

New Thinking

About
Thinking

A Publication by the Cleveland Clinic Lou Ruvo Center for Brain Health



Message from the Director

Jeffrey L. Cummings, MD, ScD



It is with great pleasure that I introduce Ryan R. Walsh, MD, PhD and Timothy West, MD. With these new expert clinicians joining the staff of the Cleveland Clinic Lou Ruvo Center for Brain Health, we hail our expanded programs for Parkinson's disease and movement disorders and for multiple sclerosis. In the "Spotlight on Brain Health: New Services" section of this magazine, you'll have an opportunity to get to know them, understand their approach to the diseases they treat, and see how these new services align with the Lou Ruvo Center's existing services.

Dr. Walsh leads the Parkinson's Disease and Movement Disorders Program at the Lou Ruvo Center for Brain Health, and will interact with the Center for Neurological Restoration Cleveland-based faculty including Andre Machado, MD, PhD and Hubert Fernandez, MD. Dr. Fernandez, Director of the Movement Disorder Section of Cleveland Clinic, is another member of the Lou Ruvo Center and bridges Las Vegas and Cleveland. Dr. Walsh's work will build upon the clinical trials and research we have been conducting at the center, and I welcome him enthusiastically.

Dr. West serves as Director, Multiple Sclerosis Program, Lou Ruvo Center for Brain Health, which integrates with the comprehensive Multiple Sclerosis Program at Cleveland Clinic's Mellen Center led by Cleveland-based Richard Rudick, MD. Dr. West's passion for translating his personal experience as a caregiver for his mother who has MS to patient care is synergistic with our center's holistic approach of caring for the patient and the caregiver.

Together Dr. Walsh and Dr. West bring exciting new dimensions to services provided to Las Vegas and Nevada at the Cleveland Clinic Lou Ruvo Center for Brain Health. The clinical trials and new drug development programs that they will lead will be influential for patient care throughout the nation and the world. I am extremely pleased to welcome them to the staff of the Lou Ruvo Center. It is with great pride that we extend these new services and welcome these individuals to Las Vegas. They make important contributions to the growing reputation of the Lou Ruvo Center for Brain Health as THE place to come for diagnosis and therapy of neurodegenerative diseases and multiple sclerosis.

The Lou Ruvo Center takes a broad approach to brain diseases, emphasizing quality care, caregivers and clinical trials. With these new physicians, we deepen the resources we offer to patients in Las Vegas and Nevada.

Jeffrey L. Cummings, MD, ScD
Director, Lou Ruvo Center for Brain Health
The Andrea L. and Joseph Hahn
Chair of Neurotherapeutics
Neurological Institute Cleveland Clinic
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Larry King Highlights the Lou Ruvo Center for Brain Health

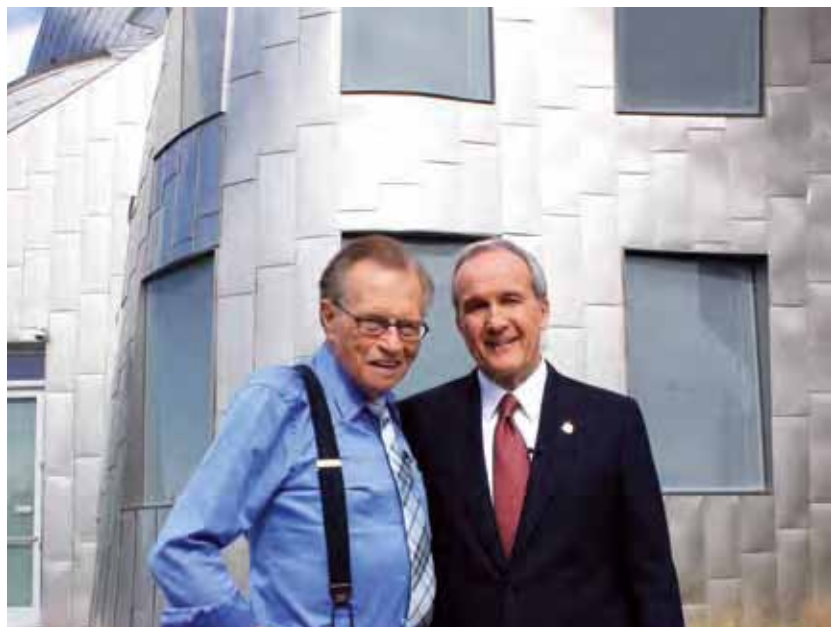
On May 1, 2011, and again on May 7, broadcast legend Larry King put a spotlight on the Cleveland Clinic Lou Ruvo Center for Brain Health in his CNN special, “Unthinkable: the Alzheimer’s Epidemic.” As a result of this program, which was seen in 212 countries, traffic to our website increased 200 percent. Jeffrey L. Cummings, MD, ScD, Director of the Lou Ruvo Center for Brain Health, received calls from Alzheimer’s leaders in Florida, Ohio, Minnesota and California, several of whom asked to visit our facility.

Accompanied by Leeza Gibbons and Ron Reagan, both of whom lost a parent to Alzheimer’s, Mr. King visited the Lou Ruvo Center for Brain Health. He interviewed his guests and our staff. He also discussed the financial toll the disease takes on our Medicare system, which many predict will cause it to go bankrupt. The special included former first ladies Laura Bush and Maria Shriver, and the impact the disease had on their respective families.

Mr. King interviewed Larry Ruvo about how caring for his father, Lou, shaped his understanding of Alzheimer’s disease and his vision for founding the Lou Ruvo Center for Brain Health, as well as his desire to partner with Cleveland Clinic.

To underscore the importance of early detection, Larry King took a memory test and underwent an MRI scan on camera under the guidance of Dr. Cummings, illustrating how painless an assessment of brain health can be. Dr. Cummings explained that in the United States, only \$500 million is spent per year on research pursuing a cure for Alzheimer’s, compared with \$6 billion for cancer and \$3 billion for AIDS.

The Lou Ruvo Center for Brain Health thoroughly enjoyed hosting Larry King and is grateful he chose to draw attention to the Alzheimer’s epidemic and to our work to mitigate its devastating impact. The celebrity of Frank Gehry’s architecture and the reputation of Cleveland Clinic continue to attract the world’s attention, and we believe that what happens in Vegas will benefit the rest of the world.



Larry Ruvo takes Larry King on a tour of the Lou Ruvo Center for Brain Health

Regrettably, due to copyright laws, CNN cannot make available on its website in its entirety “Unthinkable: the Alzheimer’s Epidemic.” Selected interviews included in the special as well as related content are available at CNN.com/SPECIALS/2011/larryking/. Look for an article entitled “Alzheimer’s: Caring for Caregivers” by Susan Hirsch, Director of Social Services at Cleveland Clinic Lou Ruvo Center for Brain Health.



Larry King and Ron Reagan discuss the impact of Alzheimer's on a family



Leeza Gibbons and Larry King take a break from filming



Leeza Gibbons chats with Dr Jeff Cummings and Dr Kate Zhong

“The YOU Doctors” Prescribe Being a Good Steward of Your Own Health



Up to the age of 30, your health is dictated by the genes your parents gave you. After 30, it's up to you, explained Mehmet Oz, MD, and Michael Roizen, MD, in a February 2011 lecture at Cleveland Clinic Lou Ruvo Center for Brain Health.

Evangelists of healthy living and long-time collaborators on the popular “YOU” consumer health books, Dr. Oz hosts the eponymous nationally-syndicated television series on which Dr. Roizen, Cleveland Clinic's Chief Wellness Officer, frequently appears as “The Enforcer.”

Their lecture at the Lou Ruvo Center for Brain Health had audience members on their feet, monitoring their breathing techniques and eyeballing each others' waist size, which Dr. Oz said should be no more than half of one's height.

Dr. Roizen provided statistics illustrating the fact that 75 percent of chronic disease is caused by four factors: tobacco use, food choices/portion size, physical inactivity and stress. In turn, chronic disease is the culprit behind:

- 91% of all prescriptions filled
- 81% of hospital admissions
- 76% of physician visits

Obesity caused by poor food choices and overly large portions is anticipated to double over the next 30 years. “However,” Dr. Roizen told the audience, “emotion and environment determine an individual's lifestyle choices, not data.”



Doctors Roizen and Oz thank Larry Ruvo for the invitation to the Lou Ruvo Center for Brain Health



L to R Janie Ocegueda, Dr. Oz and Stephanie Sibley

Features

Sometimes, food tastes so good that it seems addictive. According to Dr. Roizen, sugar, saturated fat and salt actually are addictive, particularly when they are combined in a single food.

Judging by the audience's reaction, Drs. Oz and Roizen confirmed what so many in the room believed: that it's impossible to stay on a diet you don't like. They advised selecting a reasonable diet that you could live with indefinitely and trying it. After 12 days, it should become a habit — and it's just as easy to perpetuate a good habit as a bad one.

This means you need to control what goes in your mouth. "It is critical to change your environment so that only those food choices that foster your health are available. Choose foods you love that foster your vitality. Don't allow any of the five food felons in your house," Dr. Roizen advised.

"Walk at least 10,000 steps a day, and do at least 21 minutes of cardio three times a week," he continued. "Sleep six-and-a-half hours a night — ideally, eight hours. Find a knowledgeable buddy who will encourage you and enforce your choices, since we often need tough love," Dr. Roizen said, adding that "It's never too late."

To download Dr. Roizen's recommendations for brain-healthy foods, including the "five food felons," visit the "Reducing Risk" section of keepmemoryalive.org.



