

# New Thinking

About  
Thinking

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

Striding Ahead To Keep Memory Alive | What You And I Can Do To Cure Alzheimer's Disease | Steve Wynn Commissions Rosenquist



# Message from the Director

Jeffrey L. Cummings, MD



With the aging of the population worldwide, the frequency of Alzheimer's disease is increasing at an alarming rate. Every 70 seconds, someone in the United States completes the journey from mild cognitive impairment to diagnosable Alzheimer's disease. This disease, along with other neurodegenerative brain disorders, will overwhelm the capacity of Medicare to fund proper care for this growing population. Yet if left unchecked, these diseases will undermine the dignity of aging. We urgently need to develop new therapeutic interventions for Alzheimer's and other progressive brain diseases.

We urgently need disease-modifying agents that slow the progression of these diseases. We also need agents that relieve symptoms and allow individuals to function at higher levels for longer periods of time. The Food and Drug Administration (FDA) requires that every approved drug be studied in clinical trials and show efficacy compared to placebo. Clinical trials are the sole pathway leading from improved understanding of disease processes to new treatments that will meet the needs of individuals suffering from brain diseases.

Cleveland Clinic Lou Ruvo Center for Brain Health is actively engaged in clinical trials of new therapeutic agents for Alzheimer's disease and Parkinson's disease. Additionally, we are developing a consortium of clinical trial sites within Cleveland Clinic that will facilitate the development of new agents by enabling large numbers of patients to be assessed in a standardized fashion, informed about the importance of clinical trials and referred for clinical trial participation.

This issue of New Thinking about Thinking provides insight into Alzheimer's disease treatment strategies, clinical trials currently recruiting patients and the clinical trial system we are developing within Cleveland Clinic through the leadership of Lou Ruvo Center for Brain Health.

Jeffrey L. Cummings, MD  
The Andrea L. and Joseph Hahn Chair of Neurotherapeutics  
Director, Cleveland Clinic Lou Ruvo Center for Brain Health  
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# Steve Wynn Commissions a Rosenquist Painting for the Event Center

When the Keep Memory Alive (KMA) Event Center was nearly complete, KMA Chairman Larry Ruvo made two calls, one to architect Frank Gehry, and one to his great friend, philanthropist and casino owner, Steve Wynn. Mr. Wynn is widely known for his appreciation of aesthetics, and Mr. Ruvo knew he would appreciate the masterpiece Gehry had created.

But it was Mr. Wynn's girlfriend, Andrea Hissom, who suggested they ask renowned pop artist James Rosenquist to decorate the center's stark white walls.

"Knowing this piece would reside in such a beautiful, cathedral-like space, I was inspired to create something that would be memorable and eye-catching for the venue, while providing hope to patients who seek care here," Mr. Rosenquist explains.

The piece was unveiled on November 20, 2010, to an enthusiastic audience of KMA supporters, who oohed and ahhed and politely pushed past each other to have their picture taken with the artist.

Also eager to see Mr. Rosenquist were three artists in their own right: world-renowned chefs Alex Stratta and Paul Bartolotta of the Wynn Las Vegas and Chef of the Century Joël Robuchon, who flew in from Paris for the occasion. After delighting guests with their culinary creations, the chefs took to the stage, where Larry Ruvo presented them with magnums of champagne, which Mr. Rosenquist happily autographed.

Mr. Rosenquist's painting adds to Cleveland Clinic Lou Ruvo Center for Brain Health's recognition in the national and international art community, and to Cleveland Clinic's impressive art collection, which totals more than 4,000 pieces throughout the organization.

For more information on the Cleveland Clinic art program, its exhibitions and tours, please see [my.clevelandclinic.org/art](http://my.clevelandclinic.org/art). For a tour of the Lou Ruvo Center for Brain Health, please contact KMA at [702.263.9797](tel:702.263.9797).



*L-R Cleveland Clinic Lou Ruvo Center for Brain Health Doctors Dylan Wint and mother-in-law Bettye Briscoe Coffey, Charlie Bernick and wife Julia, Kate Zhong and Jeffrey Cummings*



*L-R Chefs Joël Robuchon, Paul Bartolotta and Alex Stratta proudly display their magnums of champagne autographed by James Rosenquist*



*L to R Mel Wolzinger, Shirley Chaplin, Randi Chaplin-Matushevitz, Sandy Malin, Judy Mack*

Party Photos by Erik Kabik/Retna/erikkabik.com





*L – R Juliana Cummings and Kimi Applegate, Beverly Hills Lifestyle magazine*



*Artist James Rosenquist signs his masterpiece*



*Larry Ruvo, James Rosenquist, and Steve Wynn by Cervello Spazio Cosmico*

*Steve Wynn commissioned James Rosenquist to create a work that would counteract the darkness of the vicious diseases being treated within its walls. The result was Cervello Spazio Cosmico, an oil-on-canvas 20 feet high by 10 feet wide, which was a year in the making.*

# Neurodegeneration and Psychosis

By Dylan Wint, MD



**P**sychosis, defined as a severely distorted understanding of reality, is common in neurodegenerative disorders, such as Alzheimer's and Parkinson's. The most common psychotic symptoms are hallucinations (abnormal sensory experiences) and delusions (fixed false beliefs).

Exactly why psychosis occurs is not clear, but as the brain degenerates, it has more trouble decoding and storing information from the environment. As a result, more assumptions must be made about what is happening or has happened. The normal brain constantly makes assumptions. For example, you cannot see your own face unless you are looking at a reflection. Yet you can describe yourself because you assume your face looks about the same as the last time you saw it in the mirror. Some neurodegenerative diseases cause visual hallucinations of children or animals, but patients know they are not real—they have intact reality testing.

