

# New Thinking

Fall 2015  
[keepmemoryalive.org](http://keepmemoryalive.org)  
[clevelandclinic.org/brainhealth](http://clevelandclinic.org/brainhealth)

ABOUT THINKING

A Publication by Cleveland Clinic Lou Ruvo Center for Brain Health



# MULTIPLE SITES EXPAND CARE FOR MEMORY DISORDERS

In this issue of *New Thinking About Thinking*, we highlight an important aspect of Cleveland Clinic Lou Ruvo Center for Brain Health: our multi-dimensional, multi-site organization for Alzheimer's disease care and research.

The Cleveland Clinic multi-site enterprise is led by the Lou Ruvo Center for Brain Health in Las Vegas (Jeffrey Cummings, MD, ScD, Director) and comprises a network of sites on the main campus in Cleveland, Ohio (Jim Leverenz, MD, Director); in Lakewood, Ohio (Babak Tousi, MD, Director); and in our new Weston, Florida facility (Po Tsai, MD, Director). (See *article on page 13*.) All sites deliver care to Alzheimer's disease and memory-disabled patients and their families. Together, we are the largest memory disorders group in the nation.

This multi-site organization is unique and allows us to flexibly engage up to four sites in clinical trials and testing of new therapies. The unified leadership, the single Institutional Review Board for all sites and the harmonized, standardized procedures at all sites facilitate exceptional care and research. Across the network, our group includes neurologists, psychiatrists, geriatricians and neuropsychologists as well as many allied health professionals. This multi-disciplinary approach provides optimal patient care.

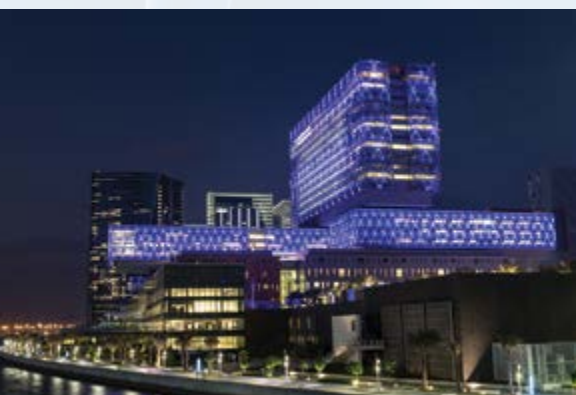
With its opening in May 2015, Cleveland Clinic Abu Dhabi joined the Cleveland Clinic family. We look forward to extending services in Abu Dhabi as we gather more information on the aging population, its special needs and how best to provide culturally competent care.

Cleveland Clinic is a worldwide enterprise and Cleveland Clinic Lou Ruvo Center for Brain Health capitalizes on this rich organizational network to provide the highest quality of care to patients and their families and to accelerate clinical research and the development of urgently needed new therapies.

## **Jeffrey L. Cummings, MD, ScD**

*Director, Cleveland Clinic  
Lou Ruvo Center for Brain Health  
Camille and Larry Ruvo Chair  
for Brain Health*

*Professor of Medicine, Cleveland Clinic  
Lerner College of Medicine of Case  
Western Reserve University*



*Cleveland Clinic Abu Dhabi*

## NEW THINKING ABOUT THINKING

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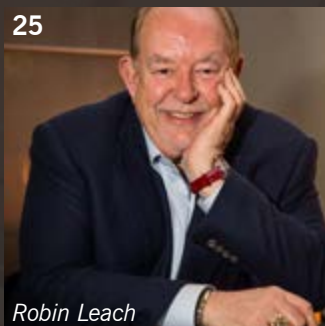
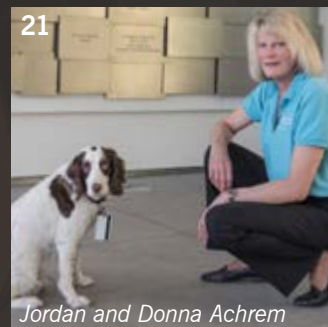
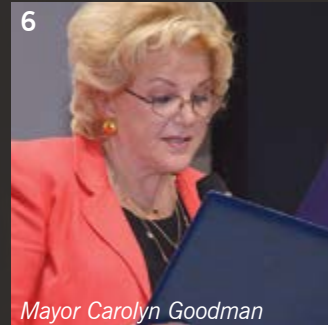
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# LOVE IS A POWERFUL FUNDRAISING INSPIRATION

Keep Memory Alive honored **Andrea and Veronica Bocelli** at the 19th annual Power of Love™ gala June 13 at the MGM Grand Garden Arena. The star-studded event raised funds for Cleveland Clinic Lou Ruvo Center for Brain Health.

## Celebrities support Keep Memory Alive

**Gloria Estefan** kicked off the night with her hit, “Coming Out of the Dark,” followed by a special rendition of “In My Daughter’s Eyes” alongside **Martina McBride**. Later in the evening, **Robin Thicke** sang “Magic” and “When I Get You Alone,” while **George Benson** performed “Masquerade,” featuring a 60-piece orchestra. One of the guests of honor, Andrea Bocelli, delivered hits “Can’t Help Falling in Love” and “Con te Partiro” before being joined by **Celine Dion** to reprise “The Prayer” for the first time since 2011. Celebrity supporters in attendance included **Quincy Jones, Sharon Stone, Kenneth “Babyface” Edmonds, Emilio Estefan, Eloise and John Paul DeJoria, Suzanne Somers, Steve Schirripa, Siegfried and Roy, and Clint Holmes.**

L-R – Larry Ruvo, Steven Lagos, Veronica and Andrea Bocelli, Stella and Rob Roy, and Camille Ruvo



## There’s “Once in a Lifetime” and then there’s ...

Guests at the Power of Love enjoyed a Dom Pérignon reception followed by dinner prepared by superstar chef **Giada De Laurentiis** and the team from **Wolfgang Puck**. There was lively bidding on an array of “behind the velvet rope” auction items, including a vacation on Sir Richard Branson’s private island, a fishing excursion with celebrity chef Michael Mina, and tennis lessons with Andre Agassi and Steffi Graf.

Perhaps the most coveted item — for which 15 couples enthusiastically bid \$200,000 apiece — was a trip to Italy that includes a flight on Mark Cuban’s private Boeing 767, a tour of Tuscan wineries led by Camille and Larry Ruvo, a private fashion show at Valentino, VIP experiences in Florence and Rome, and dinner in the home of Veronica and Andrea Bocelli, plus tickets to his concert. Tony Bennett, Reba McEntire, David Foster and The Band Perry are just a few of the celebrities who will also be on the trip.



L-R – Toby Cosgrove, MD, Larry and Camille Ruvo, and honorees Veronica and Andrea Bocelli

Quincy Jones

Robin Thicke



*top: Community Leader Award Recipient Peter Bernhard*

*middle right: Gloria Estefan with Martina McBride*

*bottom left: Celine Dion with Andrea Bocelli*

*bottom right: Veronica Bocelli and George Benson*

## INTERESTED IN OUR EVENTS?

You may purchase tickets online at [keepmemoryalive.org](http://keepmemoryalive.org) for the gala and a variety of Keep Memory Alive events throughout the year. Please contact us anytime at 702.263.9797 or [events@keepmemoryalive.org](mailto:events@keepmemoryalive.org) for more information or to join our monthly events email updates.

# SIX STEPS TO BETTER BRAIN HEALTH: A FREE ONLINE BRAIN CHECKUP

A new website is empowering people to take control of their own brain health and reduce their risk of brain disease, while advancing research for the benefit of all.

In May, Cleveland Clinic Lou Ruvo Center for Brain Health launched HealthyBrains.org. This unique, interactive online platform and mobile app provides users with a free brain checkup, a personalized report with their own Brain Health Index (BHI) score and customized brain-healthy lifestyle recommendations, along with updates on the prevention and treatment of brain diseases. Opportunities to join clinical trials are highlighted.

“We all want to take care of our brains,” says Kate Zhong, MD, Senior Director, Clinical Research and Development at the Lou Ruvo Center for Brain Health, who spearheaded this initiative. “The HealthyBrains platform is a user’s manual, a personal coach. It encourages

people to get involved in a brain-healthy lifestyle; it empowers them to take control and minimize their risk for cognitive decline; it challenges everyone to do their best to stay healthy, stay sharp.”

HealthyBrains.org is creating a community of “citizen scientists” who are interested and willing to get involved in clinical research. This unique volunteer approach, Dr. Zhong says, is invaluable: “This partnership between scientists and the community will revolutionize how we conduct clinical research. The slowest and most expensive part of any new drug discovery is finding volunteers. Those who sign up and are willing to participate are the true heroes. They will help to advance science and keep memory alive.”



In its first month, more than 6,000 people visited HealthyBrains.org and more than 1,000 expressed interest in participating in future clinical research. More than 800 people completed the free online brain checkup and received their BHI score.

➤ **Get your free brain health checkup online at [HealthyBrains.org](http://HealthyBrains.org).**

## COMMUNITY COLLABORATION

The Lou Ruvo Center for Brain Health thanks the Caesars Foundation for its generous support, which made HealthyBrains.org possible.

“Caesars Foundation is proud to support the Healthy Brains Initiative,” says Gary Loveman, then CEO and President of Caesars Entertainment Corporation. “We are confident it will have a huge impact on the brain health of people in our community and beyond.” Caesars Foundation, a charitable organization of Caesars Entertainment, is committed to helping older individuals live longer, healthier, more fulfilling lives.

Frank and Linda Kilpatrick, long-term supporters of the Lou Ruvo Center for Brain Health, say they were “particularly taken with this initiative.”

“The most important aspect of HealthyBrains.org is that it is proactive toward brain health as opposed to reactive to brain disease,” Linda says. “You can get involved early to protect your brain health and monitor your well-being.”



Linda and Frank Kilpatrick

## CELEBRATING HEALTHYBRAINS.ORG

A May 12 event to celebrate the launch of HealthyBrains.org drew more than 120 people to the Keep Memory Alive Event Center, including Larry Ruvo, founder of Keep Memory Alive, and Las Vegas Mayor Carolyn Goodman, who declared May 12 “Healthy Brains Day” in the city. Also in attendance were representatives from the offices of Nevada Reps. Joe Heck (R-3) and Dina Titus (D-1), top executives from Caesars Entertainment, local dignitaries, patients, caregivers and community members.

The launch was lively and engaging, and the décor in the room was in sync with a technology product launch. Twenty iPads were available for partygoers to log in and do their own brain check-ups to get their BHI score.



**CAESARS  
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*The will to do wonders®*



*Mayor Carolyn Goodman proclaims Brain Health Day*



*Jeffrey Cummings, MD, ScD, with Thom Reilly of Caesars Foundation*



*Gary Loveman, Kathleen Welsh, Kate Zhong, MD, and Jeffrey Cummings, MD, ScD*

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OF LOVE™**

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**THANK YOU**  
TO OUR 2015 GALA SPONSORS







# Cleveland Clinic

## Nevada

# HOW CLEVELAND CLINIC NEVADA IS IMPACTING THE STATE'S ECONOMY



Since 2009, Cleveland Clinic has been providing quality healthcare services in the Clark County region. Here's a snapshot of how the services we offer at the Lou Ruvo Center for Brain Health and our Glickman Urological & Kidney Institute are positively affecting Nevada.