Cleveland Clinic Chief Wellness Officer Michael Roizen, MD takes some of his 10,000 paces while lecturing



Dr Mehmet Oz explains the relationship between one's height and waist size



Congresswoman Shelley Berkley



L to R Victoria Otter, Aubrey Eyre and Theresa Eyre

Cleveland Clinic's MyConsult® Online Medical Second Opinion Program



Jonathan Schaffer, MD, MBA, Managing Director, MyConsult

Cleveland Clinic physicians specializing in their particular condition and submit supporting documentation. Within 10-14 business days, patients will receive a second opinion report in their secure account.

Patients can discuss the opinion with their personal physicians and confidently proceed with treatment at home or decide to visit Cleveland Clinic for their care.

“Cleveland Clinic is truly a global healthcare resource,” says Dr. Schaffer. “MyConsult represents yet another trusted Cleveland Clinic innovation that is improving the lives of people everywhere.”

For more information about MyConsult secure online services, please visit clevelandclinic.org/myconsult.

For patients who face a life-threatening or life-altering medical diagnosis, physical location should not be a barrier to what could be a life-changing second opinion.

Cleveland Clinic's MyConsult online medical second opinion program provides patients everywhere with access to the expertise of Cleveland Clinic specialists for over 1,000 diagnoses through a secure Web-based program.

“From the very beginning, our mission has been to offer patients — regardless of their physical location — an online medical second opinion service that is both secure and simple to use,” says Jonathan Schaffer, MD, MBA, MyConsult's Managing Director. “Our online approach may be high-tech, but the heart of the service is high-touch, with our nurses and technology specialists available to answer patients' questions on the phone or via email.” Using MyConsult is easy. Patients simply create a secure account, complete an online questionnaire created by



MyConsult Clinical Operations Staff, from L to R: Donna Edwards, RN; Karen Jensen, RN (Nurse Manager); Lucy Love, RN; Dawn Lassiter (Secretary); and Nancy Michaud, RN



A Smart Solution for Travelers

Because medical emergencies can happen anywhere, Cleveland Clinic created Global CARE (Critical Care Air Rescue and Evacuation) to provide travelers with the peace of mind that comes from knowing top medical care is only a phone call away.

If you are hospitalized more than 150 miles from home and are unable to travel commercially, the Global CARE team will pick you up in a special aircraft staffed by a team of healthcare professionals from Cleveland Clinic, one of America's top hospitals as ranked by *U.S. News & World Report*. World-class care begins as soon as the Cleveland Clinic in-flight medical team arrives.

Global CARE protects you in ways other plans don't

Traditional health insurance does not always cover medical transport, which can cost more than \$10,000. You may have a credit card that covers air ambulance transport, but it may only take you to the "nearest appropriate facility." You may have no control over that destination or the quality of care it delivers. Global CARE will deliver you to Cleveland Clinic or the hospital of your choice.

Global CARE is perfect for everyone everywhere

Health screenings are not necessary to become a Global CARE member, and there are no exemptions based on medical history. Your annual membership covers every domestic and international trip you take, so long as your international travel lasts less than 90 consecutive days. With an annual membership fee equivalent to one piece of designer luggage, Global CARE will provide your entire medical transport — hospital bed to hospital bed — with no deductibles, co-pays or claims to file. It's an exceptional value for peace of mind.

To sign up or obtain more information, visit clevelandclinic.org/globalcare or call 866.442.5092.

Consider Global CARE if you:

Vacation more than 150 miles from home

Make regular business trips

Plan to visit college campuses around the country

Are concerned about declining health





Cleveland Clinic Reno patient Gerald Purdy and wife, Marge

Near or Far, Every Life Deserves World-Class Care

Reno resident Marge Purdy was at the end of her rope. Her husband, Gerald, was showing signs of short-term memory loss, and she was hitting brick walls looking for help. “I was stressed and frustrated,” she recalls.

Then a call to the local Alzheimer's Association chapter directed the Purdys to Cleveland Clinic Lou Ruvo Center for Brain Health's Reno office, which offered exactly what the desperate family needed. Mr. Purdy was tested by Carol Meyer, APN, and evaluated by neuropsychiatrist Dylan Wint, MD, who diagnosed him with mild cognitive impairment. Mrs. Purdy found emotional support in Ms. Meyer, a skilled, compassionate nurse practitioner with 30 years' experience dealing with memory-loss patients and their caregivers.

“I feel so much better now,” says Mrs. Purdy. “They saved my life.”

Simple surroundings, sophisticated care

Unlike the Lou Ruvo Center for Brain Health's Frank Gehry-designed building in Las Vegas, the Reno location is an understated office space. However, it provides patients with an opportunity to access the same internationally renowned medical care. Dr. Wint and Associate Medical Director Charles Bernick, MD, each fly to Reno one day a month and also see patients several times a week via the teleconference system that connects Las Vegas with outpatient offices in Reno, Battle Mountain and Elko.

While using a two-way audio and video system to visit the doctor is unconventional, it's far more personal than patients anticipate.

“At first, it looked like space-age stuff to this 77-year-old, but I got used to it. Where else can you get one of most outstanding professionals to talk with you for 30 minutes about your particular needs and those of your spouse?” says Mr. Purdy.

Features

“Dr. Wint is a kind, caring doctor, who communicates beautifully,” adds his wife. “We both felt so relieved when he explained what the problem was.”

Mr. Purdy was advised to exercise, eat well and keep his mind active — prescriptions he fills by biking, taking walks along the Truckee River and enjoying meals on the patio. Dr. Wint also prescribed a medication to delay further memory loss, which appears to be working.

“He feels better and is able to operate more fully,” Mrs. Purdy says about her husband of 49 years, who continues to serve on several community boards.

Treating the whole family

Cleveland Clinic recognizes the impact of neurocognitive disorders on caregivers, so after the Purdys' first visit, Ms. Meyer invited Mrs. Purdy to come in and talk.

“I was a wreck, but Carol was so knowledgeable, warm, kind and caring. She really helped me,” says Mrs. Purdy.

Ms. Meyer suggested a small dose of antidepressants and taught Mrs. Purdy to write down the events that triggered reactions and behaviors so she could avoid them. As a result, her husband no longer gets easily confused, and she doesn't lose her temper.

An amazing resource

In addition to receiving excellent medical care, the Purdys benefited from many of the community resources Ms. Meyer provided. She referred him to St. Mary's Hospital for a driver's evaluation; passing it prevented Mr. Purdy from losing his driver's license. She sent him for physical therapy, which restored the flexibility he had lost following after hip replacement surgery. And because the medication Dr. Wint prescribed is not available through Mr. Purdy's insurance, she made sure the prescription was changed to a fully covered equivalent.

Ms. Meyer invited Mrs. Purdy to attend her new support group for caregivers of Alzheimer's disease patients and recommended she enroll in the Alzheimer's Association's 10-week CarePRO program — both of which supplied the emotional relief and information Mrs. Purdy sought.

The family is grateful to have world-class medical care available in their town.

“We so appreciate having this service in Reno. We feel fortunate Cleveland Clinic has an office here,” says Mrs. Purdy.

“I couldn't afford to fly to Las Vegas, but I don't have to. Cleveland Clinic put some of their best people right here,” her husband adds. “If we didn't have Cleveland Clinic, where would we go? You can't look under ‘memory loss’ in the Yellow Pages!”

Dr. Charles Bernick and Nurse Carol Meyer in Reno confer via videoconference with Dr. Dylan Wint in Las Vegas



Neuroscience Advances Bring Us Closer to Cures

By Jeffrey L. Cummings, MD, ScD



Dr Jeffrey L. Cummings presents at a continuing medical education event

Several major advances in brain research are bringing us closer to cures for disabling neurological disorders.

Earlier diagnosis is a key to optimizing patient function for longer periods of time. Early diagnosis and advances in brain scanning technology go hand-in-hand. New breakthroughs in brain scanning for Alzheimer's disease, Parkinson's disease and multiple sclerosis are allowing us to make accurate diagnoses earlier.

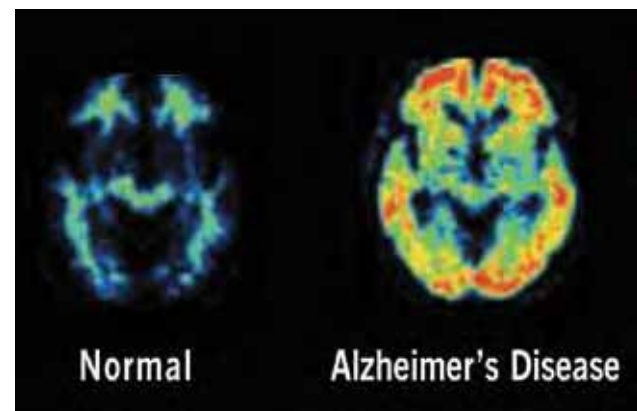
With new scanning techniques, we are able to confirm a diagnosis of Alzheimer's disease when only minimal symptoms are present. Parkinson's disease is often confused with other types of tremor, and advances in brain imaging are also helping us to make accurate diagnoses early in the clinical course.

In addition to facilitating early diagnosis, different brain scanning technologies, such as MRI in patients with multiple sclerosis, are also allowing us to monitor therapy more effectively.

Finding new therapies is the goal of discovery programs for Alzheimer's disease, Parkinson's disease and other brain disorders. Until now, treatments for these diseases have partially relieved symptoms, but have not addressed the underlying causes. Current treatment for Alzheimer's and Parkinson's improve symptoms temporarily, but do not protect nerve cells. New therapies being tested in clinical trials at the Cleveland Clinic Lou Ruvo Center for Brain Health protect nerve cells, providing patients with long-lasting clinical benefits. As we transition to these new therapies, it may become possible to prevent the onset of neurological disease.

