



MASSACHUSETTS
Alzheimer's Disease
Research Center



BRIGHAM HEALTH



BRIGHAM AND WOMEN'S
Center for Alzheimer Research and Treatment

Speakers' Bureau

The Massachusetts Alzheimer's Disease Research Center (MADRC) and the Center for Alzheimer Research and Treatment (CART) are supported by a Speakers' Bureau.

What is a Speakers' Bureau?

Faculty willing to give educational talks in Boston and surrounding communities about prevention, brain health, the warning signs for Alzheimer's disease and information about research and clinical trials. Speakers present at programs for professionals, hospital grand rounds, CME, CEU programs, and programs for the community.

What topics can the Speakers' Bureau cover?

Speakers' Bureau members are experts in the field and can educate about topics such as:

1. Normal versus abnormal memory in aging.
2. The importance of obtaining an early diagnosis in Alzheimer's disease and related dementias.
3. Prevention strategies for brain health, including the importance of diet and exercise.
4. 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 on research.



Outreach, Recruitment & Engagement (ORE) Core


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 @MassADRC, @BWHMemoryStudy,

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Why does the Speakers' Bureau exist?

The recognition that AD represents a disease continuum has recently enabled much earlier intervention trials, including secondary prevention trials in preclinical AD. This transition in the field also brings new challenges in educating the public and health-care professionals about the evolving concepts in AD and in non-AD dementias including the importance of participating in biomarker and genetic studies, the value of brain donation, and the significance of developing more efficient ways to recruit appropriate participants for large-scale prevention trials.

To meet these challenges, the MADRC ORE Core has refocused its mission in several areas:

1. Public outreach, particularly within under-represented groups.
2. Developing liaisons with city and state agencies fostering a Dementia Friendly environment.
3. Developing referral partners with faith-based communities as well as PCP and Neurology practices that are located in diverse neighborhoods in order to augment referrals that support MADRC affiliated clinical research studies.

Who can become a Speakers' Bureau member?

The Speakers' Bureau is composed of faculty and staff at the Massachusetts Alzheimer's Disease Research Center (MADRC) at Massachusetts General Hospital, and the Center for Alzheimer Research and Treatment (CART) at Brigham and Women's Hospital.

How do I become a Speakers' Bureau member?

Speak with a member of the study team and they will connect you to the Speakers' Bureau program administrator: Nancy Coppelman, Co-Director of Outreach | (617) 278-0383 | ncoppelman@bwh.harvard.edu

What will be expected of you?

A Speakers' Bureau member may be asked to present at one or more programs a year depending on their level of interest:

1. Advise MADRC/CART team on topics and content
2. Speak at professional programs
3. Speak at community outreach programs
4. Review materials created for community outreach and offer their opinion
5. Provide feedback for programming designed to support research participants
6. Provide information on MADRC/CART research

How much of a time commitment does this involve?

Attending a meeting annually and speaking at programs as available.

We value and thank our Speakers' Bureau members.

Their involvement and their feedback, in part, has contributed to the success of our outreach efforts.