When reasoning and logic are degraded by neurodegeneration, improbable ideas or events may seem more plausible. Rational arguments based on objective data, logic and probability will fail to convince psychotic individuals that their understanding is not consistent with reality. For loved ones, this is one of the most frustrating aspects of psychosis.

## Underlying Causes

When psychosis develops rapidly in an individual with no history of these symptoms, a general illness might be the cause. Delirium, the brain's reaction to physical illness, can be accompanied by psychosis. Common causes of delirium in neurodegeneration include infections, medications (some sedatives and pain medicines) and medication withdrawal. Seizures and strokes sometimes cause psychotic symptoms.

The development of psychosis over a short period of time (less than a week) warrants a call to the patient's primary care doctor. If fever, pain, weakness, lethargy or lack of appetite are present, a visit to an urgent care center or emergency department is in order. A comprehensive evaluation may be necessary.

# Features

## Safety First

It is tempting to try to persuade a psychotic person to abandon his beliefs. This is usually futile. Efforts should be directed at assuring the patient that he is safe, and that you do not present a threat to him.

Keep in mind that the beliefs themselves are not as troublesome as the behaviors that may result from these beliefs. Sometimes we have to be satisfied with simply minimizing the patient's unsafe actions. A good rule of thumb is to treat delusions the same way you would treat a deeply held religious or political belief. Although the belief may seem wrong to you, a non-confrontational exploration of the other person's ideas can help you to understand their behavior. Sometimes, a psychotic person will calm down when someone listens to his concerns. Tell the patient you are on his side and that you want the best for him. Distracting the patient and redirecting his thoughts toward a less contentious topic can also be useful.

## Antipsychotic Medications

There are no medications specifically approved to treat psychosis occurring with brain disease, although some medicines can be safe and effective in controlling psychotic symptoms. However, they must be used with caution in people with neurodegenerative disorders, who are usually older and less physically healthy than the general population. Because these medicines have specific risks in the elderly, a discussion of these risks should take place before the medicines are prescribed.

Antipsychotic medications also have the potential to make the symptoms of some neurodegenerative diseases even worse. Patients with Parkinson's disease, Huntington's disease and dementia with Lewy bodies are particularly susceptible to side effects from antipsychotic medications.

## Supporting a Loved One


Dealing with a loved one who has become irrational is a challenge like few others. If you are a caregiver, it is important that you do not take psychotic thoughts personally. Patients do not choose the delusions that plague them, nor can they abolish them at will. Focusing on the patient's safety and comfort, rather than the correctness of his beliefs, will make life easier for everyone involved.

## About the Author

*Dylan Wint, MD, is board certified both in psychiatry and neurology, and has focused his career on understanding and treating neural-based behavioral disorders. He participates in clinical and research programs in this area at the Lou Ruvo Center for Brain Health, and will lead the center's professional education programs. Dr. Wint received his medical degree at the University of Florida and the National Institutes of Health. He holds a Bachelor of Science from Stanford University. Dr. Wint most recently served as Assistant Professor and Director, Program in Neurologic Psychiatry at Emory University Medical School.*

Common types of delusions	
Jealousy	A partner is being unfaithful
Capgras' syndrome	A loved one has been replaced by an impostor
Theft	Someone is stealing from the patient
Persecutory	Someone or something is trying to harm the patient
Paranoia	The patient is being watched or spied on
Reduplicative paramnesia	A place or location has been duplicated





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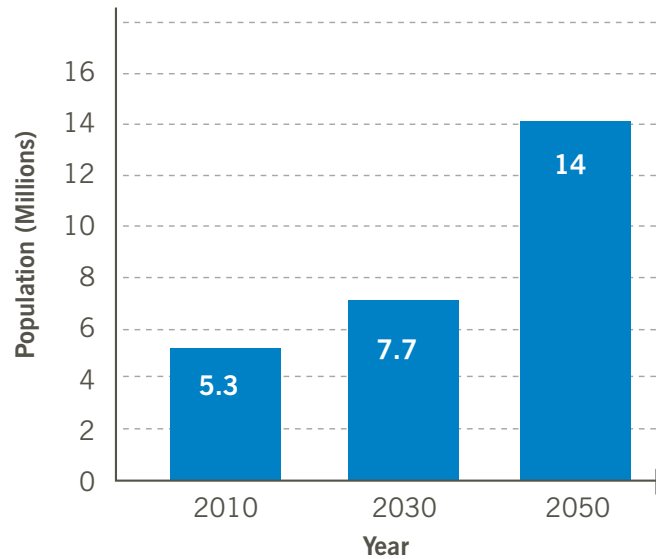


# Striding Ahead to Keep Memory Alive

By Kate Zhong, MD



Figure 1: Prevalence of Alzheimer's Disease (US)

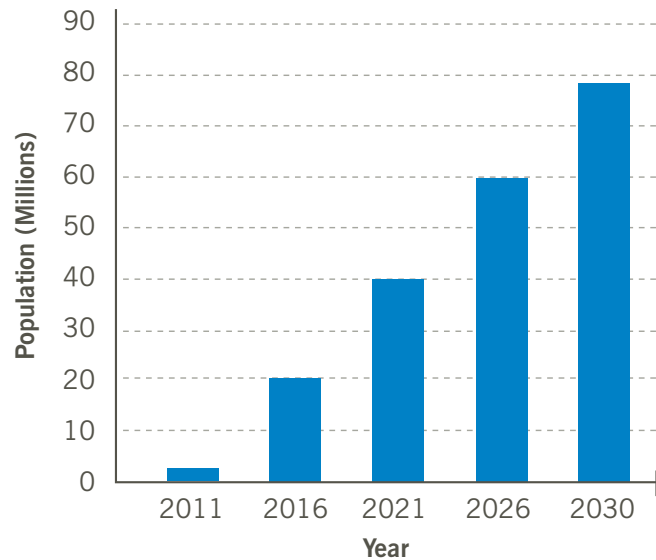


## Alzheimer's disease: An Epidemic

Alzheimer's disease (AD) is a fatal degenerative brain disorder. An estimated 5.3 million Americans suffer from AD. The number will increase to 7.7 million by 2030 and 14 million by 2050. (Fig. 1). Currently, every 70 seconds someone in the US develops AD; by mid-century, someone will develop AD every 33 seconds.