### Our financial strength helps us support:

- Educating tomorrow's healthcare professionals
- Research to discover advanced treatments

Learn more at [clevelandclinic.org/Nevada](http://clevelandclinic.org/Nevada)

## 2014 ECONOMIC IMPACT



**\$35.3 M – total economic output**



**210 – jobs**



**\$14.6 M – labor income**



**151 – households supported**



**\$9.6 M – household spending**



**\$914 K – total state & local taxes**



**\$1.4 M – visitor spending**



**\$3.6 M – spending on goods & services**



Photo - Iwan Baan



# UNDERSTANDING TAU IMAGING

By Sarah Banks, PhD, ABPP/CN

Until very recently, knowing what was going on in the brain cells of patients with Alzheimer's disease and related disorders meant waiting until the patient died and the brain was autopsied.

This is because the proteins that cause Alzheimer's disease, amyloid (in plaques) and tau (in tangles), did not show up on brain scans. Scientific innovation is penetrating this mystery, with the introduction of new types of brain imaging approaches. We now have FDA-approved scans that show the plaques of Alzheimer's disease; newer still are scans showing the tangles (tau) of Alzheimer's.

Tangle imaging is particularly important because the tau protein of tangles correlates with memory failure in Alzheimer's patients. This protein is also present in the brains of athletes with memory loss and behavior change.

## Two Uses of Tau Scans

The first use of tau imaging at Cleveland Clinic Lou Ruvo Center for Brain Health is in a clinical trial of the drug rasagiline, potentially a new medicine for Alzheimer's disease. Tau imaging will allow us to look at how the cells of the brain are responding to treatment.

Our second use of tau imaging is with professional fighters. The syndrome once casually referred to as being "punch drunk" is now sometimes referred to as chronic traumatic encephalopathy (CTE). Researchers in Boston have discovered unusual tau deposits in the brains of athletes, such as football players, who



*Elaine Pienschke, CNMT, conducts Tau imaging on a participant in the Professional Fighters Brain Health study*

have died after a period of prolonged memory and behavioral problems. By performing tau brain scans on the boxers and mixed martial arts fighters in our professional fighters study, we can learn much more about how this protein leads to cognitive impairment in athletes.

➤ **More information on clinical trials is available at 855.LOU.RUVO and at [clevelandclinic.org/BrainHealthTrials](http://clevelandclinic.org/BrainHealthTrials).**

## ABOUT THE AUTHOR

Dr. Sarah Banks is the Head of Neuropsychology at the Lou Ruvo Center for Brain Health, where she assesses memory and cognitive change in patients and is involved in research on Alzheimer's and Parkinson's diseases and Frontotemporal Dementia, as well as the Professional Fighters Brain Health Study.

**SPECIAL THANKS** to the following for their generous support of the Professional Fighters Brain Health Study:

Alex Epstein-Gudai/El Cortez Hotel  
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 Steven DeLonga  
 T.J. Matthews  
 Top Rank, Inc.  
 UCLA Foundation – The Dream Fund  
 UFC – Zuffa, LLC.  
 United States Department of Defense  
 Viacom/Spike TV/Bellator

➤ If you're interested in supporting research at the Lou Ruvo Center for Brain Health, please contact Gina Hines, Director of Development, at 702.331.7052 or [DonateNevada@ccf.org](mailto:DonateNevada@ccf.org).

# NEW CLEVELAND CLINIC BIOREPOSITORY WILL BOOST BRAIN HEALTH RESEARCH

By James B. Leverenz, MD, and Lynn M. Bekris, PhD

Cleveland Clinic’s new biorepository, Cleveland Clinic Lou Ruvo Center for Brain Health Biobank, will make important contributions to the collaborative research needed to turn the tide on brain diseases.



Lynn M. Bekris, PhD, with James B. Leverenz, MD

Clinicians within Cleveland Clinic Neurological Institute are collecting biological samples from patients for the biobank, including biofluids such as blood plasma and serum, urine, saliva and cerebrospinal fluid. Brain tissues are collected when patients succumb to their disease.

Having ready access to such biospecimens is critical for scientists to obtain a better understanding of brain diseases and to develop biomarkers for use in diagnosis and treatment. In addition to samples from patients diagnosed with neurological disorders, the biobank will

house specimens from their family members and from other healthy, cognitively normal individuals.

Our biobank’s initial focus includes:

- **Alzheimer’s disease:** The Lou Ruvo Center for Brain Health operates one of the nation’s largest clinical trial programs. We are working through Alzheimer’s Association grants to study neuroinflammatory markers in blood and spinal fluid.
- **Parkinson’s disease:** We are working with Cleveland Clinic’s Center for Neurological Restoration and the

Michael J. Fox Foundation to discover new biomarkers to better understand the importance of genetics in this movement disorder. Also, we are collaborating with a large, eight-site consortium to study the influence of genetics on Parkinson’s disease symptoms and treatment response.

- **Normal aging** and its effects on the brain.

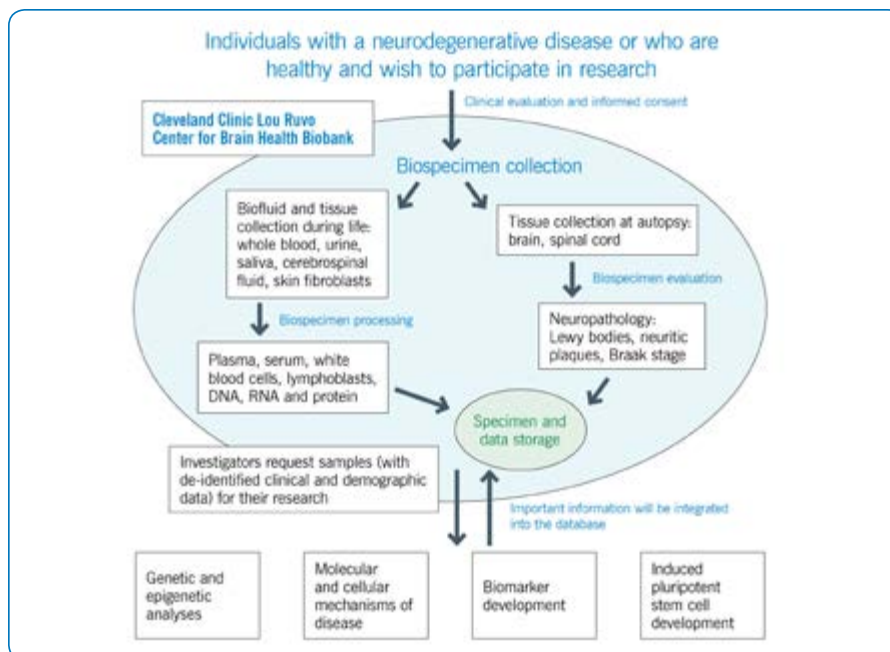
Additional priorities will include fronto-temporal dementia, normal-pressure hydrocephalus and traumatic brain injury.

We will leverage Cleveland Clinic’s extensive experience in biobanking to forge additional collaborations for specimen sharing with other neurodegenerative disease investigators around the nation and the world to better understand and treat these devastating disorders.

## ABOUT THE AUTHORS

Dr. Leverenz is Director of the Cleveland site of the Lou Ruvo Center for Brain Health and Director of the Center for Brain Health Biobank. He holds the Dr. Joseph Hahn Endowed Chair of the Neurological Institute.

Dr. Bekris is an investigator in Cleveland Clinic’s Genomic Medicine Institute and Associate Director of the Center for Brain Health Biobank.



# ALZHEIMER'S FOUNDATION OF AMERICA: A PARTNER TO ADVANCE SCIENCE

The Alzheimer's Foundation of America (AFA) has partnered with Cleveland Clinic Lou Ruvo Center for Brain Health and Avanir Pharmaceuticals in a study of disinhibition in patients with brain disease.

The AFA is a critically important advocacy group that provides leadership on scientific, policy and caregiver activities in the United States. It is led by former New York State Sen. Chuck Fuschillo.

Disinhibition is marked by tactless comments, inappropriate social interactions and a loss of empathy. These symptoms are common in patients whose frontal lobes (front part) of the brain are affected by a variety of diseases, including Alzheimer's disease, frontotemporal dementia, Parkinson-related disorders and multiple sclerosis.

Avanir Pharmaceuticals is developing a medication consisting of a combination of dextromethorphan and quinidine (DM/Q) that targets disinhibition symptoms. DM/Q has been shown effective in reducing emotional outbursts and, in a preliminary study, reducing agitation. Now, a clinical trial to explore further the effects on disinhibition, led by the Lou Ruvo Center for Brain Health, is the first study of its type.

Our collaboration with the AFA allows us to add brain imaging to the disinhibition study. We will use positron emission tomography (PET) to study the effects of DM/Q on brain metabolism. We will also investigate the relationship between disinhibition and brain metabolism prior to



*Jeffrey Cummings, MD, ScD*

the administration of DM/Q. This important, groundbreaking work will lead us to better understand this clinical phenomenon and how to treat it, thus improving the lives of patients and caregivers.

The collaboration between the Lou Ruvo Center for Brain Health, Avanir Pharmaceuticals and the AFA is an

example of the public-private partnerships that are increasingly advancing scientific discovery. Scientific research is expensive. Sharing the costs and risks of new drug development and the study of central nervous system disease allows the public, participating companies, advocacy groups, patients and caregivers to benefit.

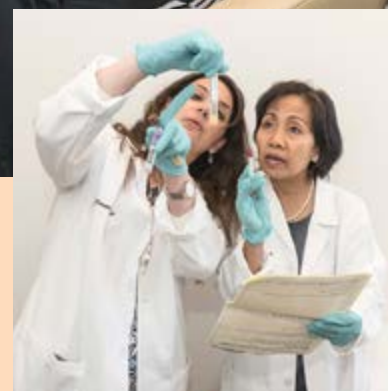
# HOW YOU CAN MAKE A DIFFERENCE THROUGH RESEARCH

## What Are Clinical Trials?

- Clinical trials are research studies conducted on people to determine whether treatments are safe and effective.
- There are many types of clinical trials: treatment, diagnostic, prevention, screening and quality of life.
- Clinical trials are the only way to find a cure or new treatments for Alzheimer’s disease, Huntington’s disease, Parkinson’s disease and multiple sclerosis.

## Why Should I Get Involved?

- To gain access to potential treatments before they are widely available.
- To receive expert medical care at a leading healthcare facility free of cost.
- To help myself and benefit others.
- To help future generations.



