

Alzheimer's Resources at your Fingertips

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THE BRAINS BEHIND SAVING YOURS.™

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Mission

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Vision

A world without
Alzheimer's disease®.



Strategic Objectives

- Increasing concern and awareness
- Advancing public policy
- **Enhancing care and support**
- Accelerating research
- Growing revenue support of the mission



Alzheimer's Disease vs. Dementia

- Dementia is a general term used to describe a decline in cognitive functioning.
- Alzheimer's disease is the most common form of dementia.
- Alzheimer's is a progressive brain disease that destroys brain cells, causing problems with memory, thinking and behavior.
- In the early stages of Alzheimer's, the affected person may experience memory impairment, lapses of judgment, and subtle changes in personality.
- As AD progresses, new areas of the brain are affected including memory, language, movement and perception. There may be disorientation and personality changes.

Prevalence

- An estimated 5.4 million Americans of all ages have Alzheimer's disease in 2016.
- Currently someone in the US develops AD every 66 seconds
 - By 2050, this number will change to every 33 seconds.
- More women than men have Alzheimer's disease and other dementias.
 - Almost two-thirds of Americans with Alzheimer's are women.
- Older African-Americans and Hispanics are more likely than older whites to have AD and other

dementias

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Myth versus Reality

The MYTH is that – Having a “little touch of dementia” is a normal part of aging.

The REALITY is – Our brains age right along with the rest of our bodies, and our abilities naturally change with age. But this aging process is different from the disease process that accompanies a diagnosis of Alzheimer's

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Importance of Early Intervention and Support

There are many other conditions that can cause symptoms of dementia, including some that are reversible. It is important to rule out other possible causes

AD cannot yet be stopped or reversed. An early diagnosis allows people with dementia and their families:

- A better chance of benefiting from treatment
- More time to [plan for the future](#)
- Lessened anxieties about unknown problems
- Increased chances of participating in [clinical drug trials](#), helping advance research
- An opportunity to participate in decisions about care, transportation, [living options](#), [financial](#) and [legal matters](#)
- Time to develop a relationship with doctors and care partners
- Benefit from care and support services, making it easier for them and their family to manage the disease.

Facilitating the referral process

- [On-line resources for healthcare professionals](#)
- Rapid referral system (web-based /fax)

In My Area | Alzheimer's & Dementia | Life with ALZ | Research | Professionals | We Can Help | Join the Cause

Home > Professionals > Health Care Professionals print this page

Health Care Professionals and Alzheimer's alz.org | hcps

Home

- Cognitive Assessment
- Dementia Diagnosis
- Management
- Guidelines Index
- Clinical Trials
- For Patients & Caregivers
- Clinical Resources
- Conferences/CME

Health Care Professionals E-News

Stay up-to-date with the latest clinical guidelines, studies and Alzheimer's news.

First name:


Last name:

Email:

Zip:

Detect cognitive impairment quickly and efficiently

[Go to cognitive assessment >](#)



Highlights

[Medicare Annual Wellness visit - Detect cognitive impairment quickly and efficiently with our Cognitive Assessment Toolkit](#)



[Stage-specific educational packets just added - Educate patients and connect them with the Alzheimer's Association at the same time](#)


[New In Brief for Healthcare Professionals - Special Issues in Memory Loss, Alzheimer's Disease, and Dementia \(pdf\)](#)

[Appropriate use criteria for amyloid imaging - Learn about the appropriate use of amyloid PET imaging compounds and earn free CME](#)

Stay Connected with the Alzheimer's Association

Get the app!
New Alzheimer's Disease Pocketcard app puts reliable information and assessment tools at your fingertips.



24/7 Helpline

- Provide compassionate, effective, and timely service
- Referrals to local community programs, services and ongoing support
- Approximately 20% of Helpline staff is bilingual
- We can also provide help in a caller's preferred language using our translation service with more than 200 languages and dialects
- Over 70 agents including general information and referral agents and Master's level clinicians.