Age is the most important risk factor for Alzheimer's disease. Starting in January 2011, the 79 million baby boomers born between 1946 and 1964 will begin turning 65 at the rate of one every 8 seconds. This will result in 10,000 people a day or four million a year over the next 19 years who will be at increased risk of developing Alzheimer's disease. (Fig. 2)

Figure 2: Number of Baby Boomers at Risk of Developing Alzheimer's Disease



**What Happens Inside The Brain?**

A healthy adult brain has 100 billion nerve cells, or neurons, with long branching extensions connected at 100 trillion points (synapses) to form a communication network. Within that network, different patterns of signals move constantly through the brain circuits, creating the cellular basis of thinking, learning, feeling and memory. (Fig. 3)

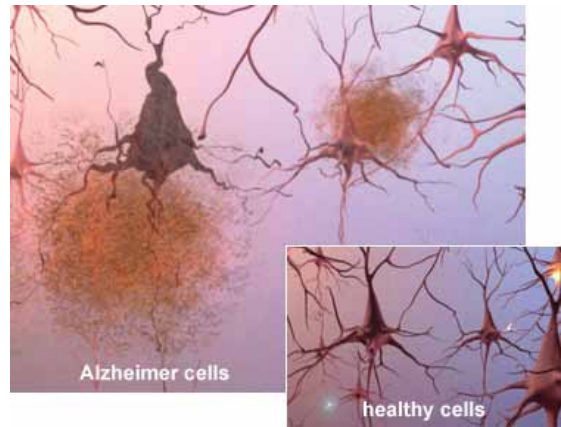
In Alzheimer's disease, the communication system breaks down, information transferred at the synapses begins to fail, the normal supporting structure of nerve cells dies, the brain becomes inflamed and oxidative injury occurs leading to cell death. (Fig. 4)

The abnormal accumulation of two proteins — beta-amyloid and tau — is the major contributing factor to killing nerve cells. The AD brain shows an abnormal cluster of amyloid protein between nerve cells forming plaques, while the twisted strands of tau inside the cell result in tangles. (Fig. 5)

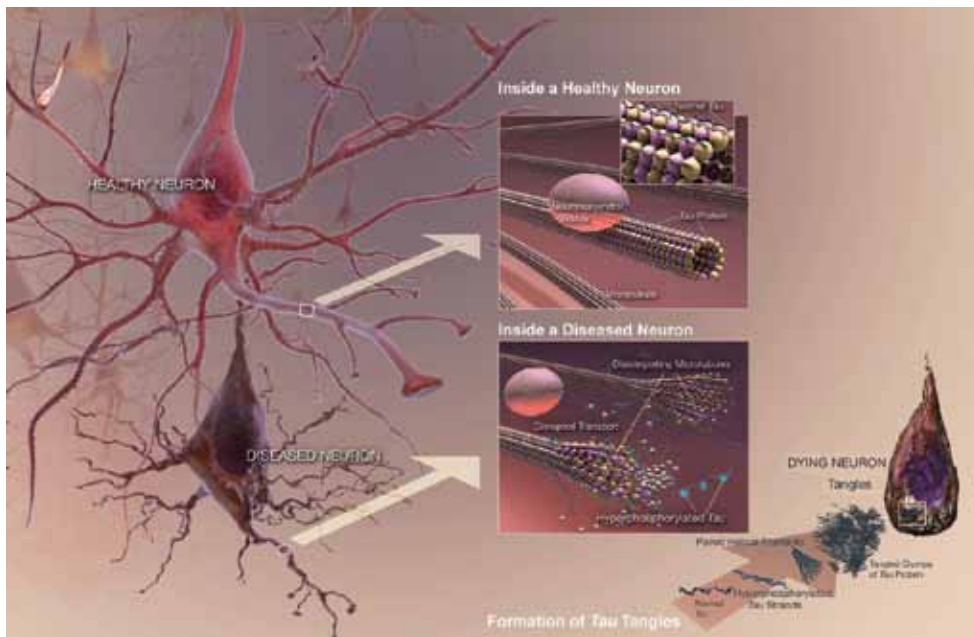
**Figure 3:** Image Courtesy of National Institutes of Health



**Figure 4:** Image Courtesy of National Institutes of Health



**Figure 5:** Image Courtesy of National Institutes of Health



As AD progresses, these plaques and tangles build up and spread within the brain, interfering with how neurons communicate with each other. Over time, the brain shrinks dramatically, affecting nearly all its functions in patients — from memory, learning, thinking and planning to speaking and comprehension — ultimately resulting in death. (Fig. 6, 7)