**Your participation in clinical trials could make a difference for your family and your community.**

➤ **More information on clinical trials is available at 855.LOU.RUVO and at [clevelandclinic.org/BrainHealthTrials](http://clevelandclinic.org/BrainHealthTrials).**

## CLINICAL RESEARCH STUDIES CURRENTLY ENROLLING

STUDY NAME	PARTICIPANT	STUDY TYPE	DURATION
<b>ESTEEM</b>	<b>Multiple sclerosis 18 and older</b>	Observational Study for patients who are newly initiating treatment with dimethyl fumarate (DMF) under routine clinical care	Up to 5 years
<b>PROFESSIONAL FIGHTER STUDY</b>	<b>Active and Retired Professional Fighters</b>	Observational Study	4 years
<b>A4</b>	<b>Normal Cognition 65-85 years old</b>	Monthly Infusion (Solanezumab)	3 years
<b>TCAD</b>	<b>Alzheimer’s Disease 55-85 years old</b>	Daily Oral Tablet (T-817MA)	52 Weeks
<b>R2</b>	<b>Mild to Moderate AD 50-90 years old</b>	Daily Oral Tablet (Rasagiline)	6 months

كليفلاند كلينك أبوظبي  
Cleveland Clinic Abu Dhabi

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## CLEVELAND CLINIC NEUROLOGICAL INSTITUTE EXPANDS FAR AND NEAR

Not so long ago, patients in the United Arab Emirates (UAE) had to travel abroad for treatment of complex neurological conditions. Now, Cleveland Clinic's first-ever medical campus outside of North America, Cleveland Clinic Abu Dhabi, is helping to change that.

The medical campus opened in May 2015. Its Neurological Institute (NI), one of five Centers of Excellence, offers care for the most prevalent neurological conditions in the UAE, such as stroke, epilepsy and spinal problems. The hope is that one day, Cleveland Clinic Lou Ruvo Center for Brain Health will be added to Cleveland Clinic Abu Dhabi, where patients are already turning for the same physician expertise and quality care they would receive at Cleveland Clinic's NI campuses in Ohio, Las Vegas and Florida — albeit in a familiar setting tailored to cultural needs and expectations of the UAE.

As part of the Cleveland Clinic Neurological Institute network, Cleveland Clinic Abu Dhabi patients have access to this expertise through electronic consultations and teleconferences.

The NI is also growing in the United States. The newly expanded NI at Cleveland Clinic Florida contributes to both provider and patient collaborations across the health

system. The new NI building in Weston features the Varian Edge System for radiation treatment, a comprehensive neurophysiology lab, a patient resource center and a café, as well as special facilities for pain management; physical, occupational and speech therapy; and diagnostics. Opened in early 2015, the building was designed to maximize natural sunlight because studies show that light plays a critical role in healing. The floor plan was created with ease of navigation in mind.

Advancing age is the most significant risk factor for neurological disease, specifically for Alzheimer's and dementia. Given the growing population of both year-round and snowbird seniors in South Florida, Cleveland Clinic Florida has aggressively responded to the needs of the community by offering a Lou Ruvo Center for Brain Health.

As with the Las Vegas and Ohio locations, the Lou Ruvo Center for Brain Health in Florida comprises a

collaborative team including neurologists, neuropsychologists and research coordinators as well as physical, occupational and speech therapists, all of whom ensure an individualized treatment plan focused on solutions.

► **For more information on the Neurological Institute's newest locations, please visit [clevelandclinicabudhabi.ae](http://clevelandclinicabudhabi.ae) or [clevelandclinic.org/Florida](http://clevelandclinic.org/Florida).**



*The Egil and Pauline Braathen Center, a neurology and cancer building that opened in early 2015 at Cleveland Clinic Florida*

# OCCUPATIONAL THERAPY: A NEW SERVICE FOR PATIENTS WITH COGNITIVE PROBLEMS

A grant from the E. L. Wiegand Foundation enabled Cleveland Clinic Lou Ruvo Center for Brain Health to expand its neurorehabilitation program by adding new equipment and a new service line: occupational therapy (OT). Patients have enthusiastically embraced the enhanced therapeutic services, which are tailored to the needs of those experiencing the effects of brain disorders.



Shaina Meyer, OTR/L

## How can occupational therapy help?

By making recommendations and providing training on adaptive equipment, occupational therapists can improve a patient's ability to perform everyday activities with greater ease, satisfaction and independence. Targeted to the needs of patients with brain disorders, OT at the Lou Ruvo Center for Brain Health can be beneficial when symptoms arising from cognitive issues, fatigue or physical impairment make it difficult for an individual to perform:

- **Activities of daily living:** Bathing, dressing, grooming, driving, self-feeding and toileting
- **Home management tasks:** Preparing meals, cleaning or doing laundry
- **Work-related tasks:** Typing, dialing or manipulation requiring fine motor skills

## What is cognitive rehabilitation?

At the Lou Ruvo Center for Brain Health, an occupational therapist can help patients who are having difficulty

with memory, concentration, prioritization, problem solving, organization, fatigue and other cognitive issues.

While cognitive function cannot be restored, a cognitive rehabilitation program can help establish realistic goals and teach ways to compensate for deficits in memory, concentration or organization,

thereby helping a person function more efficiently at work or home.

► **If you are experiencing any issues with fatigue, self-care, memory or concentration, ask your doctor how an occupational therapist might help. To schedule an appointment, please call us at 702.483.6000.**

## INTRODUCING SHAINA MEYER, OTR/L

Shaina Meyer received her bachelor's degree in psychology, with an emphasis in biology, from Westminster College in Fulton, Mo. She continued her education at St. Louis University, where she obtained her master's degree in occupational therapy. Since becoming a licensed OT, Ms. Meyer has worked with individuals with a broad range of diagnoses and has developed a specific interest in evaluating and treating people with neurologic deficits. At the Lou Ruvo Center for Brain Health, Ms. Meyer says, "I'm most interested in caregiver training, cognitive rehabilitation and driver simulator testing. I enjoy seeing the progress that patients can make despite cognitive impairment."



## EDUCATING NEUROLOGISTS IN NEVADA AND NATIONWIDE

Brain research is constantly advancing, increasing understanding of neurodegenerative diseases and leading to new treatments.

Educating medical professionals about advances in the field is the mission of Cleveland Clinic Lou Ruvo Center for Brain Health's Continuing Medical Education (CME) program. Since the program started in 2009, it has become "an important resource for physicians and the major professional neurological education program in the state," says LeeAnn Mandarino, CME Program Manager.

While CME events attract medical professionals nationwide, they are particularly important for the local medical community. Ms. Mandarino notes that "with the shortage of primary care physicians and specialists in Nevada, providers have large caseloads and limited time to travel to keep up with new developments. Our primary goal is to educate them to detect and treat neurodegenerative diseases as early as possible."

The program has held 11 CME conferences. Recurring annual conferences include "Advances in Neurological Therapeutics," which reviews diagnosis and holistic care of neurodegenerative diseases, and "Dementia," which offers a comprehensive update on dementia management. Because neurodegenerative diseases are prevalent in the older

population, many events cover geriatric issues. More than 800 health care professionals have attended the Lou Ruvo Center for Brain Health's CME events and thousands have viewed the "Dementia" conference online.

"Our conferences get excellent reviews from attendees, who often say that they are the best they have ever attended," says Ms. Mandarino. Most report that their practice behaviors and confidence in treating patients with neurodegenerative diseases improve after they attend the CME conferences.

Positive neuroscience was the focus of the two-day "SuperBrains: Exploring the Neuroscience of Extraordinary Abilities" conference in May, which addressed how to maximize brain function. The first day was open to the public because "we always try to include the community when the topic is relevant. Attendees appreciated learning how to take care of their brains," says Ms. Mandarino.

The fall 2015 CME event schedule includes "Multiple Sclerosis for the Non-Neurologist" and "Neurotherapeutics for Rehabilitation Professionals." A complete list of Cleveland Clinic CMEs is online at [clevelandclinicmeded.com](http://clevelandclinicmeded.com).



*LeeAnn Mandarino*

The CME program is always looking for new ways to make training available to the medical community. "We are planning to offer regular Grand Rounds and a program offering professionals who work with geriatric patients the opportunity to spend a week observing our integrated approach to treating this population," says Ms. Mandarino.

**Special thanks to Irwin Kishner and Jeanne Greenawalt for their generous support of the Lou Ruvo Center for Brain Health CME events.**



# CLEVELAND-TRAINED SPECIALIST JOINS GROWING MS PROGRAM IN LAS VEGAS

After completing her training in adult neurology and neuroimmunology at Cleveland Clinic's main campus in Ohio, Carrie M. Hersh, DO, is excited to begin her medical career at the Cleveland Clinic Mellen Program for Multiple Sclerosis at the Lou Ruvo Center for Brain Health, Las Vegas.

"I've been very impressed by the multidisciplinary approach at the Mellen Center in Cleveland. The growing need for MS specialists in Las Vegas inspired me to expand my professional horizons," Dr. Hersh says.

Working closely with Program Director Le Hua, MD, at Cleveland Clinic Lou Ruvo Center for Brain Health, Dr. Hersh has responsibilities for patient care, medical education and research. "I am most interested in research comparing the effectiveness of medications based on the actual experiences of our patients," says Dr. Hersh.

"Carrie is an energetic, talented physician who, through her training at Cleveland Clinic, is already familiar with the world-class care we provide. Her master's degree in clinical research will help accelerate the MS research at our center," says Dr. Hua. "I welcome her to our Las Vegas community and am excited she's joining us."

In recent years, substantial progress has been made toward understanding and treating MS. "MS is one of the fastest-growing areas of neurology. I remain enthusiastic that we will continue to develop effective new medications, particularly for the progressive forms of MS, and one day identify a cure. My goal is to improve the quality of life for people with this disease," Dr. Hersh says.

Dr. Hersh received her medical training at Nova Southeastern University College



*L-R – Linda McMillan, RN, Joanne Fairchild, LCSW, Robert McVey, LSW, MSW, Le Hua, MD, Joanne Petrelli, CNP, and Aimee Emming*

*Carrie M. Hersh, DO*

of Osteopathic Medicine and is completing a master's degree in clinical research at Case Western Reserve University.

A \$1.35 million grant from the Conrad N. Hilton Foundation has fueled rapid expansion of the Mellen Program for MS at the Lou Ruvo Center for Brain Health. To help patients get the services they need to live a fuller life, the center recently added the Major José M. Fajardo Patient Services Program. The Fajardo Program is funded by a generous gift from Grammy Award-winning singer Gloria Estefan and

her husband, songwriter and producer Emilio Estefan, in honor of Gloria Estefan's father, who suffered from MS that he developed during his service in Vietnam.

► **To make an appointment with Dr. Hersh or another member of the MS neurology team, please call 702.483.6000. To schedule a consultation with the Major José M. Fajardo Patient Services Program, please call the same number and ask for Robert McVey, LSW, MSW.**

## MOVEMENT DISORDERS PROGRAM EXPANDS WITH FOUR NEW CLINICIANS



L- R- Mary Gauthier, CNP, Regina Tumang, RN, Erin Ellis, CNP, Jennifer Guedry, RN, and Ryan Walsh, MD, PhD

Cleveland Clinic Lou Ruvo Center for Brain Health's Parkinson's Disease and Movement Disorders Program is growing, with four new clinicians and new funding to support research. They join Program Director Ryan Walsh, MD, PhD, and nurse practitioner Mary Gauthier, RN, MSN.