24/7 Helpline Goals

- Maintain at least a 95% service level at all times (calls handled vs. abandoned)
- 90% of calls answered in 60 seconds or less
- Collect referral source on at least 90% of calls in order to track physician outreach initiative
- Overall, at least 90% in constituent satisfaction

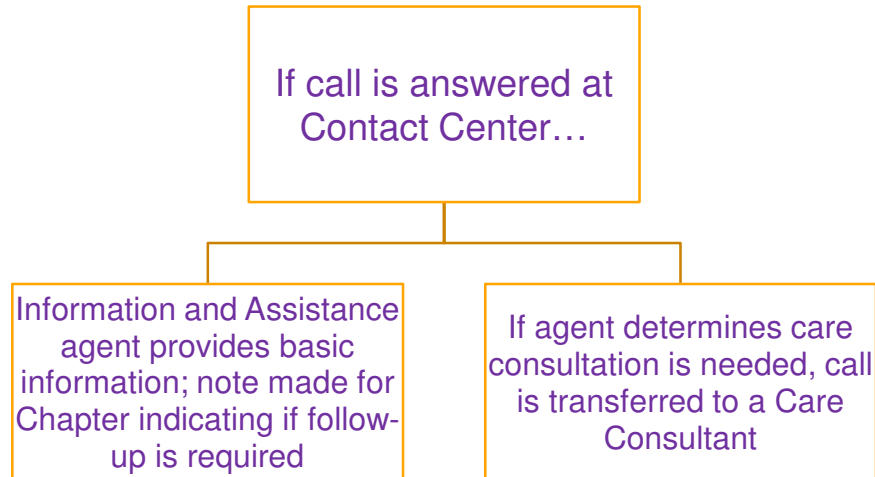
24/7 Helpline Call Volume

- On average, the national Helpline receives close to 4,000 calls a week
- FY15 (July 1, 2014 to June 30, 2015) –
 - 1-800 Number – almost 330,000 calls
 - Contact Center – over 195,000 calls

Life of a call



Call answered at Helpline



Information and Assistance Agents

- Assist callers in navigating their decisions
- Provide basic disease education, information and referral support
- Topics include donations, registrations, Alzheimer's disease or dementia basics, legal, care and housing options, and local resources referrals

Care Consultants

- Confidential care consultation provided by Master's level clinicians who help with decision-making support, crisis assistance and education on issues families face every day
- Provide emotional support, assist with planning and problem solving, and conduct safety assessments
- If necessary, a report is made to Adult Protective Services and/or local first responders are contacted

Community Resource Finder

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The screenshot shows the Alzheimer's Association website's Community Resource Finder tool. At the top, there is a navigation menu with links for About Us, eNewsletter, Message Boards, Action Center, Advocate, Walk to End Alzheimer's, Shop, and Donate. Below the navigation is a purple header with the Alzheimer's Association logo and the text 'Community Resource Finder' and 'Powered by CareLike'. A yellow banner below the header reads: 'Get easy access to a comprehensive listing of Alzheimer's and dementia resources, community programs and services.' Underneath, there are two columns of buttons. The left column, titled 'START YOUR SEARCH', includes buttons for 'Alzheimer's Association Programs and Events', 'Housing Options', 'Care at Home', 'Medical Services', and 'Community Services'. The right column, titled 'ADDITIONAL RESOURCES', includes buttons for 'How to Use This Tool', 'Learn More', 'Share Your Opinion', and 'Provider Support'. At the bottom of the tool interface, there is a disclaimer: 'The Alzheimer's Association does not endorse any of the providers listed here. The information contained in the Community Resource Finder is thought to be reliable but is not guaranteed to be accurate. It is compiled from provider descriptions of their own services as well as other public data sources and is subject to change without further notice. For assistance in how to determine the best care option for your situation, call the 24/7 Helpline at 800-272-3900.'

Caregiver Center

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About Us | eNewsletter | Message Boards | Action Center | Advocate | Walk to End Alzheimer's | Shop | Donate

Alzheimer's and Dementia Caregiver Center

24/7 Helpline: 1.800.272.3900

Caregiver Home | Daily Care | Stages & Behaviors | Get Support | Safety | Care Options | Financial & Legal Planning

alz.org > Caregiver Center > Dementia Care & Support

Text size: [A](#) [A](#) [A](#)

Caregivers for Alzheimer's and Dementia Face Special Challenges

You are not alone. Whether you need information about early-stage caregiving, middle-stage caregiving, or late-stage caregiving, the Alzheimer's Association is here to help.