Figure 6: Image Courtesy of National Institutes of Health

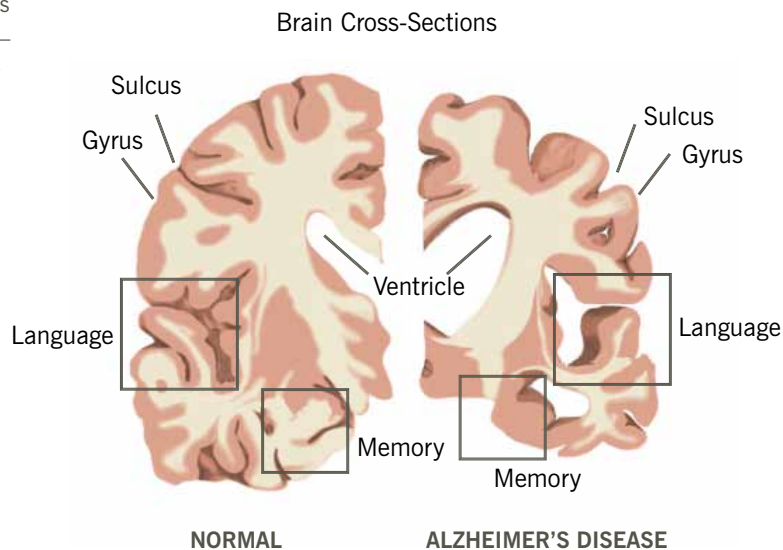
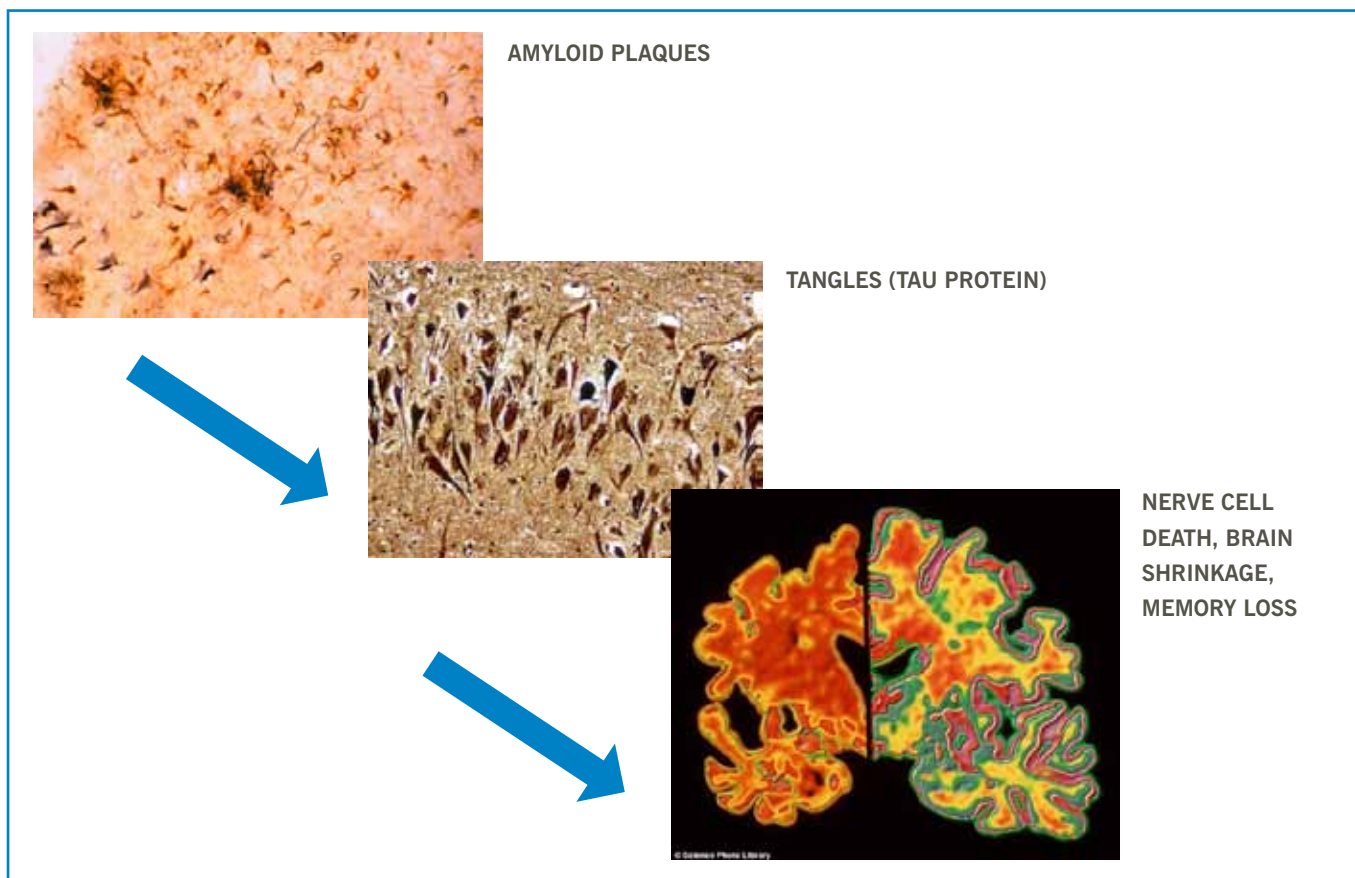


Figure 7





## Who Is at Risk for AD?

Table 1: Risk Factors

1. Age
2. Gender
3. Family History
4. Genetics
5. Medical Illnesses

AD develops as a result of complex interactions among multiple risk factors, including age, family history, genetics, medical illnesses, environmental factors and lifestyle.

Advancing age is the greatest risk. After age 65, the chance of getting the disease doubles every five years, reaching 50 percent in adults age 85 and older. (Fig. 8)

Women are at higher risk of developing AD. In fact, two-thirds of people over age 65 with AD are woman, which is partly due to the fact that women live longer than men.

Those who have a first-degree relative (father, mother, sibling) with AD have up to a three-fold increase in their chance of developing the disease.

