



# 7 WAYS MADRC IS TRANSFORMING ALZHEIMER'S RESEARCH

## Expert Staff

Our team is second to none and includes members who:

- Are prestigious award recipients, including: the Potamkin Prize and the Met Life Prize
- Have published over 500 papers on neurodegeneration
- Serve on important national health and science organizations and committees, including: the National Academy of Medicine, the NIA Council, the NAPA Council and AAIC
- Recruit staff to support diversity and inclusion

## Leading Cutting-Edge Clinical Research

- Sponsor and Investigator initiated studies, designed to change the course of Alzheimer's disease and related dementias
- Many Clinical Trials & Observational Studies open and enrolling across MADRC affiliated research centers
- Leading novel prevention studies

## Diversification of Clinical Trial Participation

To improve heterogeneity of clinical trial results:

- Target outreach to underrepresented communities, including black and Hispanic neighborhoods
- Collaborate with Multicultural Alzheimer's Prevention Program
- Collaborate with MUNDOS - Spanish clinic cognitive testing
- Partner with African American Faith Communities via Memory Sunday

## Ensuring Research Participant Retention

- Ambassador Program with current and former research participants who volunteer to share their experiences with those considering research involvement and address any concerns
- Support group for research participants
- Appreciation events and ongoing education

## Focus on Importance of Early Diagnosis

- Our team is leading research efforts to develop tools that support early recognition of cognitive issues 15-20 years before disease symptoms
- Studies focus on unique cognitive testing tools, including: Smartphone apps & computer based testing

## Community Outreach & Education

- Awareness/education events hosted throughout Massachusetts
- Present to corporate groups, school groups, religious organizations
- Serve on local community boards and Mayor's Committees

## Professional Education & Support

- Staff mentor graduate students, post docs and clinical fellows
- Staff have faculty appointments at Harvard Medical School
- MADRC community members provide professional education to peers
- Speakers Bureau provides research education to community

**To learn more: [MADRC.org](http://MADRC.org)**

**617.278.0600**

**Facebook: @MassADRC**

**Twitter: @ADRCMass**

**Instagram: We\_Are\_MADRC**