"All four clinicians bring unique strengths and expertise that are enhancing our capacity to provide world-class patient care and clinical research so we can lead the way for Parkinson's disease and other movement disorders," says Dr. Walsh.

## MAJOR CONTRIBUTION TO FUND PARKINSON'S DISEASE RESEARCH AND LEE PASCAL PARKINSON'S DISEASE SCHOLAR

Cleveland Clinic Lou Ruvo Center for Brain Health has received a generous contribution from the Elaine P. Wynn & Family Foundation to conduct new research on Parkinson's disease (PD). The contribution was given in memory of Elaine Wynn's mother, Lee Pascal, who had PD.

"Cleveland Clinic Lou Ruvo Center for Brain Health is an important resource for the Las Vegas community and a world leader in brain health," says Ms. Wynn. "I'm pleased to be able to contribute to this outstanding organization."

Elaine Wynn's gift will be used to conduct studies using advanced brain imaging to increase understanding of PD and develop new ways to diagnose and treat the disease.

"Brain imaging is a remarkable tool for understanding and exploring brain structure and function," says Ryan Walsh, MD, PhD, Director, Parkinson's Disease and Movement Disorders Program, and Lee Pascal Parkinson's Disease Scholar. "With Ms. Wynn's great contribution, we're able to expand our program and our search for urgently needed new insights and new therapies."



Elaine Wynn

### **Brent Bluett, DO**

Staff Neurologist, Movement Disorders



Brent Bluett, DO, treats patients with the full range of movement disorders. He is helping to start a new clinic offering botulinum toxin treatment to patients with dystonia and other movement disorders that cause involuntary muscle contractions.

“Botulinum toxin, or ‘Botox,’ is well known for its cosmetic uses, but its greatest benefit is treating dystonia and spasticity. It enables muscles to relax and helps patients regain their quality of life,” says Dr. Bluett.

Dr. Bluett recently completed a movement disorders fellowship at the University of California, San Diego. During his fellowship, he conducted the first major study of falls in progressive supranuclear palsy, a Parkinsonian disorder. He plans to use the findings to develop ways to reduce the risks of fall, which can be disabling. He is interested in becoming involved in research under way at Cleveland Clinic to improve outcomes for movement disorder patients treated with deep brain stimulation.

Having received his medical training at Touro University Nevada College of Osteopathic Medicine, Dr. Bluett is excited to return to Las Vegas to work at the Lou Ruvo Center for Brain Health. “It is one of the greatest honors of my professional career to work with the top physicians in their field and provide the Cleveland Clinic model of excellent patient care,” he says.

### **Erin Ellis, RN, MS, APRN, FNP-BC**

Nurse Practitioner

A certified family nurse practitioner, Erin Ellis comes to the Lou Ruvo Center for Brain Health after 20 years at the University Medical Center of Southern Nevada, where she provided primary care and was a clinical assistant professor at the University of Nevada School of Medicine. Ms. Ellis completed her bachelor’s and master’s degrees of science in nursing at Arizona State University. She was honored by the Nevada March of Dimes as Nurse of the Year for Advanced Practice.

As nurse practitioner, Ms. Ellis implements treatment plans developed by the movement disorders neurologists, managing medications, evaluating symptoms, providing education, encouraging a healthy lifestyle and tracking progress.

“Everything we do is individualized for the patient. The physicians have been really supportive and open to discussing cases so we can work together effectively as a team. It’s been fantastic working here,” Ms. Ellis says.

### **Jennifer Guedry, RN**

Registered Nurse

Jennifer Guedry has five years’ experience as a charge nurse in the Emergency and Trauma departments at University Medical Center, Las Vegas. She received her associate degree in nursing from the College of Southern Nevada.

At the Lou Ruvo Center for Brain Health, Ms. Guedry provides phone support to patients and coordinates patient care for the Huntington Disease Comprehensive Clinic and the Kerry Simon Multiple System Atrophy Comprehensive Clinic. She is also working with Dr. Walsh to coordinate surgical treatments for Parkinson’s disease patients. “It’s exciting be part of a cohesive team that can provide cutting-edge medicine and the highest-quality care to patients,” Ms. Guedry says.

### **Regina Tumang, RN**

Registered Nurse

Regina Tumang brings 16 years’ experience in nursing, including eight years at University Medical Center, Las Vegas, in a variety of roles. A native of the Philippines, she received her bachelor’s degree in nursing from Angeles University Foundation.

In 2014, she joined the memory care team at the Lou Ruvo Center for Brain Health, seeing patients with Alzheimer’s disease and other forms of dementia. This summer, she moved to the Movement Disorders Program, providing phone support and patient education. “It’s very exciting to be part of a program that is growing and expanding into new areas. Dr. Walsh is a strong leader who has accomplished a great deal for our patients and their caregivers,” says Ms. Tumang.

► **To make an appointment with Dr. Bluett or another member of the movement disorders neurology team, please call 702.483.6000.**

# MAKING DECISIONS FOR OURSELVES AND OTHERS: GUARDIANSHIP IN NEVADA

By Bryn Esplin, JD

Whether due to dementia, a stroke, an accident or any other serious medical condition, many older adults may have long periods toward the end of life when they are not able to make decisions for themselves.

In that situation, two advanced care planning documents known as a durable power of attorney and a health care proxy allow a trusted person the authority to make decisions on behalf of another. If your loved one has not completed these documents, you may want to learn more about guardianship.

Guardianship is a legal relationship in which a person (the guardian) is appointed by a court to make decisions on behalf of another person (the ward) about the ward's finances, medical and personal care, or both. Becoming a guardian requires the filing of formal legal papers, followed by a court hearing in front of a judge. Legal papers must clearly spell out the ward's physical or mental condition and inability to make his or her own decisions. In addition, family members might have to be notified and given a chance to file their own legal papers, either supporting or contesting the proposed guardianship or the proposed guardian. Equally important, the ward must be given a chance to contest the guardianship if he or she disagrees.

Depending on the needs of the ward, the court can grant different types of guardianship:

- **Guardianship of the estate** – Here, the guardian has authority to make financial decisions for the ward.
- **Guardianship of the person** – The guardian has authority to make day-to-day decisions of a personal

nature for the ward. They involve consent for health care and medical treatment, living arrangements, recreation, etc.

- **Guardianship of person and estate** – The guardian has authority to make nearly all decisions for the ward.

While it offers important protections and has many benefits, the guardianship process can take a financial and personal toll. The cost to petition the court for guardianship can be high, especially if you are using a lawyer and the proceeding is contested. In addition, preparing legal documents and appearing in court can be overwhelming for anyone, let alone a caregiver.

While free classes are not intended to take the place of a private attorney, they provide useful introductory information. Many resources in Nevada can help:

- **Guardianship Community Legal Education Class, Legal Aid Center of Southern Nevada and William S. Boyd School of Law:** <http://www.lacsn.org/images/stories/Guardianship-LACSN-Manual.pdf>

Class schedule and information, including online options via YouTube:

<http://www.law.unlv.edu/free-legal-education.html>

- **Nevada Advance Care Planning Documents:** <http://www.nvlivingwill.com/docs/NevadaADInstructions.pdf>

## ABOUT THE AUTHOR

Bryn Esplin received her Juris Doctor with distinction from the William S. Boyd School of Law at the University of Nevada Las Vegas. During law school, Ms. Esplin interned at Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas, which inspired her to pursue a fellowship in advanced bioethics at Cleveland Clinic in Cleveland, Ohio. Ms. Esplin's research lies at the intersection of neuroethics, psychiatric ethics and health law policy.



# NAVIGATING THE COLLABORATION BETWEEN UROLOGY AND NEUROLOGY

Cleveland Clinic Urology, Las Vegas, has introduced UroNav, a new technology for performing biopsies to diagnose prostate cancer. The practice is the only one in Las Vegas to offer this advanced system.

The standard method of gathering tissue samples, trans-rectal ultrasound-guided prostate biopsy, has major drawbacks. “Ultrasound isn’t sensitive enough to detect all cancerous lesions within the prostate. We take random samples, hoping to find the cancer. Some patients have negative results even though they may have cancer in an area we can’t detect,” says Jayram Krishnan, DO, a urologist at Cleveland Clinic Urology. As a result, patients often undergo multiple biopsies, which is time-consuming and stressful.

With UroNav, patients first have magnetic resonance imaging (MRI) of the prostate at Cleveland Clinic Lou Ruvo Center for Brain Health, which has one of the newest and most advanced (3-Tesla) MRI machines in Las Vegas. MRI is far more sensitive than ultrasound for detecting suspicious lesions.

Cleveland Clinic Urology and the Lou Ruvo Center for Brain Health have long worked closely together, sometimes treating the same patients because both neurological and urological conditions are prevalent in the older population. Cleveland Clinic Urology is the Las Vegas practice of Cleveland Clinic’s Glickman Urological & Kidney Institute, so the images are analyzed by radiologists in Cleveland who specialize in prostate



*Imaging techs Nelson Rubina, RT (MRI) and Laura Rogers, RT (MRI) flank Jay Krishnan, DO, MBA*

MRIs. In some cases, reports Dr. Krishnan, the MRI results show no evidence of cancer and the patient doesn’t need a biopsy.

UroNav electronically fuses the MRI pictures with ultrasound to create a detailed, three-dimensional view of the prostate, which physicians use to guide the biopsy procedure.

Prostate cancer is one of the most common urological conditions, so Cleveland Clinic Urology clinicians perform frequent UroNav procedures. “UroNav has increased our detection rate to more than 90 percent. We no longer need to do multiple biopsies,” says Dr. Krishnan. “With more accurate detection, we can determine whether the cancer is

aggressive and needs treatment or, like many prostate cancers, is slow-growing and only needs regular monitoring.”

The initial studies evaluating UroNav’s validity were conducted at the Glickman Institute in Cleveland. “We are at the forefront of urologic technology. If there’s something new, we want to offer it to our patients to provide the most advanced care available,” says Dr. Krishnan.

**► For an appointment at Cleveland Clinic Urology, Las Vegas, please call 702.796.8669.**

## HOSPITALITY ENHANCES THE PATIENT EXPERIENCE

Animals and flowers bring peace and calm to many people when they are anxious — including patients at Cleveland Clinic Lou Ruvo Center for Brain Health. Volunteers Donna Achrem and Rachell Butler-Jones know this firsthand.

Ms. Achrem has been bringing Jordan, her 10-year-old English springer spaniel, to the Lou Ruvo Center for Brain Health since it opened in 2009. She recalls one time last December when Jordan made a difference in a patient's experience. An Alzheimer's disease patient did not want to enter the center. Her customary family caregiver was not with her, and she was uncomfortable because her routine was different.

"I told her that Jordan and I wanted her to come in," Ms. Achrem says. "It was chilly. I told her we would stay with her

and would go with her to the waiting room. Jordan did tricks, and she completely calmed down and forgot she did not want to come in."