Advances in basic neurological science are revealing many connections among neurological disorders. We now understand that all neurodegenerative diseases are linked by abnormalities in proteins: in Alzheimer's disease, the protein is amyloid; in Parkinson's disease, it is synuclein. Multiple sclerosis produces brain inflammation leading to loss of cells; Alzheimer's disease is characterized by loss of cells leading to brain inflammation. These correspondences between diseases build bridges that can help us understand how to create better treatments.

The central philosophy of the Lou Ruvo Center for Brain Health is "neuroscience in the service of patient care." We strive to integrate the latest advances in the understanding of brain function with the neuroscience of brain diseases, the biotechnology of brain scanning and blood tests, and advances in neurological therapies to better serve our patients.



Imaging Services | We're Not Just for Brains

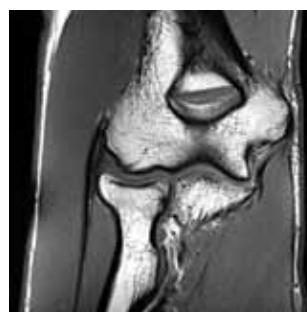
The name of the facility may be the Cleveland Clinic Lou Ruvo Center for Brain Health, but don't be fooled: we offer the most up-to-date, technologically advanced diagnostic imaging technologies for all parts of the body.

If your doctor has ordered an MRI for you or a loved one, consider scheduling the test at the Lou Ruvo Center for Brain Health's Imaging Department. Our state-of-the-art 3-Tesla (T) MRI scanner has a patient-friendly "open bore" design that makes it an excellent option for anyone who finds traditional MRI units claustrophobic.

More important is the superb clarity of image that our 3T scanner generates for our radiologists to interpret. Similar to digital cameras, in which more megapixels create better images, MRI units are measured in Teslas, which indicate magnetic strength. The higher the number of Teslas, the better the image clarity and the speed with which the images can be acquired. Most traditional MRI units are 1.5T; Typical open MRI units are between .35T and .7T. Today, 3T MRI scanners are the most powerful available for routine clinical use.

Be it of a brain, an ankle or a shoulder, every image acquired by MRI or CT at the Lou Ruvo Center for Brain Health is transmitted electronically to radiologists at Cleveland Clinic in Ohio. There, the images are interpreted within 24 hours by fellowship-trained radiologists, and the results are transmitted electronically to the patient's physician.

To make an appointment for an imaging study at the Cleveland Clinic Lou Ruvo Center for Brain Health, please call 888.370.8933.



Elbow



Knee



Shoulder

Lou Ruvo Center Launches Sophisticated Program to Treat Movement Disorders

Comprehensive approach designed to maximize physical and mental functioning



Cidney Donahoo participates in a Parkinson's research study, The Therapeutic Effects of Exercise on Parkinson's Disease

Ryan R. Walsh, MD, PhD, is excited about the opportunity to start a Parkinson's disease (PD) and Movement Disorders Program at a center that has traditionally focused on neurocognitive disorders. He feels the common features shared by Alzheimer's disease (AD) and PD make his program a natural fit.

"Parkinson's is not simply a movement disorder; it also has important non-motor features. As Parkinson's progresses, cognition often becomes a major issue," he says.

As director of the new program in Las Vegas, Dr. Walsh

brings his considerable expertise in movement disorders and memory disorders and an integrated approach that includes techniques to complement the effect of medications in patients with PD, Huntington's disease and other movement disorders.

"Our goal is to treat the whole person, with emphasis on maximizing quality of life," he says.

Optimizing function

Both AD and PD impair cognition. In PD, executive functioning — the ability to plan, strategize, execute a plan and multi-task — is particularly affected. "Every Parkinson's patient is impacted to a degree," says Dr. Walsh. "The good news is that recent evidence suggests that physical therapy, cognitive therapy and behavioral therapy may enhance cognitive as well as physical function in PD."

Medications are used to reduce the symptoms of PD and improve movement. Dr. Walsh's experience with medications for PD enables him to maximize their usefulness and limit their side effects. For advanced PD, Cleveland Clinic also offers a surgical procedure called deep brain stimulation, which can be an important therapy for certain patients.

Finding better treatments

Research designed to directly impact patient care will be an integral part of the program. Dr. Walsh plans to expand on the center's program of clinical trials to investigate medications to slow disease progression or alleviate symptoms, surgical procedures to target new brain areas or test new devices, and other interventions, such as exercise and physical, cognitive and behavioral therapy.

"Why some patients develop more severe cognitive problems than others is one of my longstanding clinical and research interests," he says.

For more information or an appointment, please call 702.483.6000

Introducing Ryan R. Walsh, MD, PhD

Director, Parkinson's Disease and Movement Disorders Program
Cleveland Clinic Lou Ruvo Center for Brain Health



“‘Take this pill, and I’ll see you in six months’ doesn’t work with movement disorders. It doesn’t work with the Cleveland Clinic Lou Ruvo Center for Brain Health’s approach to proactively managing a disease, either. We partner with our patients, and that means we each have homework to do when we’re apart,” says Ryan R. Walsh, MD, PhD.

A specialist in Parkinson's disease (PD), Dr. Walsh joined the Lou Ruvo Center for Brain Health in Las Vegas in July 2011. As a physician/scientist, he was attracted by Cleveland Clinic’s international reputation for conducting research designed to impact patient care.

“The Lou Ruvo Center for Brain Health puts its money where its mouth is with respect to patient care. It offers the full complement of services that I want my patients to have, including physical therapy, occupational therapy, behavioral and cognitive therapy, social work and psychological care. All are important components that are often overlooked, but at Cleveland Clinic, they are emphasized,” he says.

In Dr. Walsh's experience, the patients with PD and other movement disorders who enjoy the best quality of life are those who understand they have a chronic, progressive disease that affects their mood and thinking, in addition to their physical abilities. Successful patients determine what they are able to do, get involved and enjoy life to the fullest extent possible, maintaining strong ties with friends and family.

Speaking of families, Dr. Walsh, his wife Alexandra, a pediatric oncologist, and their young son Liam are already enjoying life in Las Vegas. While Dr. Walsh anticipates the day he can buy season tickets to events in the Smith Center for the Performing Arts, Liam looks forward to soccer camp and the family’s planned outings to Mt. Charleston, Red Rock Canyon and other locations throughout the Southwest.

Dr. Walsh is eager to become part of the flourishing medical community in Las Vegas and to working closely with Jeffrey Cummings, MD, ScD, Director of the Lou Ruvo Center for Brain Health and a nationally respected physician and executive. Dr. Walsh plans to continue his research on the role of neuroimaging in neurodegenerative diseases and to collaborate with his Cleveland-based colleague Hubert Fernandez, MD, Director, Movement Disorders section, Cleveland Clinic, in order to make treatment and research in PD and other movement disorders available at additional sites in the Cleveland Clinic Health System.

“The Lou Ruvo Center for Brain Health takes the best and brightest, puts them together and fosters interaction between research and treatment. This produces better results for patients.”

— Ryan Walsh, MD, PhD

Facts About Parkinson's Disease

Parkinson's disease (PD) is a progressive neurological disorder affecting nerve cells in the brain called neurons. When they are healthy, some of these cells produce dopamine, a key brain chemical that enables smooth, coordinated body movements. In PD, neurons die, causing dopamine levels to drop. This results in the characteristic difficulties with movements and walking seen in patients with PD.

The cause of PD is unknown, but genetic mutations likely play a role. Having a close relative with PD increases the chance of developing the disease, although the risk is still small. This suggests the importance of non-genetic factors. Ongoing exposure to toxins such as herbicides and pesticides may increase the risk as well. PD usually starts in mid-life, and the risk increases with age. Men are more likely to develop PD than women.

There is no blood test for PD. The diagnosis is made based on medical history and a neurological examination. The symptoms of PD occur gradually and can include:

- Tremor or shaking in a hand, leg or other body part
- Slowness of movement (bradykinesia)
- Muscle stiffness and rigidity
- Problems with balance and coordination

Other symptoms include depression, anxiety, decreased facial expression, difficulty chewing and swallowing, cramped handwriting, urinary problems and constipation, problems sleeping and dry or oily skin.

Additionally, patients with PD develop varying degrees of cognitive dysfunction that may worsen as the disease progresses.

PD medications are designed primarily to reduce tremor and improve movement. They include:

- Levodopa, which replaces dopamine. This drug helps the majority of patients and is most effective in treating bradykinesia and rigidity.

- Dopamine agonists, which stimulate dopamine receptors in the brain
- MAO inhibitors, which prevent the early breakdown of dopamine in the brain.
- COMT inhibitors, which are taken with levodopa to extend its effect

Sinemet®, the combination of carbidopa and levodopa, is the most powerful medication for PD, but not always the first choice. PD experts know the order in which the medications should be used.

“Choice of medication class, when to start a medication, whether a patient may be prone to side effects from a particular medication — these are all important and nuanced considerations that factor into the pharmacologic treatment of PD,” says Ryan Walsh, MD, PhD, Director of the Parkinson's Disease and Movement Disorders Program.

