

THE ALZHEIMER'S JOURNEY

A NEW CHAPTER

- The retirement we've been waiting for
- 30% have no visible signs of Alzheimer's, even as the brain accumulates amyloid
- Some thinking about "brain health"
- Hearing stories of Alzheimer's, but what's to be done about memory loss?

SIGNS EMERGE

- Dismissing symptoms - just "normal" aging
- Not sure who to trust for accurate info about Alzheimer's
- The web has too much - and what's credible?
- Symptoms surface: memory loss, mood swings, sleeplessness
- Looking for a great solution - expectations are unrealistic



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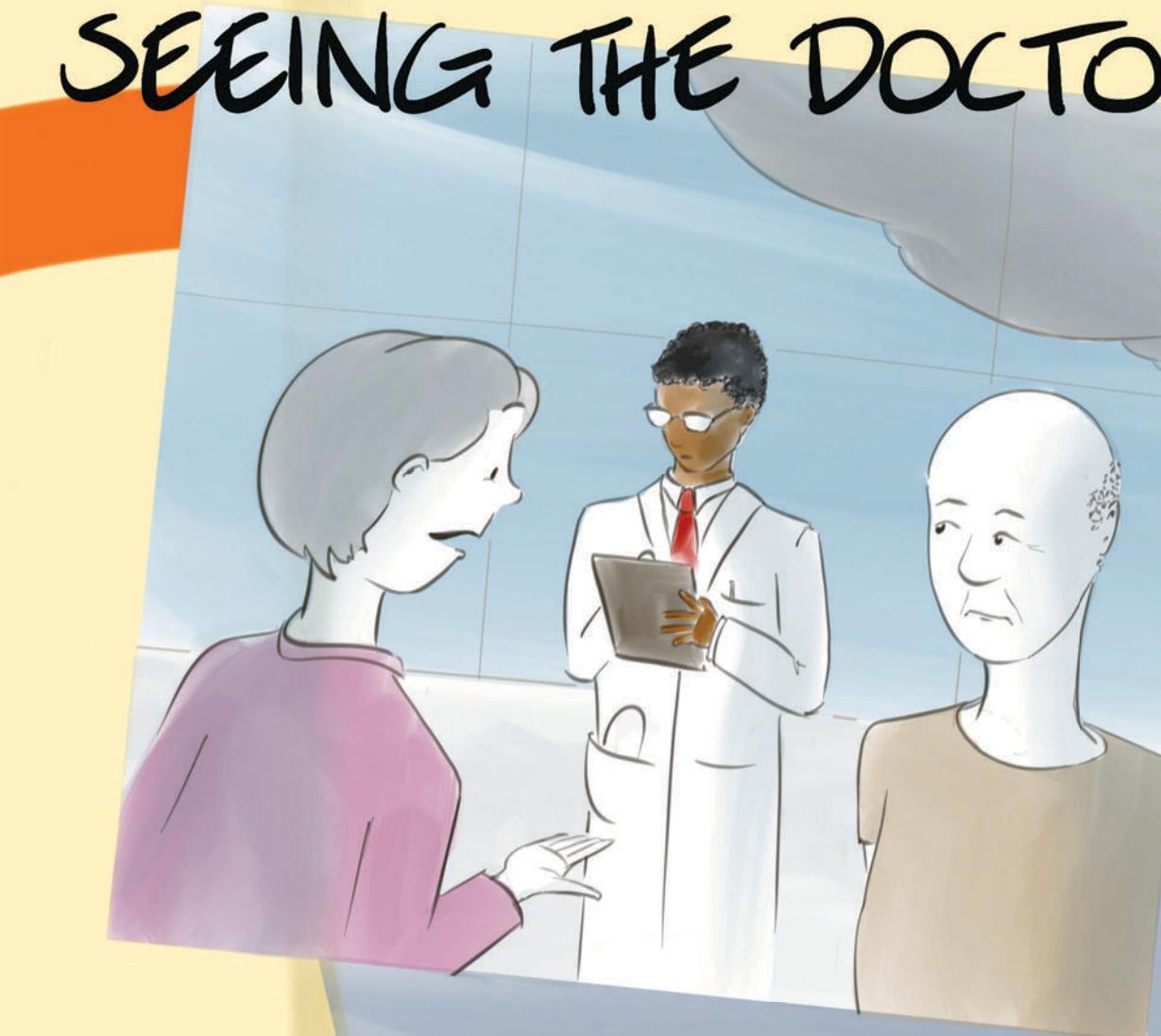
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Global Council on Alzheimer's Disease™

SEEING THE DOCTOR

FIRST VISIT

- Discussions are difficult
- Diagnosis is challenging
- Options are limited
- A "wait & see" approach can be taken



SECOND VISIT

- No formal diagnosis
- Perhaps a prescription for an Alzheimer's medication
- More questions than answers
- Families worry about genetics - passing Alzheimer's to the kids

LIVING WITH ALZHEIMERS

- Starting to wander & get lost
- Memory, diet & health decline
- Families adjust to the idea that the person is lost, but want to maintain that person's ability to function
- It's difficult to tell others about what's going on



CAREGIVER BURDEN

- Not sure where to turn; nothing connects
- Tension within own family
- Can't keep up at work
- Costs of the disease mount
- Managing co-morbid diseases is hard - pills, diet, exercise
- Lack of communication between patient, caregiver, doctor, nurses & others
- Caregiver is high-risk for depression, fatigue, stress
- Caregivers want the best for everyone, & strive to relive memories & good times