Ms. Achrem refers to Jordan as a "four-legged icebreaker" who puts people at ease. Once patients see Jordan, they concentrate not on their appointment, but on this beautiful dog.

"I can't wait to go back every week," Ms. Achrem says. "It's been one of the best experiences of my life."



*Rachell Butler-Jones*

Ms. Butler-Jones had a similar experience. She is among the volunteers who greet patients in the lobby and take them to their appointments, always with the promise of a fresh flower upon completion of their visit.

Ms. Butler-Jones had seen a particular Alzheimer's disease patient come in frequently with her son. One day, the woman arrived but didn't want to come in.

Ms. Butler-Jones showed the bunch of flowers she was holding and offered the woman one if she came in.

"She followed the flowers," Ms. Butler-Jones says, adding that the patient focused on the bouquet as they got into the elevator and held them throughout her entire exam.

Patients love the flower program, and say "this is unlike any other clinic they've ever been in," Ms. Butler-Jones says. "And that's a good thing."

► **Interested in volunteering at the Lou Ruvo Center for Brain Health? Please contact Karen Mariano at 702.331.7046 or [mariank@ccf.org](mailto:mariank@ccf.org).**



*Jordan and Donna Achrem*

# VOLUNTEER PROFILE: MARTHA AND PHIL BOADT



Martha and Phil Boadt were seeking a volunteer opportunity that would allow them a flexible schedule during the six months they live in Las Vegas, and would excuse their absence each summer when they return to their native Michigan for some lakeside living.

Since 2011, the Boadts have volunteered at Cleveland Clinic Lou Ruvo Center for Brain Health, relishing their role as “fill-in replacements” for regularly scheduled volunteers who become ill or take a vacation.

“I enjoy meeting and greeting patients and caregivers,” says Phil Boadt, a chemical engineer and retired laboratory and operations manager in the paint industry. “I see so many patients with a wonderful attitude, and find it amazing they can put on a bright face and crack jokes given the challenging diseases they live with.”

Perhaps he shouldn’t be surprised, given that his wife displays that same upbeat attitude while managing her own muscular dystrophy. Although Martha Boadt has retired from teaching, she doesn’t let leg braces slow her down. She enthusiastically volunteers and attends educational events at the Lou Ruvo Center for Brain Health, cooks gourmet meals to entertain friends, kayaks and hosted family members —

who totaled 13, including children, spouses and grandchildren — on a 2014 Alaskan cruise to celebrate the Boadts’ 50th wedding anniversary.

“When we started volunteering, we were the exception: We didn’t have any personal connection to the brain conditions treated at the center,” Mr. Boadt recalls. “More recently, a close friend was diagnosed with Alzheimer’s. He has declined so quickly, and is really our impetus for continuing to volunteer.”

While thanking patients for their visit with a flower, Mr. Boadt enjoys asking about their experiences. He almost invariably hears how doctors “treated them as a human being and didn’t talk down to them,” while family caregivers “appreciate how well their loved one has been treated.”

The couple has gotten to know many patients, particularly those who come a few times a week for physical therapy. “It’s really neat to see how many have shown such dramatic improvement,” says Mr. Boadt.

“Cleveland Clinic doesn’t leave you hanging after an appointment,” Mrs. Boadt says. “They give you resources and take it to the next level, inviting patients, family and the community to classes, the library, lectures and support groups to meet other people in the same situation.” As someone managing her own neurological disease, she appreciates these amenities.

**Cleveland Clinic Lou Ruvo Center for Brain Health offers a variety of volunteer opportunities. Please contact Karen Mariano at 702.331.7046 or [mariank@ccf.org](mailto:mariank@ccf.org) to learn more.**

# ANNUAL PATIENT & FAMILY HOLIDAY PARTY

## December 16: Annual Patient & Family Holiday Party

Plan to attend our annual Patient & Family Holiday Party and celebrate the season with patients, their families, Cleveland Clinic employees and friends in the community.

- Enjoy the musical entertainment: sing along or dance.
- Taste the festive treats, including fresh-baked cookies in our 3<sup>rd</sup> annual holiday cookie contest.



**SAVE THE DATE FOR OUR PATIENT & FAMILY HOLIDAY PARTY ON WEDNESDAY, DECEMBER 16!**

# RELOCATED LIBRARY NOW EASILY ACCESSIBLE

A great treasure of Cleveland Clinic Lou Ruvo Center for Brain Health, the Lynne Ruffin-Smith Library has relocated to a highly visible location on the first floor, adjacent to the reception area and the imaging lab.

In this more prominent location, the library continues to expand its collection and hours of operation. The library

serves as an extension of patient and family visits to our neurologists, offering educational materials about the diseases and conditions treated at the Lou Ruvo Center for Brain Health.

The collection includes more than 1,500 books, DVDs and pamphlets on living with or caring for someone with a degenerative brain disease. With the goal

of providing patients, their caregivers and their families with the best information available, we are in the process of updating our materials for Huntington's, Alzheimer's and Parkinson's diseases, including early-onset Alzheimer's and multiple system atrophy. The library has just launched an e-library section, making our materials more accessible to patients and members of the community who find it difficult to visit in person.

With its new location, new hours and new materials, the Lynne Ruffin-Smith Library has more to offer than ever before. View our catalog online at [keepmemoryalive.org/library](http://keepmemoryalive.org/library).

Thanks to R.T. Smith for his generous support of our library in honor of his late wife, Lynne. Next time you come to the Lou Ruvo Center for Brain Health, we hope you will make a point of visiting the library, which is staffed by a librarian from 10 a.m. to 2 p.m. Mondays through Fridays. More information and visits by appointment are available at [louruvolibrary@ccf.org](mailto:louruvolibrary@ccf.org) or 702.483.6033.





# ENJOYING A WORLD OF ART IN LAS VEGAS

Twice each month since 2009, art-starved Las Vegans have participated in live interactive art classes from the renowned Cleveland Museum of Art.

They've gathered at Cleveland Clinic Lou Ruvo Center for Brain Health to view and discuss art via videoconference from the magnificent collection in Cleveland, with the guidance of a friendly museum art educator. Thanks to the museum's enormous collection spanning ancient Greek to modern American art, over the course of a year, no topic was repeated.

The students agree: Without an art museum in Las Vegas, this program fills the gap.

Cleveland Clinic's main campus had been subsidizing the program for Las Vegas but, when it was discontinued in 2014 due to cost-cutting, our local participants were understandably upset. Then, a class participant stepped in to save the program, writing a check to cover a year's worth of expense.

The students happily delved back into lively discussions about the art they viewed. As the end of the funded year approached, organizations in the community were invited to host the program and continue making it available to Las Vegans.

That's when Zappos.com stepped up with seven months of funding, taking the program through 2015.

Participants are jubilant that they get to keep their beloved jewel in the desert. "I leave the art program stimulated and inspired by all I learn," gushed one attendee.

Join us from 11 a.m. to noon on the first and third Tuesdays of each month. No reservations are necessary. Thanks to Zappos.com, this program is free and open to the community.

► **To become a sponsor of the Cleveland Museum of Art distance learning program here in Las Vegas, please contact Gina Hines, Director of Development at the Lou Ruvo Center for Brain Health, at 702.331.7052.**



*Cleveland Museum of Art Curator, Dale, in the studio in Cleveland and on screen as seen by her viewers*



*Participants at the Lou Ruvo Center for Brain Health enjoy the Cleveland Museum of Art program in Las Vegas*

## ART IN THE AFTERNOON

We also have an art program tailored especially for individuals with memory loss and their care partners. "Art in the Afternoon" takes place from 11 a.m. to 12:15 p.m. the fourth Monday of each month. Reservations are requested: 702.483.6055.

## ART EXPLORATIONS – ART THERAPY

Our newest program invites individuals with memory loss and their care partners to engage in a therapeutic art-making experience by working with various materials in a safe environment. "Art Explorations – Art Therapy" meets from 4 to 5:30 p.m. the second Monday each month (with a few exceptions). Reservations are requested: 702.483.6055.

## ROBIN LEACH: THE VOICE OF PHILANTHROPY

“Make magic like you’ve always made magic,” celebrity journalist Robin Leach encouraged Siegfried Fischbacher as the two gentlemen departed a lunch meeting at Wolfgang Puck’s Spago in Las Vegas.

photo credit: Erik Kabik

“I’ll ask him, but I don’t think he’ll do it,” replied Mr. Fischbacher.

He had reason for doubt. In 2003, Mr. Fischbacher’s partner, Roy Horn, was critically injured and his career ended in an onstage incident involving Montecore, a white tiger that was part of Siegfried & Roy’s act.

But two hours after the Spago lunch, Robin Leach received a call from Siegfried reporting that he and Roy would indeed return to the stage for one final performance, bringing Montecore with them. Thus, the headline entertainment was solidified for Keep Memory Alive’s 2009 Power of Love™ gala.

“For me, that was the most emotional and moving night of all our Power of Love galas,” says Mr. Leach.

For nearly 60 years, Robin Leach has been leveraging his power of persuasion, never letting “no” or lack of encouragement dissuade him. It was his persistent weekly submissions on happenings at his school outside London — never acknowledged by the editor of *The Harrow Observer* but always published under the byline “RL” — that landed Mr. Leach a reporting job the Monday after his high school graduation.

While Mr. Leach started his career in print journalism, some of his most notable credits are in television: helping launch “Entertainment Tonight” and the Food Network and hosting the internationally syndicated “Lifestyles of the Rich and Famous” for 14 years. Of the celebrities with whom he so closely interacts, Mr. Leach notes, “Humans whom you’d think would be reveling in

their success are instead plagued by self-doubt about it. I find them fascinating human beings. They constantly have to push themselves to stay relevant.”

Before his own trademark voice, he says, sports announcer Howard Cosell had the most recognized voice. Now, Mr. Leach is widely imitated and he declares, “It’s a testament to a distinctive voice that really paid off, and now pays off for charity.”

There are two Robin Leaches, he adds: “this cartoon character I send out to do voiceovers and television shows, and then the philanthropist. I don’t mind poking fun at myself at all because I’ve been able to use the cartoon character to add value to what the real person can do.”

Robin Leach met Keep Memory Alive Chairman and founder Larry Ruvo at a dinner Wolfgang Puck hosted for Keep

*right: Chef Scott Conant in the kitchen with Robin Leach*

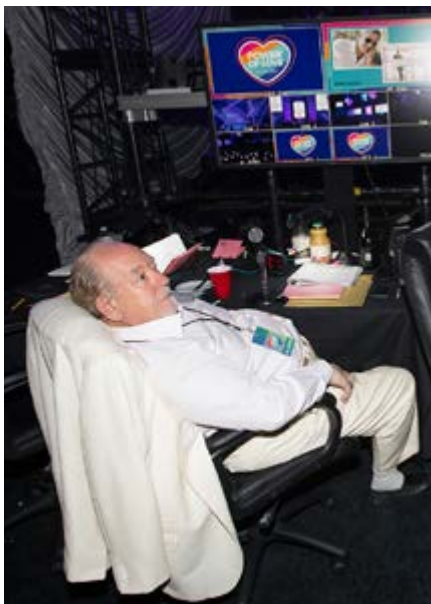
*below: Larry Ruvo joins Robin Leach at the unveiling of his plaque on the Keep Memory Alive Honor Wall*



photo credit: KellyCreative

Memory Alive. When the sound system failed just before Steve Lawrence and the late Eydie Gorme were to host the auction, Mr. Leach volunteered his booming tones to take over in the emergency. Ever since, he has continued to propose innovative ways to support Keep Memory Alive.