For more information about PD, please visit http://my.clevelandclinic.org/disorders/parkinsons_disease



Dr. Ryan Walsh monitors William Acosta's deep brain stimulation implant

Introducing Timothy West, MD

Director, Multiple Sclerosis Program

Cleveland Clinic Lou Ruvo Center for Brain Health



“The Cleveland Clinic motto is, ‘Every life deserves world-class care,’ and at the Lou Ruvo Center, they really try to put this philosophy into practice. The patient comes first.”
— Timothy West, MD

Multiple sclerosis (MS) expert Timothy West, MD, set out to be a pediatrician. But the summer before he started medical school, his mother suffered a flare-up of her MS that landed her permanently in a wheelchair.

“She experienced her first symptoms around the time I was born, so I never knew my mother without MS in her life. She’s very stoic, and back then, there was no MRI and no treatment for MS, so we rarely talked about her disease,” Dr. West recalls. “Seeing her journey with this illness and the effect that doctors had in her life, both for good and bad, really made me want to do more for other patients with the disease.”

His personal experience with MS makes him very aware of the effect this disease has on family members and caregivers of those with the disease. “The toll that MS can take on those closest to the patient can also be tremendous. Our goal is to provide patients with the best care available today. But we also don’t want to forget about their support network, so we provide support services for family members and caregivers,” he says.

During his first visit to the Cleveland Clinic Lou Ruvo Center for Brain Health, Dr. West was struck by a sense of empathy that was apparent immediately upon entering the facility. “Everybody seemed to have a positive attitude. They really care. The Cleveland Clinic motto is, ‘Every life deserves world-class care,’ and at the Lou Ruvo Center for Brain Health, they really try to put this philosophy into practice: The patient comes first,” he says.

Dr. West looks forward to being able to offer patients participation in research studies. “The center is all about taking care of patients and part of that is moving research forward so that we can continue to provide better and safer therapies.”

When Dr. West is not caring for patients, he enjoys spending time with his wife, Angela, and their three young children.

Attacking Multiple Sclerosis with Clinical Care, Support Services and Research

The arrival of Timothy West, MD, on staff at the Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas in July means new hope for patients with multiple sclerosis (MS). Dr. West is building a comprehensive program that includes individualized clinical care, research into novel treatments for the disease and support for physical and emotional symptoms.

“MS is a complex disease that must be attacked on all fronts. We try to treat the whole patient. Although there is no cure for MS, we can still do a lot of good,” he says.

Meeting challenges

People suspected of having MS may present with a wide variety of symptoms. No blood test for MS is available, so making a diagnosis can be tricky. It requires a careful medical history, physical examination, laboratory evaluation and imaging.

Those who are diagnosed with the disease face the prospect of developing significant disability over time. The goal of treatment is to delay the progression of symptoms for as long as possible. There are currently eight FDA-approved medications for the treatment of MS, with three more expected to be approved in 2012. Each has its own risks and benefits, requiring Dr. West to tailor therapy to each individual.

“There are no cookie-cutter responses. One patient will do well on a drug, and another patient will continue to worsen. If the disease is more aggressive, we must be more aggressive in our treatment,” he says.

Looking ahead

Patients with MS can experience many physical, emotional and psychosocial issues over the course of their disease. In addition to treating the underlying illness, Dr. West is dedicated to providing symptomatic care as well.

Lou Ruvo Center for Brain Health therapists already help with moving, walking, spasticity, short-term memory loss

and issues common to MS. Arrangements are being made to add social workers and psychologists to the treatment team to help patients and their caregivers.

Dr. West hopes to participate in clinical trials that will specifically address the needs of MS patients in Las Vegas, including studies of novel medications now under development. He hopes active clinical research will help find answers to how MS effects cognition, find better ways to predict which patients will progress more rapidly and determine whether vitamin D deficiency contributes to the disease development or progression.

“Finding the underlying causes of MS will enable us to provide better treatment and, hopefully, some day lead us to a cure,” he says.

For more information or an appointment, please call 702.483.6000.



Timothy West reviews paperwork Lydia Woltag brought with her from her general practitioner



Las Vegas' MS Lunch Club tours Cleveland Clinic Lou Ruvo Center for Brain Health to hear about the center's new services.

What You Should Know About Multiple Sclerosis

Multiple sclerosis (MS) is a disease of the central nervous system, in which the body's own immune system attacks myelin, the fatty substance that surrounds and protects nerve fibers in the brain, spinal cord and eyes. Damage to myelin creates scar tissue (sclerosis), which interferes with the way nerve signals are transmitted.

Depending on where the damage occurs, symptoms can vary widely and may range from mild to severe. The types of symptoms, their severity and how the disease progresses can differ greatly from one person to another. Symptoms may include extreme fatigue, tingling, numbness, weakness, difficulty walking, poor coordination, impaired vision, slurred speech, tremors, stiffness and bladder problems. Severe MS may cause blindness, paralysis and confusion.

"Unlike other diseases, MS varies widely in terms of symptoms, aggressiveness, response to treatment and disease burden. This makes treating the disease particularly challenging and underscores the importance of personalized care," says Timothy West, MD, Director of the Multiple Sclerosis Program at the Lou Ruvo Center for Brain Health.

Unlike most other neurological diseases that affect older people, MS tends to be diagnosed between the ages of 20 and 50. Of the more than 400,000 people in the United States with MS, two-thirds to three-fourths are women. MS is not a fatal disease, but it can be disabling.

There are four types of MS:

Relapsing-remitting MS. About 85 percent of patients have this type of MS, which causes disease flares (relapses) followed by periods of partial or total recovery (remission). The majority of medications slow (modify) this type of MS.

Primary-progressive MS. Approximately 10 percent of patients have this form of MS, which slowly worsens over time. Although the disease may occasionally plateau, remissions do not occur. There are no effective medications for this type of MS, but new medications are being tested in clinical trials.

Secondary-progressive MS. Some patients with relapsing-remitting MS eventually stop having remissions, and their disease begins to grow steadily worse. New MS medications may prevent this from occurring in many patients.

Progressive-relapsing MS. The small number of patients with this form of MS experience a steady worsening of their disease, punctuated by relapses. Unlike relapsing-remitting MS, their condition continues to decline between relapses.

The Lou Ruvo Center for Brain Health provides comprehensive care for patients with all four types of MS.

For more information about MS, please visit ClevelandClinic.org/MS.

Strengthening the Body + Mind Enhances Quality of Life

The Cleveland Clinic Lou Ruvo Center for Brain Health has added physical, occupational and cognitive therapy to its growing list of services that complement medical care for patients with neurodegenerative and neurocognitive diseases. Physical therapy is used to strengthen and rehabilitate the body. Occupational therapy focuses on maintaining and improving the ability to conduct activities of daily living. Cognitive therapy enhances brain fitness. The non-pharmacological interventions amplify the effect of medications and improve motor function, cognition, aerobic capacity, speech and swallowing, a sense of well-being and overall wellness.

“This is a ‘use it or lose it’ approach, in which limbs and memory are exercised at the same time. We call it body-brain cross training,” says physical therapist Mary Stilphen, PT, DPT. “Now we can treat the whole patient and help improve quality of life.”

New dimensions of care

The center's cognitive therapy program — the first in Nevada — is a therapist- and computer-assisted process designed to build cognitive reserves. Patients with Alzheimer's disease, Huntington's disease, dementia, mild cognitive impairment and memory loss accompanying Parkinson's disease or multiple sclerosis may benefit. It can also be used to optimize brain function in healthy people.

A computer software program activates the brain by asking a series of questions, constantly adjusting the difficulty based on the responses. The program is highly individualized and adaptive, recognizing an individual's performance across sessions.

A brand-new gym stocked with the latest games and exercise equipment appropriate for use in this



Physical Therapist Courtney Miller guides Mary Earley through her exercises

patient population works the brain along with the muscles. Patients are challenged to perform two tasks simultaneously, such as riding a stationary bike and playing a matching game.

Strength and balance training performed under the guidance of a licensed physical therapist help prevent falls and gives patients the strength to enjoy daily activities. “As patients get weaker, they may stop going out. Physical therapy keeps them active and lowers the risk of falling,” Ms. Stilphen explains.

Occupational therapists focus on helping with activities of daily living, such as dressing, grooming, getting in and out of a bathtub and managing a checking account.

The therapists create an individualized plan for each patient and adjust the plan continually based on how the patient responds. Caregivers are closely involved in the therapy process to help identify therapy goals. They are also taught such skills as how to transfer the patient from a bed to a wheelchair.

Looking ahead

Studying the role of these therapies in treating and preventing neurodegenerative and neurocognitive diseases is already underway at Cleveland Clinic. Researchers are particularly interested in the potential of cognitive therapy and physical therapy to prevent cognitive decline in adults at risk for Alzheimer's disease. Adding Lou Ruvo Center for Brain Health patients to the database will accelerate the research.

“Getting the mind and body working together is an important component of care,” says Stilphen. “Brain-body health is rapidly growing in importance. I look forward to the day medication plus exercise is prescribed to control the disease process,” she says.

New Study Aims to Identify Fighters at Risk for Permanent Brain Damage



World Lightweight Boxing Champion Layla McCarter completes an assessment under the guidance of Research Coordinator Triny Cooper

The dangers of unarmed combat sports such as boxing and mixed martial arts are very real. Repeated blows to the head cause up to 50 percent of professional fighters to develop serious neurological and neuropsychiatric conditions, including Alzheimer's disease, Parkinson's disease, chronic traumatic encephalopathy (CTE) and depression — often at a young age.

To date, interest in head trauma has focused on evaluating readiness to return to the ring after a single traumatic incident. Cleveland Clinic Lou Ruvo Center for Brain Health is taking a new tack by studying the cumulative effects of repeated concussion. The goal is to improve brain health in the fighting community.

