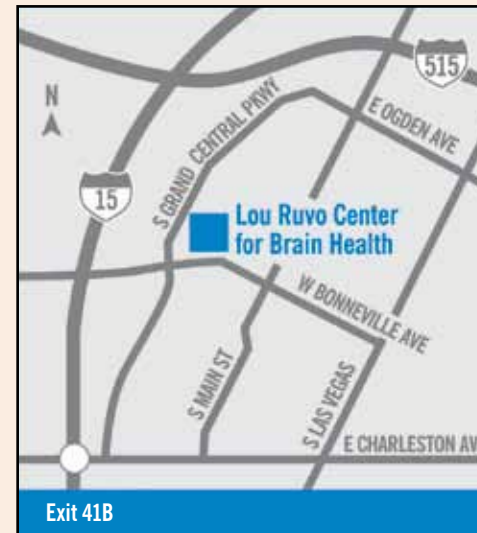


Two Partners, One Mission

Cleveland Clinic is ranked among the nation's top five hospitals by *U.S. News & World Report*. Keep Memory Alive (KMA) was founded in 1996 by Larry Ruvo to raise awareness and funds for improved treatment and a cure for neurocognitive disorders. In 2009, they partnered to form Cleveland Clinic Lou Ruvo Center for Brain Health, providing continuing care and research opportunities for patients with cognitive disorders and for their family members. Together, the center and KMA are committed to prolonging healthy, vital brain aging in people at risk for Alzheimer's disease, Parkinson's disease, multiple sclerosis and other memory impairments.

Contact Us



Cleveland Clinic Lou Ruvo Center for Brain Health
888 West Bonneville Ave.
Las Vegas, NV 89106

To schedule an appointment, call **702.483.6000**

To learn more about our center, visit
clevelandclinic.org/brainhealth

To learn how to make an investment in Keep Memory Alive as a friend or volunteer, call **702.263.9797** or visit **keepmemoryalive.org**

For career opportunities, go to **clevelandclinic-jobs.com** and type in the keyword "Las Vegas"

Cleveland Clinic
9500 Euclid Ave.
Cleveland, OH 44195

We offer complimentary assistance for patients and families visiting Cleveland. Call **800.223.2273**, ext. **55580** or email **medicalconciierge@ccf.org**.

To learn more about Cleveland Clinic, visit **clevelandclinic.org**



Cleveland Clinic Lou Ruvo Center for Brain Health



Alzheimer's Disease

Consider these alarming facts:

- In 2011, someone in the United States developed Alzheimer's disease every 70 seconds. By mid-century, that interval will shrink to 33 seconds.
- As of 2011, an estimated 5.3 million Americans had Alzheimer's disease.
- By 2050, an estimated 16 million Americans could develop Alzheimer's disease.
- The average cost from diagnosis to death is \$174,000 per patient, making Alzheimer's the third most expensive disease in the U.S.

But, there is hope ...

- Delaying onset of the disease by five years would cut the prevalence by 50 percent.
- Delaying onset by 10 years would dramatically reduce the disease.

Preserving **Memory**

Patient programs

Patients receive expert diagnosis and ongoing treatment at Cleveland Clinic Lou Ruvo Center for Brain Health locations in Las Vegas, Reno and Elko, Nevada; Weston, Florida; and in Cleveland and Lakewood, Ohio. We advocate a multidisciplinary, patient-focused approach. The center offers patients a continuum of care, integrating caregiver support and research into all that it does.

On-site outpatient services include:

- physician evaluation
- memory testing
- neuroimaging
- treatment
- clinical trials
- caregiver services
- family care
- physical, occupational and cognitive therapy

In addition to Alzheimer's disease, we evaluate and treat ALS, Huntington's disease, Parkinson's disease and multiple sclerosis.

The center offers the most up-to-date and technologically advanced diagnostic imaging services, interpreted by one of the leading neuroimaging academic medical centers in the world.

We develop an individualized treatment plan for each person, which may include medication, cognitive rehabilitation, physical exercise, psychiatric care and clinical trials.

Research

- Clinical trials are the only means to advance new medical therapies.
- Clinical trials are open to all eligible patients, even if they are not Cleveland Clinic patients.

Supporting patients and families

We view these services as an integral part of our mission. Complementing excellent medical care, our focus on families affirms that neurocognitive disorders impact not just the patient, but everyone involved in care and support. Among the programs for patients and families are:

- **Social services** Professionals who work with patients and families to identify needs and develop strategies for care over the course of the disease.
- **Counseling** Available if needed.
- **Education** Classes and workshops to offer information on brain disorders and their profound impact on the individual, caregiver and family.
- **Support groups** A warm, welcoming setting in which to share information and experiences with others who understand the unique circumstances of these diseases.
- **Library** Hundreds of books, DVDs, online and other resources on a broad range of subjects related to neurocognitive disorders.
- **Events** Special events to provide support and hope and to build a sense of community among patients and families.

Care without borders

Care extends beyond any local facility, with patients in need receiving referrals to Cleveland Clinic Neurological Institute in Cleveland and elsewhere in the Cleveland Clinic health system. Patients' primary care and other physicians remain involved through Cleveland Clinic's electronic medical records, which are accessible to patients and healthcare providers alike. Telemedicine extends our reach to Northern Nevada.

Creating **Memories**

Event space and fundraising

Keep Memory Alive (KMA) operates space dedicated to creating memories for individuals who host and attend events in its Frank Gehry-designed Event Center. Revenues support KMA's commitment to eradicating memory disorders. For information on space availability, contact Keep Memory Alive at **702.263.9797** or eventcenter@keepmemoryalive.org.

About **Us**

Cleveland Clinic

Cleveland Clinic is a nonprofit, multispecialty academic medical center, consistently ranked among the top five hospitals in America by *U.S. News & World Report*. Founded in 1921, it is dedicated to providing quality specialized care and includes an outpatient clinic, a hospital with more than 1,300 staffed beds, an education institute and a research institute.

Cleveland Clinic Neurological Institute

The multidisciplinary Neurological Institute is internationally known for superior diagnosis and treatment of neurological disorders ranging from the common to the most complex. More than 300 specialists combine clinical expertise, academic achievement and innovative research to accelerate transfer of investigational therapies unavailable elsewhere, for the benefit of adult and pediatric patients.

Keep Memory Alive

Keep Memory Alive raises awareness and funds to support research and treatment for neurocognitive disorders, and seeks to make a national impact through its collaborative research initiatives and public policy work. Keep Memory Alive is dedicated to creating and preserving memory.