Mr. Leach first became acquainted with Alzheimer's disease through actress Rita Hayworth, the mother of his friend, Princess Yasmin Khan. Of Ms. Hayworth, he recalls, "Late in life she behaved



*Robin Leach in the gala command center prior to addressing gala guests from backstage as the Voice of God*

poorly, and was escorted off an airplane once due to her poor conduct. She had fallen from a pinnacle because of undisclosed and misunderstood dementia. Yasmin launched a series of fundraising dinners and I agreed to be emcee and auctioneer."

Since relocating from New York to Las Vegas in 1999, Mr. Leach has assisted Larry Ruvo in wrangling entertainment and chefs, lent his voice as an auctioneer or emcee, and persuaded his Rolodex of the rich and famous to donate unique items for auction. One of Mr. Leach's favorite gala memories is watching the fear on friend Barry Manilow's face change to joy when he, too, got caught up in the moment as attendees rushed the stage to dance with him.

"The star power at Keep Memory Alive's events truly is representative of Robin Leach's passion and connections. He has never, ever said 'no' to a meeting or conversation about ways to help our patients, caregivers and families. He has been a guiding light for me in so many ways," says Larry Ruvo.

Mr. Leach admits he's caught up in the spirit of Keep Memory Alive: "I'm proud to know the doctors and researchers who are determined to put Las Vegas on the map for a disease that affected friends so many years ago."

That dedication inspired Mr. Leach to produce a 2015 calendar featuring the faces of the Lou Ruvo Center for Brain Health. Mr. Leach donated all production costs for the calendar, which remains available for purchase ([keepmemoryalive.org/2015calendar](http://keepmemoryalive.org/2015calendar)). He has also donated his fees from television appearances, countless narrations and voiceovers to Keep Memory Alive. To host his own 70<sup>th</sup> birthday party, he rented the Keep Memory Alive Event Center; a portion of the rental fee supports the work of the Lou Ruvo Center for Brain Health (see article on page 33).

"Philanthropy, as with anything you do well in life, has to be done with passion," Mr. Leach affirms. "When you make the initial commitment, you have to be prepared to go the whole nine yards. Larry Ruvo refused to accept the word 'no.' He was determined not to abandon his dream, which has now been realized because of intense passion and belief.

"When I look back over these 59 years of being in the celebrity journalism business, I started out telling stories, and here I am still telling stories. Now, they're about the wonderful achievements of Dr. Jeffrey Cummings and Larry Ruvo at Cleveland Clinic. The best story is yet to come: the cure."



Phyllis Feinberg at the opening of The Egil and Pauline Braathen Center and Feinberg Conference Center at Cleveland Clinic Florida

## PHYLLIS AND STEPHEN FEINBERG: A LEGACY BUILT ON ENTREPRENEURSHIP

Cleveland Clinic donor Phyllis B. Feinberg explains it simply: “My husband, Stephen, believed medicine should be accessible to everyone.”

That’s why, after completing residencies in neurosurgery and radiation oncology at Cleveland Clinic in the mid-1970s, Stephen B. Feinberg, MD, indulged an entrepreneurial bent. Dr. Feinberg figured if he could put imaging machines on tractor trailers — CT scanners first, MRI machines later — he could increase access for patients by driving cutting-edge diagnostic care to remote areas and small community hospitals in Florida.

When the couple met at a Peter Max gallery in Chicago, Phyllis Feinberg had no way of knowing that Dr. Feinberg’s entrepreneurial endeavors would impact patient care across South Florida.



Unveiling her plaque at the Lou Ruvo Center for Brain Health in Las Vegas

Mrs. Feinberg credits her husband’s training at Cleveland Clinic for instilling his deep patient-centric approach: “He used to tell me about his mentor, a Cleveland Clinic oncologist who would walk into the chemotherapy waiting area and tell patients they ‘looked marvelous’ or share

other encouraging words. Stephen watched patients and families brighten as that doctor entered the room.”

Dr. Feinberg believed caring for the family was just as important as caring for the patient. When he expanded his business portfolio by opening the Mt. Sinai Hematology and Oncology Center in South Florida, he offered healthy snacks throughout the day for patients and family members. He also hired a nutritionist and therapist to provide take-home advice for patients and families.

As the Feinbergs’ entrepreneurial ventures grew, they reconnected with Cleveland Clinic, from supporting the groundbreaking for Cleveland Clinic Florida and its annual fundraising ball, to facilitating conversations within the South Florida medical community. Although Dr. Feinberg passed in 2011, Mrs. Feinberg continues to support Cleveland Clinic Florida, including a recent donation directed to the Egil and Pauline Braathen Center, a neurology and cancer building that opened in early 2015 (see article on page 13).

Now residing in Las Vegas, Mrs. Feinberg has supported the Movement Disorders Program at the Lou Ruvo Center for Brain Health. She believes that, due to advances in medicine, the body often outlives the brain. “I think brain health is one of the fastest-growing areas of medicine,” she says.

### PLANNING A GIFT? HERE’S HOW

Phyllis Feinberg has established a planned gift to both Cleveland Clinic Florida and the Lou Ruvo Center for Brain Health because, she says, “Cleveland Clinic provides cutting-edge medicine in a world-class setting.”

**If you would like to create your own legacy with Cleveland Clinic, please contact us at [DonateNevada@ccf.org](mailto:DonateNevada@ccf.org) or 702.331.7052.**

Here are a few tips to ensure your LEGACY will be in place.

**L** List assets and meet with your financial adviser

**E** Complete **estate** planning documents

**G** Plan **gifts** for friends, family and charities

**A** **Appoint** a fiduciary or trustee

**C** **Communicate** your intentions to the ones impacted

**Y** Review your decision **yearly** and after all life changes

# NV ENERGY FOUNDATION GIFT TO FUND HEALTH CARE EDUCATION, K-12 OUTREACH

A five-year, \$1.25 million grant from the NV Energy Foundation will fund the NV Energy Chair for Brain Health Education and help Cleveland Clinic Lou Ruvo Center for Brain Health amplify its efforts to improve the quality of education for Nevada's current and future health care professionals.



L-R – Dylan Wint, MD, Paul Caudill, and Jeffrey Cummings, MD, ScD

The goal of the NV Energy Foundation is to support Nevada organizations whose programs and services have a lasting impact on the community. “Our five-year commitment to the Lou Ruvo Center for Brain Health and its education program will help them to use the expertise being gained through clinical experience and research to teach and inspire our next generation of medical professionals,” says Paul Caudill, NV Energy President and Chief Executive Officer and Chair of the NV Energy Foundation. “The center is a world-class medical and research institution and we are simply proud to be a part of it.”

Dylan Wint, MD, a dually trained neurologist and psychiatrist at the Lou Ruvo Center for Brain Health who leads the center's education programs, will be the inaugural holder of the chair. He will use the funds to spearhead new

community outreach initiatives that target grades K-12, the aim being to get students energized about medical careers. Additional targets will be college students and allied health professionals looking to enhance their education. With more than 30,000 Nevadans with Alzheimer's disease and thousands more with other degenerative brain diseases, such training is urgently needed in our community.

“Given that every 67 seconds, someone in America is diagnosed with Alzheimer's disease, it's clear that brain health is vitally important. We are delighted that the NV Energy Foundation recognizes the need to grow educational experiences in brain health and brain disorders common with aging for current medical providers and to sow the seeds of engagement in the professionals of the future,” says Dr. Wint.

A focus of the NV Energy Foundation Chair for Brain Health Education will be working hand-in-hand with the new University of Nevada Las Vegas School of Medicine, where neuroscience is one of five areas of emphasis. The center will be the principal venue for neuroscience training.

Additionally, the chair will develop Continuing Medical Education conferences and mentorship programs for medical students, residents and fellows; expand the center's outreach to Clark County's K-12 teachers and students; and create and distribute written materials, web-based content, training videos and other vital education tools.

➤ **If you're interested in supporting programs at the Lou Ruvo Center for Brain Health, please contact Gina Hines, Director of Development, at 702.331.7052 or [DonateNevada@ccf.org](mailto:DonateNevada@ccf.org).**



## FUN, FOOD AND FUNDRAISING HIGHLIGHT TAHOE WEEKEND

With Lake Tahoe as the setting, donor generosity and contributions reached new heights at the July 2015 Shakespeare Ranch Summer Social and Rodeo.

The event kicked off on a Friday with the annual Glenbrook Rodeo. Camille and Larry Ruvo, Co-Founders of Keep Memory Alive, warmly welcomed the more than 550 attendees. Nevada Sen. Dean Heller's wife, Lynne, opened the event by singing the National Anthem. The festivities kicked off as Outlaw Annie ([outlawannie.com](http://outlawannie.com)) awed the crowd with the shooting and riding skills that have earned her world championships. She challenged Sen. Heller and Arizona Sen. Jeff Flake to attempt similar shooting feats, and both succeeded admirably.



Honorees Raymond "Skip" and Kristen Avansino

The rodeo featured cowboys and cowgirls as young as age 4 through adult professionals. The entertainment concluded with Emeril Lagasse and Camille Ruvo refereeing another crowd-pleasing Shakespeare Ranch favorite: the watermelon-eating contest. It was messy fun for everyone.

Once the dust settled, guests enjoyed a delicious barbecue sponsored and cooked by the skilled chefs of Eldorado Resort Casino Reno and Southern Wine & Spirits of Nevada. Throughout the weekend, original beverages were created just for the fundraiser featuring the weekend's beverage sponsors.

Saturday began with a private lunch and tour of Lori and Michael Milken's home. The Milken Foundation is a long-time supporter of Keep Memory Alive and collaborator with Cleveland Clinic Lou Ruvo Center for Brain Health.

As veteran supporters of Keep Memory Alive and fans of the fundraising weekend in Tahoe, Chef Emeril Lagasse and his team of top chefs once again donated their time and ingredients to prepare a world-class meal, with each course personally supervised by Emeril himself.

As guests dined, Camille and Larry Ruvo honored Kristen and Raymond "Skip" Avansino of the E. L. Wiegand Foundation for their generosity and dedication to the great state of Nevada and their magnanimous gift to the Lou Ruvo Center for Brain Health's physical and occupational therapy programs.

Larry Ruvo and noted entertainer John O'Hurley led the live auction, where guests enthusiastically bid on one-of-a-kind items and experiences that included a trip to experience the National Dog Show with John O'Hurley himself in Philadelphia, as well as a private gourmet meal cooked by Emeril Lagasse in Las Vegas.