**24/7 Helpline
1.800.272.3900**
Call us for reliable information and support any time — day or night.

1 2 3

[Facebook](#) [LinkedIn](#) [Twitter](#) [Google+](#) [100](#)

[Bookmark this page](#) | [Email](#) | [Print](#)

Get day-to-day help

- > Behaviors
- > Communication
- > Activities
- > Respite care
- > Memory loss

Get support

- > Your local chapter
- > Message boards
- > Support groups
- > Your health
- > Care training

Plan for the future

- > Legal matters
- > Care options
- > Paying for care
- > Safety
- > Dementia & driving

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Local Services

- Local follow-up to 24/7 Helpline
 - Trained staff and/or volunteers
 - Link to local services and support
 - Build rapport with client for long-term support
- Care Consultation
 - Scheduled appointments
 - By phone or in-person
 - Trained dementia specialist
 - Individualized support
 - PWD may participate
 - Creation of an action plan

Local Services

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24/7 Helpline: 1.800.272.3900

Find your chapter: ZIP GO [search by state](#)

Alzheimer's Association St. Louis Chapter

Home

- Volunteer
- Our Services
- 24/7 Helpline Services
- Community Resources
- Care Consultation
- Respite Assistance
- Early Stage Programs
- Community Programs
- Education
- Faith Outreach
- Support Groups
- Diverse Communities
- Healthcare Professionals
- Direct Connect Rapid Referral
- Special Events
- Donate
- Advocate
- Local News
- About Our Chapter
- Contact Us

WHAT WILL YOU DO TO FIGHT ALZHEIMER'S ON THE LONGEST DAY?

LEARN MORE!

COMMUNITY RESOURCES

We offer numerous lists of resources in your community. Find out what's available in your area.

EDUCATION PROGRAMS

We offer education for people with dementia, their loved ones and caregivers. Attend a program in your area.

LOCAL RESOURCES

I Have ALZ
Step-by-step tools to help navigate Alzheimer's and memory loss.

Shedding Light on ALZ: A Jewish Perspective
Join us to discuss Jewish life & Alzheimer's.

Go Purple
Connect your faith community to support this June!

Care Consultations
Receive one-on-one guidance.

CARE AND CONQUER
Learn about early detection & resources!

Make a Referral
Secure online referral form for healthcare professionals.

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Resource Library

- Books, videos, brochures, literature

Website

- Local programs and events

Local Services

- Education programs for Consumers
 - On-line (e-learning) or Community based
 - *Know the 10 Signs*
 - *The Basics*
 - *Healthy Living for your Brain and Body*
 - *Living with Alzheimer's series*
 - *Legal and Financial*
 - *Effective Communication Strategies*
 - *Understanding and Responding to Dementia Related Behavior*
- Education programs for Professionals

Local Services

- Support Groups
 - Caregivers
 - Individuals with dementia
 - On-line and phone based
- Safety Services
 - MedicAlert+Safe Return
 - Driving and Dementia
 - Emergency Preparedness

Early Stage Support

- [I-Have-Alzheimer's Disease](#)

The screenshot shows the Alzheimer's Association website page titled "I Have Alzheimer's Disease". The page features a navigation menu with options like "In My Area", "Alzheimer's & Dementia", "Life with ALZ", "Research", "Professionals", "We Can Help", and "Join the Cause". The main content area includes a sidebar with links such as "I Have Alz Homepage", "Know What to Expect", "Treatments & Research", "Programs & Support", "Plan for Your Future", "Overcoming Stigma", "Younger-Onset Alzheimer's", and "Live Well". The main body contains a video player with the title "A Message From People Living With Alzh...", a text block stating "If you have been diagnosed with Alzheimer's or another dementia, you are not alone.", and two columns of links under the headings "What you need to know" and "Live your best life". The "What you need to know" column lists links for "Newly diagnosed", "Learn more about Alzheimer's", "Sharing your diagnosis", "Changes in relationships", and "Taking Action Workbook (PDF)". The "Live your best life" column lists links for "Taking care of yourself", "Reducing stress", "Tips for daily life", and "Programs and support". At the bottom of the page, there is a banner with the text "WHAT WILL YOU DO?".

Early stage Support



- 24/7 Helpline
- Education
- Care Consultations
- Support Groups
- Social Engagement Programs

Questions?

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