“We know that traumatic brain injury is a significant risk factor for long-term effects, but we don't know how to determine if a fighter has sustained cumulative brain damage, or why some fighters develop neurological diseases and others don't. This study will enable us to look at individuals who routinely experience head trauma and determine whether images of the brain correlate with clinical or cognitive changes,” explains Charles Bernick, MD, and Principal Investigator.

What the study involves

In the initial 90-minute appointment, study participants will be asked basic questions about their background, personal and family medical history and sports experience; undergo a physical examination of their nervous system; and take brief computer and verbal tests to measure their memory and other aspects of mental functioning.

A key aspect of the study is magnetic resonance imaging (MRI) of the brain to detect and monitor changes in blood flow, volume and areas of scarring. The extent of these changes will be correlated with performance on the neuropsychological and neurologic tests.

Participants will repeat the study every year for four years, so that any changes to the brain can be noted and monitored. “By monitoring these changes over time, we hope to identify the point at which thinking and functioning become impaired,” says Dr. Bernick.

A positive correlation between MRI findings and cognitive decline will prompt an exploration of possible contributing factors, such as number of blows, number of rounds fought, number of knockouts and dehydration.

“We hope the answers will lead to improved safety, not only in combat sports, but for all patients with head trauma,” says Dr. Bernick.

For more information about this study or to enroll, please call 877.247.7800 or email BrainHealth@ccf.org.

Keeping Memory Alive | Dan Otter Live Large. Love Your Family. Be On The Winning Team.



Dan Otter paused in front of the Lou Ruvo Center for Brain Health after the 114-mile Viva Las Vegas RTC Century Ride



Otter family: L to R: Christian, Victoria, Katie, Dan, Danielle

“**D**an Otter loved to cram 25 hours of activities into every 24-hour day. I believe that when he wasn’t thinking or talking about his beautiful children, Dani, Christian and Katie, or his wife Victoria, a good portion of the remaining hours of the day were spent trying to find a cure for the insidious disease of Alzheimer’s, which took his mother, father, aunt and uncle. Dan taught us how important it was to Keep Memory Alive. He may be gone, but not forgotten. We will miss him terribly.”

—Larry Ruvo, Chairman, Keep Memory Alive

On July 15, 2011, Keep Memory Alive lost one of its most ardent supporters, Board Member Dan Otter, a man known for the passion with which he approached life. Family and friends came together on August 20 to celebrate Mr. Otter’s life and his mantra, “Live Large.”

Mr. Otter insisted on living large and in being on the winning team in his athletic endeavors and on life’s playing field. He was proud to identify himself as a Board Member of Keep Memory Alive. He firmly believed that Keep Memory Alive’s support of Cleveland Clinic Lou Ruvo Center for Brain Health would facilitate cures for Alzheimer’s and other memory disorders.

“Dan was devoted to research, proselytizing for clinical trials. We will miss him greatly. Our trials and research at the Cleveland Clinic Lou Ruvo Center for Brain Health represent one of his many legacies and will continue to honor Dan’s memory.” — Jeffrey L. Cummings, MD, ScD, Director, Cleveland Clinic Lou Ruvo Center for Brain Health

Pedaling For Parkinsons

2011



Jay Alberts' 2011 Pedaling for Parkinson's team riding in memory of Dan Otter

“A cycling enthusiast, Dan Otter dreamed of organizing a bike ride in Las Vegas to raise awareness and funds for Keep Memory Alive. He started by producing and donating cycling outfits, which were ultimately worn by 75 members of the Pedaling for Parkinson’s team as we rode across Iowa in memory of Dan. Every time someone along our route asked a question about the jersey and our cause, I thought of Dan and the lasting impression these cycling outfits would have in educating and raising awareness for Alzheimer’s and Parkinson’s disease. Dan’s enthusiasm, persistence and patience made him a valuable tool in our campaign for brain health and how one can best ‘live large.’”

— Jay Alberts, PhD, Associate Staff, Cleveland Clinic, Center for Neurological Restoration



The Frank Gehry-inspired cycling jersey will forever remind us of Dan Otter's crusade for brain health



Danielle, Katie and Christian Otter unveil the plaque that has been placed at the Lou Ruvo Center to recognize their father's contribution

“Everyone who knew Dan knew it was not about him, but about his family and the ‘team,’ be it the bike group, Scouts, rugby or Keep Memory Alive. He was convinced that people who worked together toward a common goal produced the fastest and most long-lasting success. Dan was an outspoken steward of the mission of the Lou Ruvo Center for Brain Health and personally engaged in the science and clinical trials related to brain health. Dan raised the bar in all areas and made us better. It was with gratitude that we presented a framed cycling jersey to Dan’s family. The caption on this artwork: ‘Team Otter.’”

— Michael Modic, MD, FACR, Chairman, Cleveland Clinic Neurological Institute





Series title: Untitled Space
Year: 2010
Photographer: Bram Tihany

Making Time to Make a Difference



Tammy and Michael Dermody

“Charity is not a once-a-year thing. It's a lifestyle of thinking about others,” says Tammy Dermody.

“Philanthropy isn't about money, or you'd just respect the people who give the most. It's really about people who give their time to help others — especially in today's economy,” adds her husband, Michael.

Mrs. Dermody, who owns Walton's Family of Funeral Homes and the Northern Nevada Memorial Cremation and Burial Society, is very active in the Reno community, serving on the board of St. Mary's Foundation and Casa de Vida, a residential center for young unwed mothers.

Mr. Dermody is Chairman and Chief Executive Officer of Dermody Properties, which owns and operates industrial warehouses throughout the United States. Since 1988, the Dermody Properties Foundation has provided financial support for thousands of families and community causes in areas where the company does business.

In 1985, Mr. Dermody noticed gaps in services available to families and children in Reno. He brought together business leaders and social service experts to form The Children's Cabinet, a public-private partnership that addresses the needs of families by providing programs such as truancy reduction, family violence prevention and comprehensive child care assistance.

Inspired by the vision and fortitude of Larry Ruvo, Chairman and Founder of Keep Memory Alive, Mr. Dermody turned his attention to the Lou Ruvo Center for Brain Health.

“Medical breakthroughs depend on money. Larry is a catalyst for pulling money and talent together. And of course Larry and Camille Ruvo are so infectious with their passion for the Lou Ruvo Center for Brain Health that it is an honor to be part of their team” he says.

Mr. and Mrs. Dermody made a significant gift to name a Wisdom Tree in the Keep Memory Alive Event Center.

Wisdom Trees serve as support beams for the curves of the building's unique infrastructure. Naming one gives life to the Lou Ruvo Center for Brain Health, allowing it to branch out and add new programming, while continuing to serve patients and caregivers.

Creating a heritage of caring

"My first memory of philanthropy dates back to when I was in grade school," Mrs. Dermody recalls. "I remember my dad, who was trying to put food on the table for his wife and four children, finding a way to support Catholic education."

Michael Dermody was inspired by the selfless giving of Jack Reviglio, the leader of the Reno Boys & Girls Club, on whose board he served.

The Dermody family is proud of having infused a culture of philanthropy into their children, who range in age from 16 to 24. When the children were young, they set the expectation that each family member would volunteer a certain number of hours per year.

Additionally, each year, each child was given money to donate to the charity of his or her choice. Pearce earmarked his donations for wounded soldiers, while Jack gave to schools, because he could see the shortage of classroom supplies.

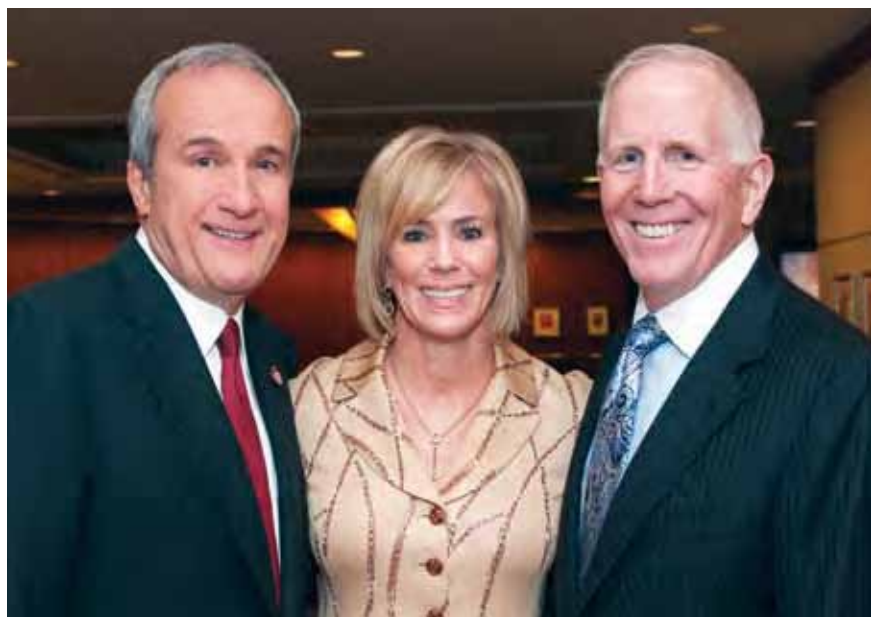
Between the ages of nine and 13, Nikki volunteered on behalf of juvenile rheumatoid arthritis and received an award from the Arthritis Foundation for one of the largest amounts ever raised by a child. Nikki was part of a national charity league in which she and her mother were recognized as the mother-daughter pair who achieved the most philanthropic hours.