The evening concluded with an exclusive performance by Grammy Award-winner Michael Bolton. Joined by the talented Amanda Brown, Bolton performed several soulful ballads that included "When a Man Loves a Woman," "The Prayer" and "Ain't No Mountain High Enough."

After the intimate performance, guests danced the night away in the barn and made memories certain to last for years.



Keep Memory Alive extends a grateful thank you to the 2015 Summer Social and Rodeo sponsors:

- Absolut & Jameson
- Applied Biologics
- Ellen & Frank Arcella
- Badoit & Evian
- Robert W. Baird & Co.
- The Beelar Family
- The Bender Family
- Captain Morgan & Tanqueray
- The Carano Family
- Jennifer Trask & Robert N. Chester
- Cleveland Clinic
- Corona & Modelo
- Nancy & George E. Croom, Jr.
- Brandis & Jon Deitelbaum
- Tammy & Michael Dermody
- Eldorado Resort Casino Reno
- Espolon & Wild Turkey
- Ferrari - Carano Vineyards & Winery
- The Griffith Family
- Sandy & Steve Hardie
- Susan & Jim Hart
- Thelma B. & Thomas P. Hart Foundation
- The Hulburd Family
- Brice C. Jones
- Roberta & Spencer Kaitz
- The Lagasse Family
- Debbie & Kirk Ledbetter
- Milken Family Foundation
- Nevada Title Company
- North Tahoe Marina
- NV Energy
- Tammy & Jim Pierce
- R & R Partners Foundation
- Debbie & Doug Rastello
- Camille & Larry Ruvo
- Kern Schumacher
- Sierra Sotheby's International Realty
- Southern Wine & Spirits of Nevada
- Heidi & David Straus
- Denise and James Taylor
- Toast Spirits
- The Walsh Family
- Norma & Ranson Webster
- Karen & Rick Wolford

top left: Chef Emeril Lagasse top right: Outlaw Annie  
second row: Michael Bolton and Amanda Brown  
third row left: Rodeo third row right: Dinner with Emeril  
bottom left: Larry and Camille Ruvo welcome rodeo attendees  
bottom right: John O'Hurley and Larry Ruvo keep the auction moving

# STEVEN LAGOS: MAKING JEWELRY, SUPPORTING MEMORY

Memories, like jewelry, are cherished treasures in the view of Steven Lagos, Founder and Creative Director of LAGOS.

In May 2015, designer fine jewelry brand LAGOS premiered an exclusive Sterling Silver Signature Caviar collection. One hundred percent of the sale price benefits Keep Memory Alive in support of Cleveland Clinic Lou Ruvo Center for Brain Health.

The collection is custom-designed and inspired by the intricate curvature of Keep Memory Alive's architectural masterpiece in Las Vegas, which was designed by world-renowned architect Frank Gehry.

"Keep Memory Alive is personal for me," Mr. Lagos explains. "Having two grandparents who suffered from Alzheimer's, I have seen firsthand the debilitating effects these diseases have on the victims, and the incredible emotional and physical strains that it creates within their families. It's about raising awareness and getting involved to help the patients and their families."

100% of proceeds benefit  
*Keep Memory Alive*

## BUY ONLINE THROUGH OCTOBER 31, 2015

From now through October 31 only, you can purchase a treasure from this limited-edition collection. Know that you're a valuable part of supporting memory, and that 100 percent of the proceeds from your selection will benefit *Keep Memory Alive*.

Visit [lagos.com/keepmemoryalive](http://lagos.com/keepmemoryalive).



\$250



\$595



\$495



\$395



\$250

\$395



\$895



\$2,900



# Seeing a brighter future for brain health



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<http://bit.ly/robin-leach>



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All net proceeds (65% of sales) from your purchase  
benefit **Keep Memory Alive.**

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ALWAYS WITH YOU

## DESIGNING YOUR PERFECT EVENT AT THE KEEP MEMORY ALIVE EVENT CENTER

Every day, travelers from around the world choose Las Vegas, seeking the brightly lit escape from the monotony of everyday life that the iconic Las Vegas Strip provides. The sensory overload of luxury retail, award-winning entertainment, fine dining and world-class nightclubs makes Las Vegas a dream fully realized.



For those striving to crack through convention and create their own dreams, for minds seeking expansion, for eyes craving vision ... a blank canvas awaits. Nestled in the artistic crevices of downtown Symphony Park, the 9,200-square-foot Keep Memory Alive Event Center is the pinnacle of true imagination and fine design for guests seeking the extraordinary.

More than 875 tons of flowing stainless steel come together in a fluid formation that only world-renowned architect Frank Gehry could have conceived. Since opening in 2010, the Keep Memory Alive Event Center has exuded a transformative power that no hotel ballroom or conference center can duplicate. From

weddings to corporate events, social celebrations to product launches, guests who choose the Keep Memory Alive Event Center bypass predictability and routine, instead honing in on the unique.

"I love the process of creating an event with a client from conception to completion," says Event Center Director David Watts. "I think they're most surprised that

“We wanted a venue that could do it all, from staging to lighting to catering, and the Keep Memory Alive Event Center had everything. Plus, the design and the aesthetic are just really breathtaking,” says client Elizabeth Blau. “We couldn’t have been more thrilled with the whole process. Our event was a major success because of the Keep Memory Alive Event Center and its team.”



such intricate attention has been paid to every detail. From the Narumi bone china to the Gehry-designed linens, our Event Center is equipped to turn their vision into a reality.”

The 75-foot-high stainless steel canopy floats over the city’s most innovative and versatile LED light presentation, which can set the walls ablaze in swaths of

colored light to complement any event’s color scheme. As with the 199 windows that perforate that canopy, no two events are alike within the center’s unconventional walls.

With the proceeds supporting research at Cleveland Clinic Lou Ruvo Center for Brain Health, every unforgettable event helps others remember.



## RENT THE EVENT CENTER FOR YOUR NEXT MEMORABLE EVENT

If you’d like to explore the Keep Memory Alive Event Center for your next event, please contact David Watts at 702.331.7043 or [dwatts@keepmemoryalive.org](mailto:dwatts@keepmemoryalive.org). You can view the space and learn more about it at [KMAEventCenterLasVegas.com](http://KMAEventCenterLasVegas.com).



# FRIEND-RAISING AND FUNDRAISING: HOW YOU CAN HELP

In its 20-year history, Keep Memory Alive has raised more than \$250 million. But we haven't done it alone: An impressive array of individuals and organizations has approached us with ideas for creating and hosting events to benefit Keep Memory Alive and Cleveland Clinic Lou Ruvo Center for Brain Health.

These events have spanned dinners, golf outings, networking mixers and happy hours as well as donations organized in lieu of gifts to commemorate important personal events, such as birthdays.

Often, these generous event organizers are emotionally connected with our mission, having been personally affected by brain disease. For others, it's an opportunity to showcase their talents or their companies' wares while raising funds in a meaningful way.

Large or small, third-party events are important to our friend-raising and fundraising mission, offering Keep Memory Alive new venues in which to engage with people who might become ambassadors, donors or patients.

## Let's Collaborate

Keep Memory Alive supports third-party hosts in ways that make sense for both the host and the beneficiary. In advance, we might spread the word to our constituents via email blasts and social media; the day of the event, we might provide brochures, promotional items or a speaker to thank attendees and say a few words about the research being conducted at the Lou Ruvo Center for Brain Health.

"We're so grateful for the community's support," says Anna Robins, Senior Director of Special Events for Keep Memory Alive. "At some point in our lifetimes, everyone will be touched by Alzheimer's, Parkinson's, multiple sclerosis or other insidious diseases treated at the Lou Ruvo Center for Brain Health. If we all work together now, maybe we can find a way to improve brain health and stop the devastation caused by these diseases."

## HOW YOU CAN HELP

If you would like to host an event to benefit Keep Memory Alive, we would like to hear from you at [702.263.9797](tel:702.263.9797) or [events@keepmemoryalive.org](mailto:events@keepmemoryalive.org).

If you are interested in attending an event, please view the "Upcoming Events" section of [keepmemoryalive.org](http://keepmemoryalive.org).

## SIGHTS & SOUNDS EPITOMIZES BRAIN HEALTH

Did you know that one of the best ways to reduce your risk for Alzheimer's disease is to keep your mind active by learning new things and creating new opportunities for social interaction? Vladimir Kush, master artist and founder of the art form known as metaphorical realism, and Tommy Ward, a Quincy Jones recording artist, decided to lead by example at an April fundraiser they conceived for Keep Memory Alive and named "Sights & Sounds."

The two artists collaborated for a week leading up to Sights & Sounds, with each teaching the other a bit about his area of expertise, thus stretching their brains. Just 18 years old, Tommy Ward says it's never too early to start taking care of one's brain. He wants to ensure that he "never forgets a song, a first kiss or meeting music legend Quincy Jones."

Before the event, Mr. Kush created an original painting that he and Mr. Ward

completed together in front of guests at Sights & Sounds. Providing a few additional brushstrokes were Keep Memory Alive Chairman and founder Larry Ruvo; Jeffrey Cummings, MD, ScD, Director of the Lou Ruvo Center for Brain Health; and Kate Zhong, MD, the center's Senior Director, Clinical Research and Development. Named "b-rain," the painting depicts a floating brain tethered to the ground by a crowd of people.

Radio host Bart Torres, known as "The Voice of Vegas," emceed the event while the artists led a live auction of their collaborative painting. On behalf of Keep Memory Alive, Mr. Kush also unveiled and auctioned his original painting, entitled "Route 66," while Mr. Ward entertained the crowd with his rendition of the classic song.

Among those attending the event were Caesars headliner Matt Goss, Miss

Nevada 2014 Ellie Smith and Rock Vault star Paul Shortino. Hosted by Kush Fine Art at the Forum Shops at Caesars, the auction raised \$19,000. Additionally, Mr. Kush donated a painting that has been installed at the Lou Ruvo Center for Brain Health.



top: Tommy Ward, Jeffrey Cummings, MD, ScD, Robyn and Kody Brown and Kate Zhong, MD

bottom: Larry Ruvo and Vladimir Kush



## VEGAS DOZEN HONORS CHARITABLE MEN

For the third year in a row, Saks Fifth Avenue selected Keep Memory Alive as the beneficiary of its annual Vegas Dozen, a networking mixer that celebrates 12 charitably inclined Las Vegas men. Guests attend largely to support specific honorees, and may not necessarily know Keep Memory Alive.

For Keep Memory Alive, the event is a wonderful introduction to future supporters

and a great opportunity to acknowledge those who have already been instrumental to the success of the many nonprofits in the community, ours included.

“This charitable venture gives Saks an incredible opportunity to support our community by raising funds and awareness for Keep Memory Alive, and to recognize 12 men who have contributed to the Las Vegas community,” says Mari

Landers, Vice President and General Manager of Saks Fifth Avenue.

At the April 2015 event, Keep Memory Alive was particularly honored when one of its neurologists, Ryan R. Walsh, MD, PhD, and two of its supporters, Ian Staller of Southern Wine and Spirits and chef Alex Stratta of Tapas, were recognized among the dozen.



