Given the lack of US Food and Drug Administration (FDA) approved therapies for Alzheimer’s disease and related dementias, patients, families and even care providers often scour the internet to identify alternative treatments. As you know, this approach will yield many ‘promising’ therapies, ranging from supplements and diets to invasive intravenous and stem cell infusions. There are even commercials on social media and television that provide strong endorsements from ‘real’ patients and doctors. Unfortunately, sometimes when it sounds too good to be true, it probably is. We discussed this in the question and answer session at the recent Goizueta Alzheimer’s Disease Research Center Reception, and Dr. Hellmuth and colleagues addressed these challenges in their recent JAMA article entitled, “The Rise of Pseudomedicine for Dementia and Brain Health.’ They define pseudomedicines as supplements and interventions that claim to have strong scientific support but really have very little data to support the claims. The authors point out that many consumers do not realize that these pseudomedicines are not regulated by the FDA, are often costly, and may even be harmful. They also highlight ethical concerns at how these ‘therapies’ target a vulnerable population looking for hope and that providers endorsing pseudomedicines often benefit from significant financial gain, which is a strong conflict of interest. Finally, the authors present a great checklist that can help you work with your medical provider as a team to determine what interventions may have merit and which ones should be avoided. So next time you find the latest and greatest cure online, make sure to look at the science behind the claims and discuss the pros and cons of such a therapy with a medical provider that you trust.
Georgia Memory Net is supported by the Georgia Department of Human Services’ Georgia Alzheimer’s Project, along with partners in Georgia academic institutions, community organizations, professional associations, and the State Aging and Disabilities Resource Connection Network. This statewide program dedicated to the diagnosis and treatment of Alzheimer's disease and other dementias. The Georgia Memory Net seeks to:

**IMPROVE** screening and care of Georgians with memory loss and other cognitive impairments linked to Alzheimer’s and related dementias via a sustainable, primary care driven model.

**SUPPORT** regional Memory Assessment Clinics (MACs) to improve Georgians’ access to early and accurate diagnosis of Alzheimer’s disease and related disorders, and to improve long-term care and outcomes for patients and caregivers through five regional Memory Assessment Clinics (MACs). These five MACs are located in Albany, Columbus, Augusta, Atlanta, and Macon.

**PROVIDE** ongoing training for MAC providers and staff, primary care providers, and community partners to ensure optimal care and linkages to support networks.

**EVALUATE** our progress and enhance linkage to care across MAC, PCP, and community partners over the long term. We will do this by using technology resources to ensure that all partners, including patients and their families, remain supported and informed.

**HERE FOR EVERYONE**: If you're a Medicare-eligible adult, you're entitled to an Annual Wellness Visit - a health screening with your Primary Care Physician that's paid for by Medicare. This includes a 3-minute screening tool used to detect memory problems and certain related challenges. Whether you’re concerned about memory loss or not, your first step should be making an Annual Wellness Visit appointment with your Primary Care Doctor.

To learn more visit [www.gamemorynet.org](http://www.gamemorynet.org)
Thank you all for continuing to support A Family Affair. The 9th annual fundraiser was held November 14 at Atlanta’s Cherokee Town and Country Club. It was a celebration of the powerful community that makes Emory’s progress in Alzheimer’s disease research and care possible. This year’s event generated more than $760,000 to advance discovery toward a cure. Special thanks to Sue and John McKinley for chairing the annual event to benefit the Goizueta Alzheimer’s Disease Research Center (ADRC). Each year this program brings together the families touched by Alzheimer’s, their friends who want to be supportive, and the scientists of the ADRC who are battling the disease in the research labs and clinics. Save the Date for the 10th annual program that will take place at the Atlanta History Center on November 14, 2019. For information contact Natalie Zellner at 404-712-2084 or email Natalie.Zellner@emory.edu.

