



**BRIGHAM HEALTH**  
BRIGHAM AND WOMEN'S  
Center for Alzheimer Research and Treatment

# Educational Programs for Professionals

The Massachusetts Alzheimer's Disease Research Center (MADRC) and the Center for Alzheimer Research and Treatment (CART) support professionals by offering educational programs.

## Who are our speakers?

Our various speakers are cognitive neurologists, neuropsychologists, nurses, social workers and other professionals trained to care for individuals and families dealing with Alzheimer's disease.

## What topics are covered at community educational programs?

Our various speakers can educate about topics such as:

1. Management of behavioral symptoms in Alzheimer's disease.
2. Cognitive testing strategies in diagnosing Alzheimer's disease.
3. Normal versus abnormal memory in aging.
4. The importance of obtaining an early diagnosis in Alzheimer's disease and related dementias.
5. Prevention strategies for brain health, including the importance of diet and exercise.
6. Advances in research, including a review of observational, prevention and treatment studies.

In addition to the above topics, programs can be customized to support the needs of your institution. All programs will have some component of education and information about research.

## Outreach, Recruitment & Engagement (ORE) Core


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### If you wish to contact us:

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[www.madrc.org](http://www.madrc.org) | [www.bwhcart.org](http://www.bwhcart.org)

 @MassADRC, @BWHMemoryStudy

 @MASSADRC84, @BWHMemoryStudy

## Why does this program exist?

Alzheimer's disease strips away our most human qualities – memory, personality, reasoning and language – eventually preventing the ability of people to perform the simplest everyday activities. In the United States alone, more than five million people suffer from Alzheimer's disease – and this number is projected to grow to seven million by 2025.

- Education is critical for the community to understand recent advances happening in the field of Alzheimer's disease and related dementias.
- Education is critical to reduce stigma associated with Alzheimer's disease and related dementias.
- People suffering from memory and thinking disorders need support and encouragement to seek a medical evaluation and diagnosis.
- Research participation is critical to finding a cure. We are looking for healthy volunteers, people concerned about their memory and thinking, and people diagnosed with mild cognitive impairment (MCI) and early Alzheimer's disease (AD) to participate in research.

## About Us

The Outreach, Recruitment and Engagement Core serves the needs of the Massachusetts Alzheimer's Disease Research Center (MADRC) through leadership in outreach efforts to increase public awareness about the importance of AD clinical research; recruitment and retention support for MADRC-affiliated clinical studies; and education to the community about current advances in early AD and other neurodegenerative diseases research.



The Center for Alzheimer Research and Treatment (CART) is part of the Alzheimer's Center at Brigham & Women's Hospital, along with the Center for Brain/Mind Medicine. CART is also affiliated with the Massachusetts Alzheimer's Disease Research Center (MADRC) and Harvard Medical School.

**If you would like us to develop an educational program for your office, please contact us:**

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