"At family dinners, we would ask who had done something nice that day. One night Jack, who was then in second grade, said he had given his lunch to a child who didn't have one. It was a small gesture, but it was huge for him at the time," Mrs. Dermody recalls.

Bringing dreams to life

Through their support of Keep Memory Alive and Cleveland Clinic Lou Ruvo Center for Brain Health, Tammy and Michael Dermody have helped Larry Ruvo realize his dream of improving care for patients with neurological diseases.

"It's exciting to be a part of one man's dream to honor his father and conquer Alzheimer's," says Mr. Dermody. "No one in our family has Alzheimer's, and we look forward to the day when everyone can say that. It's all about hope."



Larry Ruvo, Tammy and Michael Dermody

Meet Our Volunteers | Sharon & Bob McGarity



Software engineers who had met working in the aerospace industry, neither Sharon nor Bob McGarity had a family history of dementia. So when Alzheimer's disease struck their family, they realized how little about it they knew.

"I remember my husband getting calls from Missouri state social service agencies telling us they suspected that his stepfather was being taken advantage of financially. During the investigation, we discovered that he was giving away large amounts of money and would not stop," Sharon McGarity recounts. "It was clear he could no longer live alone."

To Bob McGarity, his stepfather's memory problems had not been evident during routine phone calls. Nonetheless, when the McGarities moved Gaylord Stauffer to their home in Las Vegas, his dementia became undeniable.

"When someone first suggested we go to a support group, and we went straight away, because we realized we were ignorant. I didn't know what, if anything, I could do for my stepfather," says Mr. McGarity.

They found the experience very valuable.

"Computers are very logical, but human behavior, especially in those with dementia, is not particularly logical. I learned you need to understand you can't reason with your loved one, you can't try to correct their behavior and you can't say, 'I told you that before.' You need to understand the illness and not get frustrated with yourself or angry with your loved one," Mr. McGarity says.

Through the support group, Mr. McGarity obtained a referral to Charles Bernick, MD, now Associate Medical Director of Cleveland Clinic Lou Ruvo Center for Brain Health. With Dr. Bernick's help, Mr. Stauffer's condition initially improved, then leveled off. Sadly, he passed away from an intestinal disorder five years after arriving in Las Vegas.

Lessons in prevention

While educating themselves about Alzheimer's, the McGarities learned the importance of staying physically and mentally active to delay brain aging. Together, they enjoy traveling the world and attending lectures and theater productions at the University of Nevada Las Vegas. In fact, it was a class field trip in 2010 that introduced Mr. McGarity to the Lou Ruvo Center for Brain Health, and he started volunteering shortly thereafter. His wife soon joined him.

"I volunteered at the center's February 2011 gala, and then felt guilty that I wasn't doing as much as my husband," says Mrs. McGarity, who serves a couple volunteer shifts a week at the Lou Ruvo Center for Brain Health. "This is my thank-you to the doctors and support organizations that helped us with Bob's stepfather. They gave of their time, and now it's my turn," she says.

Despite their best efforts to lead an active lifestyle, Mrs. McGarity often jokes with her husband by telling him that one day she may have Alzheimer's, and he may have to care for her. "But," she says, "I feel secure knowing that he's an expert."

Vegas Icons Support Keep Memory Alive

Brad Garrett

Actor and stand-up comedian Brad Garrett is easily recognized by his impressive stature and deep voice, which he uses in his many television roles and as host of Brad Garrett's Comedy Club at the Tropicana Las Vegas.

In addition to performing alongside Everybody Loves Raymond co-star Ray Romano at Keep Memory Alive's 2011 Power of Love gala, Garrett furthered his support of KMA by donating a 1956 Chevrolet Nomad. The custom car is a total frame-off restoration with only 3,000 miles, and had been on display at Celebrity Cars Las Vegas at The Palazzo.

The car was subsequently transported to Reno, where it sold at auction at Hot August Nights, netting \$100,000 for Keep Memory Alive.



Comedian Brad Garrett mugs for the camera alongside his straightmen, Larry Ruvo and Richard Sturm

Tropicana Las Vegas

Nothing says classic Las Vegas like the Tropicana, which became a hit among the Hollywood elite in the 1950s and '60s and has been an indelible part of the city's skyline ever since. A property-wide renovation in 2010-2011 gave "The Trop" a South Beach vibe and redefined what "hip" looks like in Las Vegas.

With a nod to the city's colorful past, Tropicana Las Vegas opened the doors to its Las Vegas Mob Experience on March 29, 2011, and commemorated the occasion with a festive launch party and a \$20,000 donation to KMA.



L to R- The Tropicana's Tom McCartney, Jay Bloom and Lou Ventre present a check to KMA Board Member Michael Severino

Raising Fun in Tahoe | July 15-16

On July 15, Keep Memory Alive reprised what has become a Lake Tahoe tradition of over 50 years: a full-fledged rodeo with bull riding, bronc riding and barrel racing. Hosted by Keep Memory Alive Chairman Larry Ruvo and his wife Camille Ruvo at the family's Shakespeare Ranch, the rodeo, barbeque and silent auction raised funds for Keep Memory Alive in support of Cleveland Clinic Lou Ruvo Center for Brain Health.

The next evening, guests enjoyed the culinary delights of Emeril Lagasse in an intimate dinner for 100. After laying down his toque, Chef Lagasse picked up the drumsticks and enthusiastically joined '80s singing legend Christopher Cross and the band. Over the course of the evening, a live auction drove great excitement. One highlight was intense bidding on a Sylvester Stallone package that included lunch on the set of his current movie and a meet-and-greet with the cast.

Gary and Susan Clemons meet Christopher Cross





Nicole Ruvo rides with the Cleveland Clinic Lou Ruvo Center for Brain Health flag



Chef Emeril Lagasse joins the band



John Thayer, Jennifer Smith, Michael and Tammy Dermody



Sam Hardage, Brice Jones and James Hinkle



Michael and Lori Milken and Toni Holden



Vanessa and Tom Breitling



The Ruvo clan with Christopher Cross and Anna Robins

Many thanks to our event sponsors:

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Meet Well and Do Good

Host your event at the Keep Memory Alive Event Center

Eighteen months after its opening, the Frank Gehry-designed Keep Memory Alive Event Center continues to dazzle guests.

“If you can imagine it, we can make it memorable,” says Hospitality Project Manager Gina Sinclair about the events she helps orchestrate.

The center's custom-named specialty cocktails are a big hit. When the Smith Center for the Performing Arts held a soiree to announce its first performance, the Broadway musical *Wicked*, our master mixologist produced a green cocktail the color of the witch's face, and the room was transformed into Emerald City.

Memorable events at the Keep Memory Alive Event Center have included product launches, fundraising galas, employee recognition celebrations, birthdays, bar and bat mitzvahs, weddings, graduation parties, holiday parties, food and wine expos, conferences and business meetings.

“When we got the call from Las Vegas Mayor Oscar Goodman's office saying that he wanted to hold his final state-of-the-city address at our event center, we were honored,” says Anna Robins, Director of Special Events. From having the mayor's iconic martini ready for a farewell toast to delivering top-notch audiovisuals in a room with acoustics engineered by the genius who outfitted Gehry's Disney Concert Hall, the event center staff had all the details in place to greet a host of Las Vegas' luminaries, which included Mayor Goodman's legendary showgirls.

Hospitality Manager Teresa Soldo is especially proud of guests' comments. Some of her favorites include:

“Your staff is so responsive, accommodating and attentive.”

“We love that we're part of a bigger picture here. We're not just hosting an event, but supporting research, too.”

“We love the unique design of the space and having an option other than a casino.”





Chef of the Century Joel Robuchon snaps a photo of the intriguing concoction while Chef Paul Bartolotta asks our mixologist about his creation



Included in use of the space is complimentary access to the room's LED lighting, which bathes the white walls in a color of the host's choosing

With choices that include tuna sashimi cones, gazpacho, miso-glazed sea bass and innovative pizzas baked in a brick oven, the food is as creative as Frank Gehry's architecture. Kosher and vegan selections are available, too.

"If I could make a suggestion to our guests, it would be to take advantage of the Gehry-landscaped garden and the cleverly designed breezeway, which even on the warmest of Vegas days circulates cooling breezes," says Ms. Robins.

Creating a memorable event at the Event Center helps preserve memory for others. Special event revenues collected by Keep Memory Alive support the Cleveland Clinic Lou Ruvo Center for Brain Health's core mission: to provide enhanced treatment, conduct research and, ultimately, prevent neurocognitive disorders.

Although the event center is a fundraising entity, prices are competitive with other specialty venues in Las Vegas.

"It's difficult to stand out in Las Vegas, a city where everything is over-the-top. But the most common descriptor we hear from our clients and their guests is 'Wow!'" says Ms. Soldo.

For more information, please contact Hospitality Managers Gina Sinclair or Teresa Soldo at eventcenter@keepmemoryalive.org or 702.483.6058. View event photos in the "Host Your Event" section of keepmemoryalive.org.





Host. Holidays. Here.

Let **Frank Gehry's** masterful architecture shape the design of your individualized event experience. Accommodating up to 400 seated or 700 for cocktails. Create a memory of your own and help us preserve memory, knowing that a portion of the proceeds benefit research into memory disorders.

The Keep Memory Alive Event Center team is ready to help you create a memory for your guests.

Call **702.263.9797** or
eventcenter@keepmemoryalive.org

KEEP MEMORY ALIVE

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



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS





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You've enjoyed the gala in the past.



You won't believe what we have in store for next year.