*top left: Chef Alex Stratta*

*top right: Review Journal Columnist Norm Clarke (L) with Zappos CEO Tony Hsieh*

*bottom left: Vegas Dozen Class of 2015 including our own Ryan Walsh, MD, PhD, on the left*

*bottom right: Ian Staller*



# A PENNY FOR YOUR THOUGHTS<sup>SM</sup>

EVERY CENT COUNTS TOWARD KEEPING MEMORY ALIVE  
 BENEFITING CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH

New in 2015, A Penny for Your Thoughts™ is a community-based, grassroots fundraising program designed to encourage all levels of giving. Conceived by Keep Memory Alive, 100 percent of funds raised further Cleveland Clinic Lou Ruvo Center for Brain Health’s mission of researching cures for degenerative brain diseases.

We offer our community partners employee engagement and education about the program and Lou Ruvo Center for Brain Health services so they can rally behind the cause they’re supporting. Program partners receive customized donation receptacles, promotional materials and signage, and media outreach around the partnership.

### A Variety of Partnership Options

- **Casino and Retail Program:** Place donation boxes on the sales floor to encourage guests to donate spare change to a worthy cause.
- **Restaurant Program:** Allow guests to round up their check and donate the extra funds to Keep Memory Alive.
- **Employee-to-Employee Initiative:** Issue a challenge to business owners to engage employees through a company-wide employee giving campaign.
- **School-Based Program:** Issue a challenge to students to contribute spare change to the school’s collection box.

### How You Can Participate

Do you know a workplace, business or school that would like to help? Ask them to contact us at 702.263.9797 or penny@keepmemoryalive.org. With the support of our community friends and partners, we can all Keep Memory Alive!



## HAVE A PENNY? GIVE A PENNY

You can participate in A Penny for Your Thoughts anywhere, anytime. Give once or make a recurring gift online at [keepmemoryalive.org/penny](http://keepmemoryalive.org/penny).

### FEATURED PARTNER

For fall 2015, the spotlight is on Cannery Casino Resorts (cannerycasino.com). “Cannery Casino Resorts is proud to help support this important initiative because it affects so many,”



says Patrick Hughes, Vice President and General Manager of the Cannery in North Las Vegas. “Over the next several months, Cannery will have collection units on site in prominent locations on the casino floor. We express sincere gratitude to our guests who are helping us to advance Keep Memory Alive within our community.”

We extend a special thank you to William “Bill” Wortman, Principal and Co-Founder, Millennium Gaming, and Co-CEO, Cannery Casino Resorts, and his family for their ongoing support of Keep Memory Alive.



# RON WILLIAMS: FACILITATING FUNCTION



Ron Williams, Facilities Manager at Cleveland Clinic Lou Ruvo Center for Brain Health, became handy in his early teens after his mother told him to “Figure it out.”

“Figuring it out” involved teaching himself how to install lawn sprinklers and dry wall, paint, mount a ceiling fan and remodel a bathroom. Today, he says, “I’m not afraid to try anything.”

Innovation and fearlessness have proved helpful to this proud caretaker of the Lou Ruvo Center for Brain Health’s Frank Gehry-designed building, which Mr. Williams opened in 2009 at the age of 24. In the intervening years, Mr. Williams has not only learned more about electrical and HVAC; he has also taken great pride in reducing expenses as his skill set has grown and his reliance on outside vendors has diminished: “Show me once and I remember it.”

Six years in, Ron Williams says one of his most harrowing experiences was climbing the slippery curvature of the Keep Memory Alive Event Center’s stainless steel canopy to alter one of the windows and reduce sun glare for a client who had

rented the venue to host an event. This experience made him realize that some tasks, such as the biannual cleaning of the stainless steel, should be handled by specialized tradespeople. Other less daunting challenges have included repairing custom window shades, re-leveling the parking lot, helping with events, landscaping, and ensuring a safe environment by working with the health department, fire department and city of Las Vegas. A career highlight? Working with the Secret Service to prepare for former President George W. Bush’s visit.

Mr. Williams most enjoys managing construction projects as the Lou Ruvo Center for Brain Health continues to develop its space for patient care. His varied resumé now includes moving a CT scanner and installing a PET scanner, relocating the library twice, doubling space for physical therapy and relocating administrative personnel to rented office space off campus.

“I’m able to maintain the original integrity of a Frank Gehry building, but also enhance it as we grow,” he says.

When Cleveland Clinic acquired a Las Vegas-based urology practice in 2013, Mr. Williams oversaw the renovation of rented space in a medical office building to meet Cleveland Clinic’s enterprise-wide architectural standards.

“You can see the transformation from nothing to something. I really enjoy envisioning the space and then seeing it happen,” he says.

Mr. Williams’ next challenges? Completing Joint Commission boot camp certification, working toward his bachelor’s degree in facilities management and learning more about information technology.

# VISITOR PHOTO GALLERY



L-R – Roberta, Roberto and Mariana Medina of the Rock In Rio family unveil their plaque on the honor wall

## The Ruvo – Rock in Rio Relationship

as told by John Katsilometes of *The Las Vegas Sun*, May 4, 2015

“Roberto Medina is one of those visionaries who comes to Las Vegas very, very infrequently,’ Larry Ruvo said after Medina presented Keep Memory Alive... with a \$50,000 check...”

“He’s a visionary, and he wants to leave his mark in a community, not only for great entertainment, but he wants to help philanthropically,’ said Ruvo. ‘We’re very fortunate to have him here.’”



Larry Ruvo photographs Jeffrey Cummings, MD, ScD, with Speaker John Boehner



Larry Ruvo and Ryan Walsh, MD, PhD, flank Bobby Kotick, CEO, Activision Blizzard



Larry Ruvo welcomes Dr. Ruth Westheimer



Members of the UFC team visit the Lou Ruvo Center for Brain Health



Larry Ruvo, Charles Bernick, MD, MPH, Bill Foley and Jeffrey Cummings, MD, ScD



Architect Frank Gehry celebrates his birthday at the Lou Ruvo Center for Brain Health by slicing into a cake replica of the building he designed



Las Vegas Mayor Carolyn Goodman issued a proclamation declaring March 5 "Frank Gehry Day"



Larry Ruvo with Congressman Crescent Hardy



L-R- Larry Ruvo, Andrea and Veronica Bocelli, Elena Brunelli and Camille Ruvo



Jonathan Caine of Journey with Paula White



Larry Ruvo tells Brian Donley, MD, and Kenny Loggins about the Keep Memory Alive Event Center



Larry Ruvo hosts Phil McKinley



Marc Taub with Larry Ruvo after the unveiling of a plaque in honor of David Taub

# VISITOR PHOTO GALLERY



*Bill Griffin, L, with Norman Forrester*



*Sherene and Bill Watson with David and Jan Hardie*



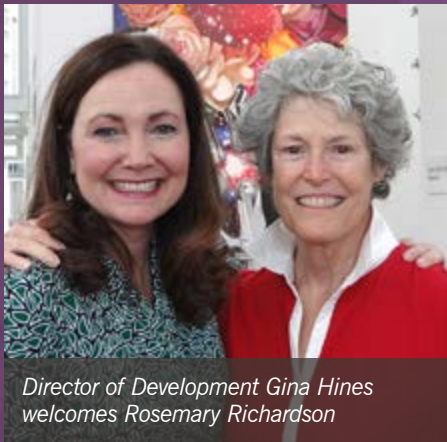
*Michael Severino with Antonio Verde and Dominic Gentile*



*Director of Development Gina Hines, R, welcomes Phins to the West*



*L to R- Neil A Martin, MD, with Edie and Skip Bronson*



*Director of Development Gina Hines welcomes Rosemary Richardson*



*Michael Severino welcomes Thalia and Tommy Mottola*



*Ariana Brugh, L, and Angela Dal Pezzo*



*Larry Ruvo, Dr. Emmanuel Mignot and Dr. Rafael Pelayo*



*Larry Ruvo with David Nicholls*

# RECOGNIZED FOR EXCELLENCE

In recent months, Cleveland Clinic Lou Ruvo Center for Brain Health employees have been recognized by their community, peers and professional associations for clinical excellence and leadership in their fields.

We celebrate their accomplishments.



**Excellence in Teaching Award,  
2014-2015  
(Cleveland Clinic, July 2015)**

**Aaron Ritter, MD**  
Clinical Fellow, Behavioral Neurology and  
Neuropsychiatry



**Board Certified by the Nuclear  
Medicine Technology Certification  
Board and the American Registry of  
Radiologic Technologists (April 2015)**

**Elaine Pienschke, CNMT, PET,  
NMTCB(CT), RT(N)(RT)(CT)**  
Clinical Manager of Imaging  
Ms. Pienschke is now double board  
certified in CT.



**Board Certified by the American Board  
of Professional Psychology  
(March 2015)**

**Justin B. Miller, PhD, ABPP/CN**  
Staff Neuropsychologist



**Health Care Headliner  
(Vegas/INC, April 2015)  
Education category**

**Dylan Wint, MD**  
Director, Education in  
Neurodegeneration

**Top Doctors  
(Vegas/INC's Healthcare Quarterly,  
Spring 2015)**

**Dylan Wint, MD**



**Vegas Dozen  
(Saks Fifth Avenue, April 2015)**

**Ryan Walsh, MD, PhD**  
Director, Parkinson's Disease and  
Movement Disorders Program, and  
Lee Pascal Parkinson's Disease Scholar

**Health Advocate Award  
(Community Partners for Better Health,  
March 2015)**

**Healthcare Pioneer category**

**Ryan Walsh, MD, PhD**



**40 Under 40  
(Vegas/INC, March 2015)**

**Justin Schmiedel, MBA, FACHE**  
Administrative Director,  
Cleveland Clinic Nevada

**Rising Stars  
(Las Vegas Business Press,  
March 2015)**

**Justin Schmiedel**



**Top Doctors  
(Seven magazine, Spring 2015)**

**Jeffrey Cummings, MD, ScD**  
Director, Cleveland Clinic Lou Ruvo  
Center for Brain Health

**FINALIST  
(Catersource Event Solutions  
Awards, March 2015)  
Best Event Venue category**

**Keep Memory Alive  
Event Center**



# KEEP MEMORY ALIVE

Supporting the Mission of Cleveland Clinic Lou Ruvo Center for Brain Health



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MEMORIES *like jewelry* ARE CHERISHED TREASURES

## LAGOS

### KEEP MEMORY ALIVE COLLECTION

Presenting an exclusive collection to support *Keep Memory Alive*. Each crafted, sterling silver design is inspired by *Keep Memory Alive*'s architectural masterpiece in Las Vegas created by Frank Gehry.

**NOW THROUGH OCTOBER 31**

*100%* of your purchase benefits *Keep Memory Alive*.

**LAGOS.COM/keepmemoryalive**



"IT'S ABOUT RAISING AWARENESS AND GETTING INVOLVED TO HELP THE PATIENTS AND THEIR FAMILIES."  
— STEVEN LAGOS