A risk factor gene, APOE4, was linked to AD. People who inherited the E4 gene from one parent are three times more likely to develop AD; for those who inherit this gene from both parents, the risk of getting AD is ten times higher. (Fig. 9)

Certain medical illnesses, such as high blood pressure, diabetes and high cholesterol, are linked to AD. Stress, head trauma and obesity were also reported to be associated with AD.

Figure 8: Prevalence of Alzheimer's Disease by Age

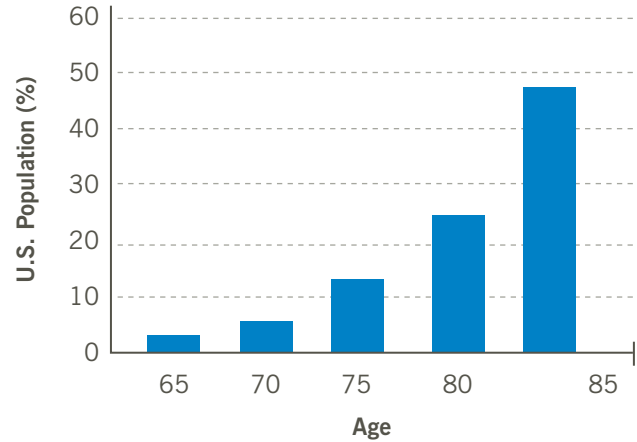


Figure 9



### What Can We Do to Reduce the Risk?

#### Physical Exercise

Getting regular exercise may lower the risk of AD. You don't have to be a serious athlete to benefit: walking or jogging at least 30 minutes several times a week appears to be effective. In other words, move it or lose it. (Fig. 10)

Figure 10



#### Brain Fitness

Mental exercise plays an equally important role in maintaining brain health and preventing cognitive decline. The ways to keep your brain sharp are to learn something new, practice memorization, solve riddles, do crossword puzzles and practice the 5 Ws: keep a “who, what, where, when and why” list of your daily experiences. (Fig. 11)

Figure 11



#### Brain-Healthy Food

What's good for the heart is good for the brain. Foods rich in antioxidants are brain-healthy. These include salmon, walnuts, flax seeds, dark-skinned fruits and vegetables such as blueberries and broccoli. Green tea, red wine, chocolate and some vitamin supplements, such as vitamin E and vitamin B12, are also believed to help preserve and improve memory. (Fig. 12)

Figure 12



#### Sleep and Stress Management

Sleep deprivation and psychological stress have been linked to increased risk of AD. Your brain needs regular rest and restful sleep to process and store information. Establishing healthy sleep habits and managing daily stress by practicing yoga or Pilates have been shown to have long-term benefits on overall brain health and reduce the risk of cognitive decline. (Fig. 13)

Figure 13



**Advances in Brain Imaging and Laboratory Tests**

Alzheimer’s disease is characterized by the abnormal accumulation of plaques (amyloid) and neurofibrillary tangles (tau) as well as the loss of nerve cells. These changes can take place as early as 10 years before the first symptom of Alzheimer’s disease appears.

The diagnosis of Alzheimer’s disease is usually made based on the clinical symptoms and is confirmed by autopsy. In the past decade, great progress has been made in brain scanning and other laboratory testing. These advances in technology (biomarkers) provides us with powerful, sensitive tools to diagnose the disease at its earliest stage, and to track the progression and monitor the effect of treatment.

The Cerebrospinal Fluid (CSF) tests the level of amyloid and tau protein that accumulate abnormally in Alzheimer’s disease. The Magnetic Resonance Imaging (MRI) demonstrates the brain shrinkage caused by loss of nerve cells. The Positron Emission Tomography (PET) scanning shows us the use of sugar by the brain and the changes in activity caused by Alzheimer’s. The amyloid imaging allows us to actually “see” plaque deposits in the living brain of an Alzheimer’s patient decades before patient is diagnosed. Many new types of scanning are being developed that will provide different types of windows into the impact of Alzheimer’s on the brain. (Table 2)

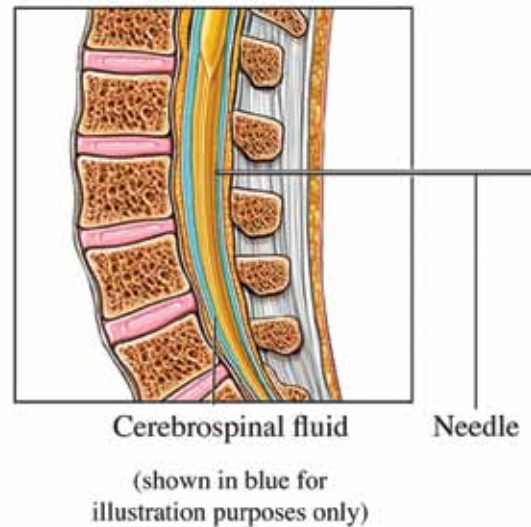
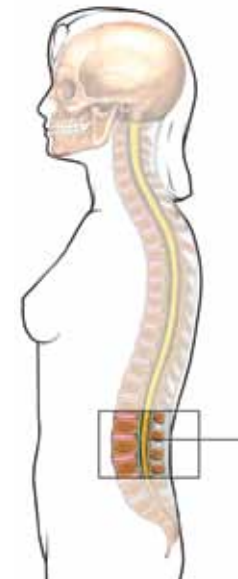
**Table 2: Biomarkers in Alzheimer’s Research**

Tests	Findings
Cerebrospinal Fluid (CSF)	Decrease Amyloid Increase Tau
Magnetic Resonance Imaging (MRI)	Brain shrinkage, Cell loss
Positron Emission Tomography FDG	Decrease glucose metabolism
Positron Emission Tomography-AV-45	Amyloid deposition

**The Cerebrospinal Fluid (CSF) (Fig. 14)**

Cerebrospinal Fluid (CSF) is the liquid that bathes the brain and spinal cord. Scientists are using lumbar punctures or spinal taps to collect the CSF to measure the level of amyloid and tau. In patients with AD, levels of amyloid protein in the CSF are decreased, while levels of the tau protein are increased. Currently, CSF is being used to confirm the diagnosis and track the effect of experimental drugs. In the future, this safe and quick test may be used to predict the likelihood of someone suffering from Alzheimer’s disease.