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KEEP MEMORY ALIVE

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



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Cleveland Clinic

Photo Gallery



Larry Ruvo with Roberta and Harvey Chaplin of Southern Wine and Spirits of America



Larry and Camille Ruvo host Kelly Preston and John Travolta



Robin Leach sees his name for the first time on Cleveland Clinic Lou Ruvo Center for Brain Health's Honor Wall



L to R- Top Rank's Bob Arum, Lovee Arum and Hotelier Sol Kerzner visit the headquarters of Keep Memory Alive, on whose board Ms. Arum sits



Larry Ruvo unveils to Dr Miriam Adelson the Adelsons' place on the Honor Wall at the Lou Ruvo Center for Brain Health.



Larry Ruvo and Caesars Palace Headliner Matt Goss

Photo Gallery



Larry Ruvo walks Dodgers legend Tommy Lasorda around the garden at the Lou Ruvo Center for Brain Health



Salvatore Ferragamo and wife Christine set foot at the Lou Ruvo Center for Brain Health



Lou Ruvo Center for Brain Health Director Jeffrey Cummings, MD, ScD points out the building's features to President Bill Clinton, who shares his awe with Larry Ruvo



L to R- President Bill Clinton visits with Lou Ruvo Center for Brain Health team members Carol Varela, Judy Hughes, Michelle Sholar, Timothy West, MD, Lal Ramani, MD, Triny Cooper and Rhonda Heimer

Employee Profile | Susan Hirsch Advocating for Caregivers



We are pleased to have shot this photo of Susan Hirsch and Joey prior to his untimely passing on August 10, 2011

When she was 13, Susan Hirsch spent her summer vacation volunteering at Levindale, a nursing home in her native Baltimore. It turned out to be a life-changing experience.

“The residents were largely forgotten; people society thought had outlived their usefulness and were past their prime. I found them to be warm, giving, intellectually rich and very interesting. By getting to know them, I received so much in return,” Ms. Hirsch explains. “After my first summer there, I just knew I wanted to be a social worker, and that I had to work with older individuals.”

One resident in particular made a special impression on the young teen. She was a younger resident named Annette, who was wheelchair- and bed-bound due to a degenerative illness. Ms. Hirsch had the opportunity to interact with her and get to know her. Under the supervision of a social worker, she visited Annette regularly. She helped feed her, went on outings with her and just talked with her.

“Although her speech was impacted by her illness, communicating with her was easy,” Ms. Hirsch recounts.

After three summers of volunteering, Ms. Hirsch accepted a part-time, year-around administrative job at Levindale’s geriatric research center, which she continued while finishing high school and starting college. Ultimately, she completed her undergraduate and graduate degrees in social work at the University of Maryland in four years.

The nursing home not only shaped her career choice; it also shaped her personal life: Ms. Hirsch met her husband through a friend of her grandmother’s, who also volunteered there. In August 2011, Susan and Steve Hirsch celebrated their 35th wedding anniversary. They are the proud parents of a daughter, Kelley, who is finishing graduate school, and a 13-year-old Havanese named Joey.

Caring For Caregivers

“With our daughter away at school, Joey is the only ‘child’ left at home,” says Ms. Hirsch. “He relies on us more than ever to provide care and support as he copes with chronic illnesses. It’s fascinating to see how he adapts to every new challenge, and I’m right there with him as his caregiver.”

In her position as Director of Social Services at the Cleveland Clinic Lou Ruvo Center for Brain Health, Ms. Hirsch says, “I recognize the caregiving component touches on many facets of the organization, spanning clinical treatment, research, hospitality and fundraising functions. I absolutely rely on every one of my colleagues. Together, we are all caregivers.”

“Because of our founder, Larry Ruvo, we are a medical organization that has a passion for helping family members who are caring for loved ones,” she continues. “Therefore, one of the hats I wear is advocate-in-chief. I view each service we offer through the eyes of our caregivers in order to create and adapt resources to best benefit them. Building our social services has necessitated a clear vision and, at times, dogged determination and pragmatism to overcome roadblocks.”

One of the center's first employees, Ms. Hirsch was on board before the first patient arrived for care. “I’m so proud to have the privilege of creating something from the ground up, and to work in an organization that has an appreciation for what caregivers need. Our challenge is to continue building on our solid foundation,” she says.

Ms. Hirsch acknowledges the outstanding contributions of Jennifer Gayan, LCSW, the other founding member of the Lou Ruvo Center for Brain Health’s social services team. Ms. Gayan provides clinical services — social work, support groups, therapeutic counseling — while Ms. Hirsch implements caregiver education programs, community outreach initiatives and special events and oversees the library and its volunteer staff. Everyone who is part of the social services team strives to provide a diverse menu of options, encouraging individuals to choose the programs and services that will strengthen their skills and capacity as caregivers. This includes taking a break from their role as caregiver to care for themselves.

“Caregivers have to figure out how to maximize the resources they have available to create the best support

system they can for a loved one,” Ms. Hirsch explains. “Each of us empathizes with the challenges caregivers face, and that inspires us to continue enriching the supportive services we offer.”



Susan and Steve Hirsch, August 15, 1976

Summit on Employee Caregivers

The inaugural Cleveland Clinic Summit on Employee Caregiving was designed to highlight the far-reaching and growing impact that employees who are also caregivers have on businesses. More than 125 leaders from the Las Vegas business community attended the event held at the Cleveland Clinic Lou Ruvo Center for Brain Health on February 25, 2011, where they learned about this vital issue from those who are directly impacted, as well as from nationally-recognized experts.

The attendees will long remember the personal vignettes shared by an all-star cast of speakers:

- The Honorable Congressman Edward Markey (D-Massachusetts), who described the strong right arm of his father, a milkman, who was his wife's caregiver for more than a decade
- MSNBC's Chris Matthews, who related his father's wise words about his mother's struggle with Alzheimer's disease: "It's not about you. It's not about her. It's classic: it is the disease"
- Ron Moore, Founder and CEO of the National Caregivers Library, who identified caregivers as "first responders"
- Jonathan Rauch, Contributing Editor of *The Atlantic* and a son caring for his father with Parkinson's disease, who recognized "the invisible army of millions of caregivers who are unsung heroes"

Jeffrey L. Cummings, MD, Director of the Lou Ruvo Center for Brain Health, described employees who also have responsibilities as caregivers for family members as a hidden problem affecting businesses. "Today, we are drilling down on a real problem that impacts employers everywhere. It is insidious, because it is invisible," he said.

In addition to sharing personal stories, presenters provided statistics to illustrate the magnitude of this growing crisis:

- There are an estimated 11 million employed caregivers in the United States.



Ron Moore delivers statistics on the impact of caregivers in the workplace



Congressman Edward Markey thoughtfully shares the story of his father's tricks for coping with his mother's Alzheimer's

Caring For Caregivers

- The annual cost to businesses is more than \$30 billion in absenteeism, lost productivity, higher health care costs and recruitment.
- Caregivers are deprived of an average of \$500,000 in lost wages, benefits and missed promotions over the course of their career.
- Approximately 40 percent of working caregivers are men.

Mr. Moore, an expert on the topic of employee caregiving, detailed ways in which the workplace is affected and offered strategies for policies, benefits and services that can mitigate the impact on employers and employees alike. He commented on how employees frequently express the need for help in planning care for their loved one, as they are unfamiliar with navigating the social service system, and for workplace flexibility to cope with the unpredictability of caregiving responsibilities.

Mr. Moore urged employers to put strategies in place without delay. "Do it now. Don't wait until you have a perfect plan in place, because you may encounter someone who needs help today," he stressed.

As the event concluded, attendees commented that they had gained valuable insights and learned new ideas that could be customized for their individual business settings. Each received a toolkit containing articles, workbooks and on-line resources for employers and employees. Armed with insights and information, they can make progress in supporting the invisible army of caregivers in the workforce.

Sponsored by Caesars Foundation, Recruiting Nevada, VEGASInc and Pfizer, the Summit on Employee Caregiving was one aspect of the innovative caregiving services provided by Cleveland Clinic Lou Ruvo Center for Brain Health. To watch an excerpt from this event or learn more about our caregiver services, visit the "Caregiver" section of keepmemoryalive.org or contact Susan Hirsch at hirschs2@ccf.org.



Cleveland Clinic Nevada's Chief Emerging Business Officer Maureen Peckman reacts to one of Jonathan Rauch's vignettes of his role as a caregiver



MSNBC's Chris Matthews shares his family's experience as caregivers

New Library at the Lou Ruvo Center for Brain Health

Library volunteers all tell a similar story: a caregiver comes into the library searching for information on how to better understand a loved one's illness or learn ways to alleviate the stress of caregiving. Often, the caregiver is unaware of the broad array of resources available in our library. Always, the caregiver expresses appreciation for the materials received and the helpfulness of the library volunteers.

Now the library has a new home on the 4th floor of the Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas. The location provides ample space for the wonderful collection of materials for families caring for loved ones with a neurocognitive illness. More than 1,100 books, videos and pamphlets fill the library shelves, providing information in English and in Spanish on the illnesses, symptoms and related behaviors and assisting caregivers in taking care of themselves.

In addition to the resources in the collection, many of the library volunteers are or have been caregivers themselves. Their training and wealth of experience enable them to identify library materials that answer specific questions. The volunteers are also skilled in searching for on-line resources. Caregivers frequently comment about how much it means to be able to talk to someone who takes the time to listen and understands the challenges they are facing.