Alzheimer disease (AD) afflicts millions of people in the United States—one in eight Americans over age 65—and accounts for approximately $200 billion in direct healthcare costs and $210 billion in unpaid caregiving each year. By 2050, AD prevalence is projected to be 11 million to 16 million. Research is currently focused on the prevention or delay of AD onset through other means, such as changes in lifestyle and treating other chronic health conditions. We will focus on health topics in neurology, sleep, and depression. We will share information about risks assessments, disease prevention and therapeutic advances. Registration is open to the public and we encourage you to reserve your space TODAY. Visit www.alzheimers.emory.edu. Be sure to invite a friend, colleague or loved one to this comprehensive, interdisciplinary forum. Call Cornelya Dorbin at 404-712-1416 to register.
Emory University has renamed its Alzheimer’s Disease Research Center (ADRC) the Goizueta Alzheimer’s Disease Research Center in recognition of The Goizueta Foundation’s ongoing support for transformational research toward developing treatment for the disease. In May 2018, The Goizueta Foundation made a $25 million grant to the ADRC dedicated to the development of a Clinical Trials Unit and to support the Neuroinflammation Discovery Unit. In the Clinical Trials Unit, investigators will expand the testing of new drug treatments, including industry-sponsored trials. In the Neuroinflammation Discovery Unit, Emory investigators will pursue research focused on new approaches to combat neuro-inflammation and related mechanisms that contribute to neurodegeneration and disease progression. The Goizueta Foundation made an initial investment of $25 million in the ADRC in 2014, and a subsequent $3.9 million supplemental gift, to launch and support the Emory Healthy Aging Study and the Healthy Brain Study — both of which are ongoing and still enrolling participants. The Healthy Aging study focuses on advancing brain health and preventing age-related diseases like Alzheimer’s and investigates a wide range of shared risk factors for other conditions such as heart disease, diabetes and hypertension. The Healthy Brain Study focuses on developing biomarkers that enable prediction of Alzheimer’s disease in middle-age individuals, even before symptoms begin. “We are deeply honored by The Goizueta Foundation’s philanthropic support and their unwavering trust in our people and our mission to change the course of this disease,” says Emory University President Claire E. Sterk, PhD. “The goal of our research is nothing less than a paradigm shift in the future diagnosis and treatment for Alzheimer’s disease,” says Allan Levey, MD, PhD, The Goizueta Endowed Chair for Alzheimer’s Disease Research, and the Betty Gage Holland Chair. Levey also serves as Professor and Chair of the Department of Neurology, Executive Associate Dean for Research in Emory University’s School of Medicine, and Director of the Goizueta Alzheimer’s Disease Research Center. Our research at Emory, and that of other Alzheimer’s investigators, is pointing to an immunological basis for Alzheimer’s disease, and treating neuroinflammation has become a compelling strategy,” says Levey. “We are extremely grateful to The Goizueta Foundation, whose remarkable commitment has allowed us to dramatically expand the reach and impact of the Emory Brain Health Center and the ADRC.”
People with Alzheimer’s disease can be especially vulnerable during disasters like severe weather, fires, floods, earthquakes, and other emergency situations. Caregivers should prepare emergency kits and store them in a watertight container. A kit for a person with Alzheimer’s may include:

- Incontinence undergarments, wipes, and lotions
- Pillow, toy, or something the person can hold onto
- Favorite snacks and high-nutrient drinks
- Physician's name, address, and phone number
- Copies of legal, medical, insurance, and Social Security information
- Waterproof bags or containers to hold medications and documents
- Recent photos of the person
- Warm clothing and sturdy shoes
- Spare eyeglasses and hearing-aid batteries
- Medications
- Flashlights and extra batteries

**For More Information About Disaster Preparedness and Alzheimer's**

- **NIA Alzheimer's and related Dementias Education and Referral (ADEAR) Center**
  1-800-438-4380 (toll-free)
  adear@nia.nih.gov
  www.nia.nih.gov/alzheimers

  The National Institute on Aging’s ADEAR Center offers information and free print publications about Alzheimer’s disease and related dementias for families, caregivers, and health professionals. ADEAR Center staff answer telephone, email, and written requests and make referrals to local and national resources.

- **Family Caregiver Alliance**
  1-800-445-8106 (toll-free)
  info@caregiver.org
  www.caregiver.org

- **Eldercare Locator**
  1-800-677-1116 (toll-free)
  https://eldercare.acl.gov

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**Interested in donating your brain to the Emory Alzheimer’s Disease Research Center?**

Participation in the autopsy program through the Emory ADRC requires, at a minimum, a one-time visit to Emory for collection of baseline measures.