**Figure 14: Cerebrospinal Fluid**

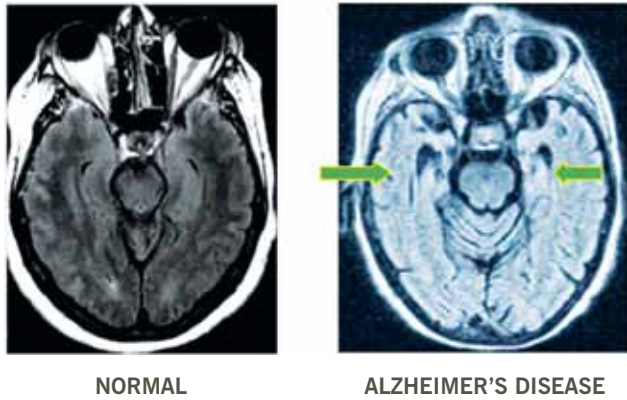




**Magnetic Resonance Imaging (MRI) (Fig. 15)**

Magnetic resonance imaging (MRI) uses magnetic fields to generate clear images of the brain. Researchers use MRI to measure the size of brain structures. Doing so enables them to see loss of volume in specific regions of the brain that indicate AD and see changes in brain volume and structure that reveal how the disease is progressing.

**Figure 15: Magnetic Resonance Imaging (MRI)**



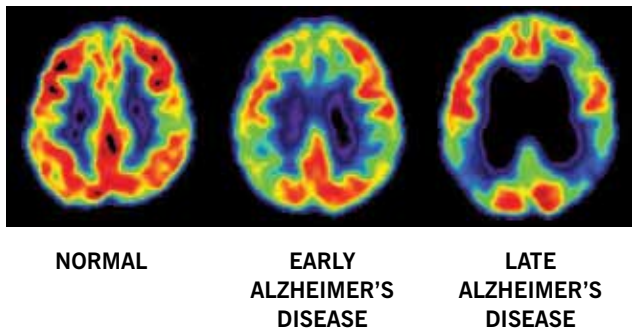
**Positron Emission Tomography (PET)**

Positron emission tomography (PET) provides a non-invasive, safe, and painless window into the brain that enables scientists to confirm the diagnosis. PET is expected to play a key role in evaluating the efficacy of new drug treatments designed to delay the progress of AD.

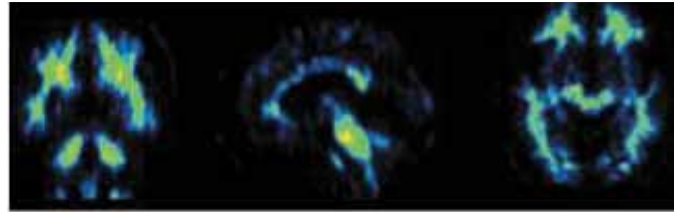
**PET-FDG (Fig. 16)**

In this imaging test, patients are given a small amount of radioactive fluid (fluorodeoxyglucose, or FDG) then scanned with a PET scanner. FDG measures glucose (sugar) metabolism, which is decreased in patients with AD. Poor glucose metabolism appears in blue and black on the scan, instead of red.

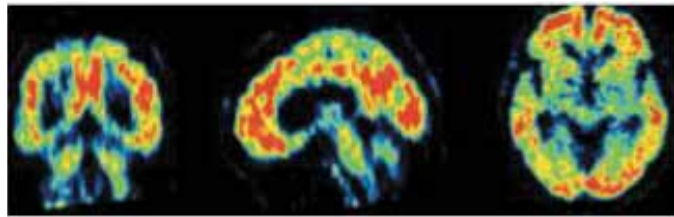
**Figure 16: Positron Emission Tomography (PET) PET-FDG**



**Figure 17: PET Scan with AV-45: Photo Courtesy of Avid**



**NORMAL**



**ALZHEIMER'S DISEASE**

**PET Scan with AV-45 (Fig. 17)**

This type of PET scan uses a radioactive tracer called Avid 45 (AV-45) to detect deposition of amyloid protein, which may appear long before the symptoms of AD. High concentrations of amyloid appear in vivid orange and yellow on this test.

**Current Treatments for AD**

**Table 3: Current Treatments for AD and Beyond**

Names		Mechanism	FDA Approval
Generic	Brand		
Tacrine	Cognex	Cholinesterase inhibitors	1993
Donepezil	Aricept	Cholinesterase inhibitors	1996
Rivastigmine	Exelon	Cholinesterase inhibitors	2000
Galantamine	Razadyne	Cholinesterase inhibitors	2001
Memantine	Nemenda	Glutamatergic Receptor inhibitor	2003

At present, there is no cure for AD. The US Food and Drug Administration (FDA) has approved five drugs. (Table 3) for the treatment of cognitive symptoms including memory loss, confusion, and problems with thinking and reasoning in Alzheimer's disease. These medications can temporarily improve or delay the worsening of AD symptoms for an average of 6-12 months; however, they do not treat the underlying disease.