The library volunteers enjoy the opportunity to work so closely with caregivers. They are able to assist with myriad issues, including coping with a new diagnosis, seeking strategies to handle specific challenges and understanding how a disease progresses. Sometimes, visitors just want someone to talk to about the role of a caregiver.

The library is open Monday through Friday from 10 a.m. to 2 p.m. and at other times by appointment. All materials can be viewed in the library or taken home on loan. The library is open to all caregivers, regardless of whether their loved one is a patient at the Lou Ruvo Center for Brain Health. Since it opened, the library has had visitors from all over the world.

You can visit the library's new home and browse the collection, too. Or you can review the library catalog from the comfort of your own home by visiting the "Caregiver" section of keepmemoryalive.org. Either way, please help us spread the word to all caregivers about this unique community resource.



The library serves as the perfect venue for many of Cleveland Clinic Lou Ruvo Center for Brain Health's educational events, including this Lunch & Learn at which Chef Gustav Mauler prepared a healthy vegetable pasta recipe. L to R: Chef Mauler, Jean Georges, Judy Hanson, Barbara Briscoe and Jan Shaw

A Field Trip for the Brain

Promoting brain health to children has multiple purposes. Cleveland Clinic Lou Ruvo Center for Brain Health wants children to embrace brain-healthy living and avoid detrimental habits such as smoking, drinking, drugs and intellectual inactivity. That's why we invite school groups to visit our facility. We hope the information they gain will help the children become more aware of their own health and stimulate parents and grandparents to start taking a look at theirs as well. We also hope to attract bright minds to a career in brain science.

On January 6, 2011 a busload of eager fifth graders from Marc Kahre Elementary School visited the Lou Ruvo Center for Brain Health for a tour and talk. Keep Memory Alive volunteers Sandy Runkle, Beverly Saperstein and Mary Franks provided the tour, while Maureen Peckman, Chief Emerging Businesses Officer for Cleveland Clinic Nevada, spoke about the benefits of being healthy inside and out. Susan Hirsch, Director of Social Services, read a story about a grandmother with Alzheimer's and stimulated a dialog with the students. Dr. Dylan Wint presented a session on the maturing brain.

When boarding the bus to return to school, each student was given a package of brain-healthy snacks and a packet of worksheets to keep the brain buzzing.

To arrange an educational field trip, please call Dee King at 702.331.7046.

“Regrettably, people often don’t think about the value of their brains and the need to protect them until it’s too late. We love the opportunity to deliver key messages about brain health to elementary school children for whom a lifetime of choices lies ahead.” — Dr. Wint, MD





Back row L to R: Mariam Afshai of Cartier, Inc., Larry Ruvo and Camille Ruvo. Front row L to R: Catherine Cortez Masto, Victoria Fertitta, Dema Guinn, Pat Lundvall and Renee West

New Thinking About Thinking Awards

Pioneering Women Honored by Keep Memory Alive

On April 5, 2011, Keep Memory Alive honored some of Nevada's most talented and innovative women, who, for many years, have been practicing their own unique brand of "new thinking about thinking" in their personal and professional endeavors.

Cleveland Clinic Lou Ruvo Center for Brain Health's philosophy is that the brain is the body's last frontier. We are pioneers, boldly addressing ALS, Alzheimer's, Huntington's and Parkinson's disease, as well as memory disorders of all kinds.

Keep Memory Alive was proud to acknowledge other pioneering individuals in our community. Event sponsor Cartier recognized each honoree with a Diabolo de Cartier pen.

Las Vegas is a vibrant community that requires ongoing innovation and creativity within myriad sectors to maintain a strong and sustainable quality of life. We are all grateful for the role these pioneers play.



**Catherine Cortez Masto,
Nevada Attorney General**

Catherine Cortez Masto took the oath as Nevada’s Attorney General in January 2007. She had served as Assistant County Manager for Clark County, where she worked with the County’s agencies to improve children’s services, which included creating the Juvenile Detention Alternatives Initiative that would ensure youth accountability.

Additionally, Ms. Masto participated in the Southern Nevada Domestic Violence Court Task Force and sought federal funding to create a Family Justice Center to provide support to domestic violence victims.

Ms. Masto is a native Nevadan and a graduate of the University of Nevada Reno. She graduated cum laude from Gonzaga University School of Law in 1990.



Victoria Fertitta, Philanthropist

A native of Galveston, Texas, Victoria Fertitta and her husband, Frank, lived in Las Vegas throughout their 51 year marriage. They have three children and nine grandchildren.

Mrs. Fertitta is passionate about supporting philanthropy in Nevada. In addition to Keep Memory Alive, her philanthropic interests include Nevada Cancer Institute, The Assistance League’s Operation School Bell, Three Square, Bishop Gorman, Catholic Charities — which is ecumenical in its support of Nevada’s needy — as well as Stillpoint Center for Spiritual Development, which has a similar approach. She is also proud of the Victoria Fertitta Middle School and the “Every 15 Minutes Program,” which teaches teenagers about the dangers of driving drunk.



**Dema Guinn,
Former First Lady, State of Nevada**

When she was First Lady of the State of Nevada, Dema Guinn’s primary interest was women’s wellness. She started the Mammovan, a mobile mammogram service that reaches uninsured and underinsured women, and has improved breast health for over 35,000 women in Nevada to date.

To preserve the state’s history, Mrs. Guinn has raised funds for the State Museum and Mackay School of Earth Sciences and Engineering.

Both Mrs. Guinn and her husband were raised in a small town in the San Joaquin Valley and met in Kindergarten. They were married 54 years. Mrs. Guinn has two boys and six grandchildren.



**Pat Lundvall, Esq.,
Partner, McDonald-Carano-Wilson**

Over the past 20 years, Pat Lundvall has successfully represented clients in State and Federal court, as well as in appeals to the Nevada Supreme Court, the Ninth Circuit Court of Appeals and the U.S. Supreme Court.

She has set standards of ethics for Nevada law, with particular expertise in handling breach of contract, interference with contract, business entity dissolutions, shareholder derivative claims, employment law, fraud, conversion, invasion of privacy, bad faith, unfair trade practices, unfair competition, Lanham Act violations, RICO and antitrust.



**Renée West,
President and Chief Operating Officer,
Excalibur Hotel Casino and
Luxor Hotel & Casino**

Renée West is responsible for the daily operations and strategic direction of the Excalibur Hotel Casino and Luxor Hotel & Casino. Known for her ability to strategically align operations, instill vision and improve profitability, she has held senior positions with Caesars Palace and Station Casinos and provided organizational strategy design for a number of other organizations.

Ms. West is a board member of the Las Vegas Chapter of the World Presidents Organization and a trustee of the Culinary Training Academy.

As Reported by the Media

Cleveland Clinic Lou Ruvo Center for Brain Health has enjoyed progressively increasing media attention that started with the announcement of the partnership between Cleveland Clinic and Keep Memory Alive and continued with the welcoming of the first patient in 2009 and the grand opening of the Keep Memory Alive Event Center, marking the completion of architect Frank Gehry's Las Vegas masterpiece in 2010.

Media interest has been high in 2011, as clinical trials have ramped up and new service lines have been announced.

Key media mentions in the first half of the year include:

- MSNBC opened the year predicting that Cleveland Clinic will help diversify Las Vegas' gaming-centric economy (January 7).
- *Kiplinger's* cited Cleveland Clinic as one reason the magazine named Las Vegas to its list of 11 Comeback Cities of 2011 (April).
- *USA Today* sought Dr. Jeffrey Cummings' advice on Alzheimer's (April 1).
- *Architect*, the official magazine of the American Institute of Architects, proclaimed that "Gehry delivered the architectural gravitas that Ruvo needed" to mark the work being done inside the Lou Ruvo Center for Brain Health (April).
- *Las Vegas Life* profiled the Lou Ruvo Center for Brain Health's novel approach to caring for caregivers and finding new treatments in its "Top Doctors" issue (Spring).
- Architecture publications from around the globe, including *Interior Architecture of China* (January), Japan's *GA Document*, Brazil's *Anuario de Design Hospitalar* (2011), have profiled the building.
- *Elko Daily Free Press* and Elko's NBC affiliate, KENV-TV, proclaimed that Cleveland Clinic's telemedicine services have eliminated the geographical barrier for rural Nevadans wishing to access world-class care for memory disorders (April).

- Larry King included the Lou Ruvo Center for Brain Health in his CNN special, "Alzheimer's: the Unthinkable Epidemic" (May 1 and 7).
- *The Las Vegas Review-Journal* showcased some of the clinical trials at the Lou Ruvo Center for Brain Health and explained how Las Vegans can participate in finding enhanced treatments for Alzheimer's (June 5).
- The *Las Vegas Review-Journal* announced the new Parkinson's disease and multiple sclerosis programs at the Lou Ruvo Center for Brain Health and introduced the respective program leaders, Ryan Walsh, MD and Timothy West, MD (July 11).
- The *Los Angeles Times* broke the news of the Lou Ruvo Center for Brain Health's longitudinal research study, directed by Principal Investigator Charles Bernick, MD, that follows brain health in professional fighters (July 16).

For a comprehensive list of recent media coverage, visit the "Newsroom" section of keepmemoryalive.org.



**What happens in Vegas
will benefit the rest of the world.**



Lou Ruvo Center for Brain Health

In partnership with Keep Memory Alive.
Learn more. clevelandclinic.org/brainhealth

KEEP MEMORY ALIVE

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



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Lisa Manning
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Visit keepmemoryalive.org to learn how you can invest in memories and support the work of the Cleveland Clinic Lou Ruvo Center for Brain Health