



**FOR IMMEDIATE RELEASE**

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## **CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH CELEBRATES FIRST ANNIVERSARY OF SEEING ITS FIRST PATIENT**

**LAS VEGAS** – On July 13, 2010, the Cleveland Clinic Lou Ruvo Center for Brain Health celebrates one year of treating patients with neurocognitive disorders and their caregivers, researching new treatments and medical education events in the Keep Memory Alive Event Center. Since opening its doors, there have been nearly 3,500 visits from patients with Alzheimer’s, Huntington’s, Parkinson’s, dementia and other neurocognitive disorders.

The Center for Brain Health is playing an active role in the research of Alzheimer’s disease with the implementation of clinical trials. New clinical trials are evaluating the efficacy of drugs believed to improve the symptoms of Alzheimer’s disease, as well as identifying markers that may be helpful in the early detection and tracking of disease progression.

“Clinical trials play an important role in developing new treatments and provide patients with an opportunity to engage in research for themselves and for the generations that will follow,” says Dr. Jeff Cummings, Director of Cleveland Clinic Lou Ruvo Center for Brain Health. “In this way, patients are empowered to be part of the battle to advance new treatments for Alzheimer’s disease and related conditions.”

In the past year, hundreds of individuals have participated in the social service programming available at the Center for Brain Health, culminating in more than 2,000 visits in Q2 2010. Complementing excellent patient care and research, the supportive services and programs are designed for caregivers and family members to maximize their knowledge, skills and capacity to provide care. Ongoing services and programming at the center include a family support program, therapy, weekly support groups, a workshop series as well as weekly lunch and learn lectures. Along with ongoing services, collaborative programs such as Caregiver Collage with UNLV and Memory Loss Initiative with StoryCorps have been among special caregiver events. The Center for Brain Health also houses a library for caregivers and the community-at-large that contains books, DVDs and online materials about all aspects of caring for those with dementia.

Built to honor a commitment to creating memories, May 21, 2010 marked the opening of the new Keep Memory Alive Event Center. The full-service, Gehry-designed event space is available to the public for rental, complete with state-of-the art audio visual technology and catering services. Profits generated support Keep Memory Alive and the Center for Brain Health’s mission to preserve memory and fight neurocognitive disorders.

Looking ahead, Dr. Cummings’ goal is to advance new treatments for Alzheimer’s disease and other neurocognitive disorders. The Center for Brain Health will build upon Cleveland Clinic’s philosophy of “Patients First” and continue the emphasis on clinical trials as a means of translational research.

**About Cleveland Clinic:**

Cleveland Clinic, located in Cleveland, Ohio, is a not-for-profit multispecialty academic medical center that integrates clinical and hospital care with research and education. Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion and innovation. U.S. News & World Report consistently names Cleveland Clinic as one of the nation's best hospitals in its annual "America's Best Hospitals" survey. About 2,000 full-time salaried physicians and researchers and 7,600 nurses at Cleveland Clinic represent more than 100 medical specialties and subspecialties. In addition to its main campus, Cleveland Clinic operates nine regional hospitals in Northeast Ohio, Cleveland Clinic Florida, the Lou Ruvo Center for Brain Health in Las Vegas and Cleveland Clinic Canada. In 2008, there were more than 4.2 million visits throughout the Cleveland Clinic health system and 165,000 hospital admissions. Patients came for treatment from every state and from more than 80 countries.

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