- **Tacrine** was the first to be approved, but is no longer being prescribed due to the serious side effects it produced.
- **Donepezil** is the only one that's treating all stages of Alzheimer's disease from mild, to moderate to severe. The recent approval of Donepezil 23 mg (2010) provided an alternative choice to patients with moderate to severe AD symptoms.
- Both **Rivastigmine** and **Galantamine** are approved to treat mild to moderate Alzheimer's. A patch form of Rivastigmine was shown to be as effective as the original tablet and was approved by FDA in 2009. The patch formulation offers added value to those patients who have difficulty swallowing or simply prefer a patch over tablets.
- **Memantine** is approved for treatment of moderate to severe Alzheimer's. It can be used either alone or in conjunction with the above medications.

There are other medications that have been used to treat symptoms that occur frequently in AD patients, such as depression, agitation, psychosis and sleep disturbance. These medications include antidepressants, anxiolytics and antipsychotics.

Despite increasing research and interest in finding alternative treatments such as herbal remedies, vitamins and other dietary supplements, the evidence at this point is inconclusive with regards to the benefit of such remedies on cognition in AD patients.

There is an urgent need to find new treatments that will stop or delay cell damage and attack the causes of the disease directly. AD research is beginning to yield new generations of drugs — disease modified treatment — that are expected to slow the disease progression or stop it entirely. These new therapies are attacking AD on four fronts by:

1. Decreasing the production of amyloid and tau proteins
2. Increasing the removal of these proteins from the brain
3. Decreasing oxidation/inflammation of the brain
4. Protecting nerve cells

Currently, there are nearly 100 new drugs being tested. In addition, the benefits of antioxidants such as Resveratrol (found in the skin of red grapes, Fig. 18) and curcumin (a spice commonly used in Indian cuisine, Fig. 19) are under investigation in clinical trials. Cleveland Clinic participates in multiple clinical trials designed to give patients early access to exciting new treatments.

**Figure 18: Red Grapes**



**Figure 19: Curcumin**



## Clinical Trials: The Pathway to New Treatment

Although tremendous progress has been made in the past two decades, no cure or treatment that slows or stops the deterioration caused by AD has yet been found. That's why research continues to be critically important.

The FDA requires that all drugs be investigated in clinical trials to show they are safe and effective before they can be approved to treat patients. Currently, there are over 200 AD clinical trials at different stages being conducted worldwide needing 100,000 volunteers. A typical phase III clinical trial requires between several hundred to several thousand participants. Ultimately, the success of finding a new treatment depends on having enough patients for each clinical trial. (Table 4)

**Table 4: Phases of Clinical Trials**

Phases	Participants Needed	Purpose
I	Healthy Volunteers (<50)	Safety of drug
II	Patients (<100)	Safety and Doses
III	Patients (hundreds to thousands)	Effectiveness and Safety

A primary mission of Cleveland Clinic Lou Ruvo Center for Brain Health is to advance treatments for Alzheimer's disease (AD). Our center is one of the leading sites in the country to conduct advanced clinical research, and we are making tremendous strides towards finding prevention and a cure for this devastating disease.

## Science in Action: How You Can Help to Defeat AD

Clinical trials are the only way to test new drugs and advance treatment for Alzheimer's disease. You are the key to the success. *We need your help, we need you support. Your participation is key to finding a cure and prevention.*

At the Cleveland Clinic Lou Ruvo Center for Brain Health, we are actively participating in the Alzheimer's Disease Neuroimaging Initiative (ADNI). The program encompasses a group of studies being conducted at various sites nationwide with a goal of identifying the predictors of early AD through imaging tests and biomarkers found in blood and spinal fluid. The study employs Magnetic Resonance (MRI) scans to precisely measure brain volume, and PET scans with agents that can identify amyloid, an abnormal protein found in AD. By measuring changes in the brain over the course of AD, the ADNI study hopes to obtain information that will ultimately expedite the discovery of new treatments for the disease.

We will soon begin a nationwide study to examine the benefit of an **antioxidant** in treating early AD patients.

We will collaborate with other AD academic centers worldwide to initiate a number of studies to investigate the effect of **immunization** against the early stage of Alzheimer's disease.

The planning is under way for the first study to investigate a **new blood test** to diagnose Alzheimer's disease. We are proud to take the scientific lead in such exciting, groundbreaking research.

For more information or to volunteer for a clinical trial, please contact Michelle B. Sholar, CRC at 702.483.6026 or sholarm@ccf.org, or Lal Ramani, CRC, at 702.483.6025 or ramanil@ccf.org.

Together, we will keep memory alive for many years and generations to come.



## Meet the Research + Clinical Trials Team



**Kate Zhong, MD,  
MSc, FRCP**

*Senior Director of Clinical Research and Development, Cleveland Clinic Lou Ruvo Center for Brain Health*

Dr. Zhong is leading the clinical and research team conducting trials to advance treatment in Alzheimer's disease, Parkinson's disease and other neurodegenerative disorders, and brings over 15 years of diversified clinical and pharmaceutical research experience to the center.

Dr. Zhong practiced as a geriatric psychiatrist, led clinical trials in Alzheimer's disease, schizophrenia and mood disorders for AstraZeneca Pharmaceuticals, and served as a scientific consultant for multiple pharmaceutical, patient recruitment and rater training companies prior to joining Cleveland Clinic. She has a US patent pending invention featuring technology that enhances data quality of clinical trials.



