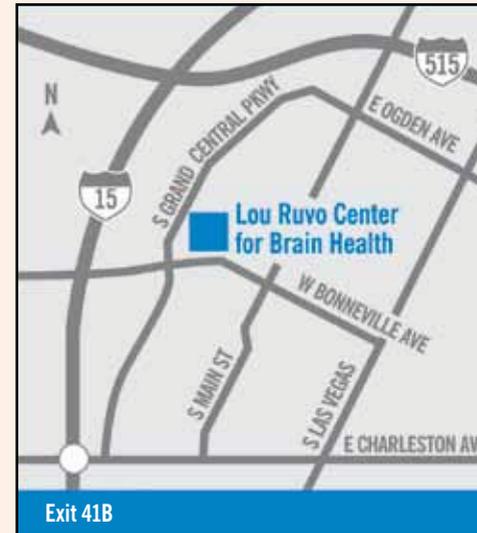


## Two Partners, One Mission

Cleveland Clinic is ranked among the nation's top 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 aging in people at risk for Alzheimer's disease 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](http://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](http://keepmemoryalive.org)**

For career opportunities, go to **[clevelandclinic-jobs.com](http://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](mailto:medicalconciierge@ccf.org)**.

To learn more about Cleveland Clinic, visit **[clevelandclinic.org](http://clevelandclinic.org)**



## Cleveland Clinic Lou Ruvo Center for Brain Health



## Alzheimer's Disease

Consider these alarming facts:

- In 2009, someone in the United States developed Alzheimer's disease every 70 seconds. By mid-century, that interval will shrink to 33 seconds.
- As of 2009, 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 nearly eradicate the disease altogether.

Both photos © Matt Carbone Photography

## 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, and in Cleveland, Ohio. We advocate a multidisciplinary, patient-focused approach, promoting collaboration across all care providers. The center offers patients a continuum of care, integrating education and research into all that it does.

#### **On-site outpatient services include:**

- physician evaluation
- memory testing
- neuroimaging
- treatment
- clinical trials
- caregiver services
- family care

In addition to Alzheimer's disease, we evaluate and treat other causes of cognitive loss such as ALS, Huntington's disease, Parkinson's disease, depression, head trauma and vascular disease of the brain.

#### **Our standard diagnostic evaluation includes:**

- comprehensive neurological examination
- laboratory tests
- brain MRI
- memory and cognitive function evaluation

The center offers the most up-to-date and technologically advanced diagnostic imaging services, performed by one of the leading neuroimaging academic medical centers in the world. We offer same-day access for imaging services and results are usually available within 24 hours.

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

### Supporting the caregiver

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

- **Social services** Professionals who work with caregivers 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.
- **Caregiver well being** Programs to help caregivers maintain their physical and emotional well being.
- **Support groups** A warm, welcoming setting in which to share information and experiences with others who understand the unique circumstances of caring for a loved one with a memory disorder.
- **Library** Hundreds of books, DVDs, online and other resources on a broad range of subjects related to caregiving for a neurocognitive disorder.
- **Events** Special events to provide support and hope and to build a sense of community among caregivers 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.

## Creating **Memories**

### Fellowship and fundraising

Keep Memory Alive (KMA) operates space dedicated to creating memories for individuals who host and attend events in the 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](mailto:eventcenter@keepmemoryalive.org).

## About **Us**

### Cleveland Clinic

Cleveland Clinic is a nonprofit, multispecialty academic medical center, consistently ranked among the top 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.