The visit takes approximately 3 hours and includes:

- Consent interview
- Interviews with the participant and study partner to review
- Medical history
- Family history
- Current activities and concerns
- Cognitive testing
- Physical and neurological exam
- Retinal imaging (includes dilating eyes, similar to regular eye exams)

Additionally, we will contact you periodically (not more than once per year) to update your research record.

If you would like to participate or have further questions, please call **Erin Carter** at 404-712-6838 and let her know you are interested in completing a “one-time HONOR visit for autopsy purposes”.

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<thead>
<tr>
<th>RESEARCH STUDY</th>
<th>ELIGIBILITY</th>
<th>CONTACT PERSON</th>
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<tr>
<td><strong>Honor Research Registry:</strong></td>
<td>• Aging people with no memory problems</td>
<td>Erin Carter</td>
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<td>Longitudinal study of changes in memory</td>
<td>• People of any age with MCI,</td>
<td>404-712-6838</td>
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<td>and other cognitive skills</td>
<td>Alzheimer’s disease or other forms of dementia</td>
<td><a href="mailto:erin.carter@emory.edu">erin.carter@emory.edu</a></td>
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<td>• Willing to participate in additional research studies</td>
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<td></td>
<td>• Study partner available to participate in visits</td>
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<td><strong>Registry for Remembrance:</strong></td>
<td>• Ethnic individuals of African Ancestry</td>
<td>Crystal Davis</td>
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<td>An initiative to increase awareness &amp;</td>
<td>• Aging people over 60 with no memory problems</td>
<td>404-727-6696</td>
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<td>participation in neurology research</td>
<td>• People of any age with mild cognitive impairment,</td>
<td><a href="mailto:Cpdavis@emory.edu">Cpdavis@emory.edu</a></td>
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<td>Alzheimer’s disease or other forms of dementia</td>
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<td></td>
<td>• Study partner available to for all visits</td>
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<td><strong>Emory Healthy Aging Study</strong> – This study</td>
<td>• ≥ 18 years of age</td>
<td>To participate, simply</td>
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<td>is the largest clinical research study</td>
<td>• Read and speak English fluently</td>
<td>sign up online at</td>
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<td>every conducted in Atlanta. It is designed</td>
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<td><a href="http://www.healthyaging.emory.edu">www.healthyaging.emory.edu</a>,</td>
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<td>to further our scientific understanding of</td>
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<td>how we age, so that we can better</td>
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<td>understand, prevent and treat diseases of</td>
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<td>• Healthy Controls or Diagnosis of</td>
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<td>• Ages 55-90 years</td>
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<td><strong>ADNI-3</strong> – Long-term study (2-4 years)</td>
<td>• Dementia caregiver</td>
<td>Becky Byram</td>
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<td>being conducted as part of the Alzheimer's</td>
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<td><a href="mailto:rbyram@emory.edu">rbyram@emory.edu</a></td>
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<td>disease Neuroimaging Initiative to</td>
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<td>404-712-0195</td>
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<td>characterize changes in the brain</td>
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<td>associated with MCI and AD. Subjects</td>
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<td>cognitive testing.</td>
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<td><strong>Tele-Savvy</strong>— A clinical trial of an</td>
<td>• African American</td>
<td>Rachel Nash</td>
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<td>on-line education program for dementia</td>
<td>• 45 years and older</td>
<td>404-712-9578</td>
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<td>caregivers. You will need a computer or</td>
<td>• Have or did have a parent with dementia</td>
<td><a href="mailto:Rachel.nash@emory.edu">Rachel.nash@emory.edu</a></td>
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<td>mobile device with internet. Webcams</td>
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<td>may be provided.</td>
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<td><strong>HEART</strong> - 8-month study designed to see</td>
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<td>Danielle Verble</td>
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<td>if an FDA-approved blood pressure</td>
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<td><a href="mailto:Dverble@emory.edu">Dverble@emory.edu</a></td>
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<td>medication may benefit AD prevention in</td>
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<td>404-712-7085</td>
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<td>African Americans. Participants will come</td>
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To make a gift contact Courtney Harris, Director of Development II, 404.727.5282, courtney.harris@emory.edu

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Enclosed is my tax deductible gift of $___________. Please note that this contribution is:

☐ In Memory of:  ☐ In Honor of: ______________________

Please send acknowledgement of this donation to:
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Address: ______________________
City: ________________ State: ______ Zip: ____________
Donor Name: ______________________
Address: ______________________
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