provide important information to individuals and families day and night



MOBILIZE YOUR DEMENTIA PATIENT CARE

Our FREE Physician App is a centralized information resource which:

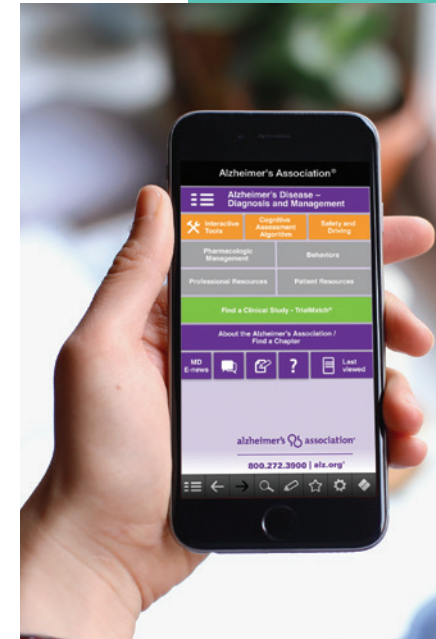
- Helps physicians and other health care professionals care for patients with Alzheimer's or related disorders at the point of care
- Features clinically relevant information on Alzheimer's
- Provides interactive tools to help clinicians efficiently assess patients and interview caregivers
- Includes education packets that can be mailed to people with dementia and their caregivers (suspected Alzheimer's disease, newly diagnosed, early-stage, mid-to-late stage and Spanish language)

Visit **alz.org/hcpapp** to
learn more or download today.

The Physician App assists physicians to focus on disease management goals, such as:

- Maintaining quality of life
- Maximizing function in daily activities
- Enhancing cognition, mood and behavior
- Fostering a safe environment
- Promoting social engagement and activity, as appropriate

Key elements of a strategy to maximize dementia outcomes include regular monitoring of patient's health and cognition, education and support to patients and their families, initiation of pharmacologic and non-pharmacologic treatments as appropriate and evaluation of patient/family motivation to volunteer for a clinical trial.



The Physician App describes a number of successful non-pharmacologic interventions that are important to consider:

- First, try non-drug approaches; use drugs only if supportive treatment is insufficient
- Check possible side effects of medication
- Check physical discomfort (such as pain, hunger, thirst, constipation, full bladder)

Please visit our Physician App for more details on non-pharmacologic interventions.

NEXT STEP DIRECT CONNECT

FREE AND EASY TO USE

How can you help your patients with dementia and caregivers take the **NEXT STEP** with our **Direct Connect** Program?

Whether you have diagnosed or are treating a patient with Alzheimer's or a related disorder, or they are experiencing cognitive decline, **NEXT STEP Direct Connect** can help with approval from your patient and/or their caregiver:

- Use the attached Referral Form to directly connect them to Alzheimer's Association education and support
- We'll proactively call your patient or the caregiver within 48 hours
- Following our contact with them, we'll fax your office a follow-up report

A NEXT STEP Direct Connect referral form follows. Tear-off this form and use or make copies. Contact us based on the Pennsylvania county in which the patient or caregiver resides.

For Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton and Philadelphia counties, send to the **Delaware Valley Chapter: FAX: 215.561.4631** or **e-mail: referdelval@alz.org**

For all other Pennsylvania counties, send to the **Greater PA Chapter: FAX: 717.651.5066** or **e-mail: referpa@alz.org**

For additional copies of this referral form, email your request to **referdelval@alz.org** or **referpa@alz.org**

NEXT STEP DIRECT CONNECT REFERRAL FORM

Physician's Name: _____ ZIP: _____

Phone #: _____ FAX #: _____

I give permission for my physician to give my name, address, phone number and the patient information below to the Alzheimer's Association so that a representative from the Association may contact me or my personal representative about support and educational opportunities that are available to me and my family. I understand the Association will be providing feedback to my physician based on our contact.

Check if contacting:

☐ Patient Only ☐ Personal Representative Only ☐ Both

Patient's Name (please print): _____

Patient's Signature: _____

Mailing Address: _____

Phone #: _____ Email: _____

Personal Representative's Name (please print): _____

Personal Representative's Signature: _____

Relationship to Patient: _____

Mailing Address: _____

Phone #: _____ Email: _____

Language preferred: ☐ English ☐ Spanish ☐ Other _____

TO BE COMPLETED BY PHYSICIAN

Primary reasons for referral: Please check all appropriate.

☐ Caregiver Stress

☐ Placement Support

☐ Driving Issues

☐ Safety & Wandering Issues

☐ Behavioral Issues

☐ Other _____



24/7 Helpline: 800.272.3900

alz.org

INSIDE: HELP FOR PATIENTS WITH DEMENTIA & THEIR FAMILIES

While you focus on critical medical care needs, we can help your patients and their family caregivers respond to the day-to-day challenges of Alzheimer's disease or a related disorder.

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