**Charles Bernick, MD**

*Associate Medical Director, Cleveland Clinic Lou Ruvo Center for Brain Health*

Dr. Charles Bernick has been involved in the field of Alzheimer's disease research and treatment for close to 20 years. Since moving to Las Vegas in 1994, he has directed the development of a statewide network of Alzheimer's disease care, with clinics in Las Vegas, Reno and Elko. In addition to co-authoring numerous scientific articles, Dr. Bernick has participated in studies of virtually every medication now available for Alzheimer's disease.



**LeeAnn Mandarino**

LeeAnn Mandarino is the Administrative Program Manager for Research and Education, and is responsible for coordinating educational and scientific conferences for the Lou Ruvo Center for Brain Health.



### **Donna Munic-Miller, PhD**

Dr. Donna Munic-Miller is a licensed clinical psychologist who has worked with seniors and their families for over 15 years. She has provided individual and group support to caregivers of dementia patients, has presented on a variety of educational topics to caregivers, professionals, seniors and others, and has facilitated a program for high-functioning individuals with memory problems. Dr. Munic-Miller has administered cognitive assessments in several clinical research trials that focused on neurodegenerative diseases.



### **Lal Ramani, MD**

Dr. Ramani served as Chief Medical Officer and Health Administrator, Ministry of Health, for the government of India for over 30 years. Trained as a Forensic Pathologist/Medical Examiner, he has conducted over 20,000 autopsies. Dr. Ramani has served as a coordinator of research programs at the Lou Ruvo Center for Brain Health since July 2009.



### **Michelle B. Sholar, CRC**

Michelle Sholar has been involved in clinical research studies for the past 20 years. While working at McLean Hospital/Harvard Medical School, she co-authored 28 scientific articles focusing on the neuroendocrine and reinforcing effects of drugs of abuse. Currently she is coordinating clinical research trials at the Lou Ruvo Center for Brain Health.



### **Gail Vranesh, RN, CCRC**

Gail Vranesh, RN, is certified by the Association of Clinical Research Professionals, and for the past twenty years has been involved in Alzheimer's disease research trials. She participates in research programs with an emphasis on maintaining regulatory documents for the Lou Ruvo Center for Brain Health.

# What You and I Can Do to Help Cure Alzheimer's Disease

By Dan Otter - Keep Memory Alive Board Member



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

**“I am too old to go back to school to become an AD researcher, so I have to give what I can so that my children will never know AD.”**

I have been involved with the development of Cleveland Clinic Lou Ruvo Center for Brain Health for several years. As a Keep Memory Alive board member and friend of founder Larry Ruvo, I have played a small part by contributing my time, talent and treasure to the cause. Today, I am thrilled the center has treated hundreds of people with Alzheimer's disease (AD)

When I celebrated my 50th birthday this year, I realized there was something I still needed to do: participate in a clinical trial designed to advance our knowledge of AD while my brain was still healthy.

## Why Clinical Trials Are Important to Me

I was the primary caretaker for my mother, who died in 2005 at the age of 79 after battling AD for several years. After her death, I went through her files and discovered my father's death certificate from 1972 stating the cause of his death as AD. He was only 69. My father's brother and sister also succumbed to AD.

My wife and I have three children aged 10 to 14. My strong family history of AD puts me and my three children at higher risk of getting the disease ourselves. I don't want my children to know AD. I want them to think of AD the same way my generation thought of polio — as a disease that is no longer a concern.

## Doing Our Part

I am too old to go back to school to become an AD researcher, but I can help rid the world of this mind-robbing disease by participating in a clinical trial. Clinical trials are the pathway to a cure for Alzheimer's, and you and I hold the keys to helping researchers achieve this goal.

The Lou Ruvo Center for Brain Health is conducting several trials of new drugs for Alzheimer's, and will be investigating an AD vaccine this year. Many volunteers are needed for these studies. I encourage you to become part of the army battling this disease by enrolling in a clinical trial. Information on the clinical trials currently available at the Lou Ruvo Center for Brain Health can be found at the end of the article entitled, **“Striding Ahead to Keep Memory Alive”** on page 7.

## Spotlight on Brain Health | Clinical Trials

Most clinical trials require blood samples and MR, CT or PET scans. Some require spinal fluid be extracted by lumbar puncture (spinal tap). I have had a spinal tap and can verify the discomfort is nothing more than a little sting lasting a few seconds, similar to a Novocain injection given by a dentist. The more spinal fluid samples researchers have, the more quickly a cure may be found. Don't let fear of a painless lumbar puncture to deter you from participating in critically important research.

### *About the Author:*

*Dan Otter is a Keep Memory Alive board member and commercial real estate developer. He lives in Las Vegas with his wife, Victoria, and their children Danielle, Christian and Katie. He looks forward to participating in new studies at Cleveland Clinic.*

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





## Meet Our Volunteers | Lorraine Ujifusa



“My grandmother had Alzheimer’s disease (AD). My mother had it, too, and each of her seven brothers and sisters had it. I’m an only child, and I moved my mother from California to Las Vegas so I could better care for her,” says Lorraine Ujifusa.

Mrs. Ujifusa lost her mother to AD in 2005, before the Cleveland Clinic Lou Ruvo Center for Brain Health opened. “I wish the center, with its programming for caregivers, had been here when I needed it,” she laments. “A friend gave me a book about caring for someone with Alzheimer’s called *The 36-Hour Day*. It was all I had for support, and I hung on every word. If the Lou Ruvo Center for Brain Health had been around, I could have met other caregivers, received the support and advice I needed,” she says.

However, Ms. Ujifusa literally got in at the ground floor, attending the center’s groundbreaking ceremony on February 9, 2007. When asked why she was so committed to the center’s development and to securing a volunteer opportunity upon its opening in 2009, she says, “Being here is a way of giving back. And besides, who knows when I myself will need to access the center’s services.”

Mrs. Ujifusa enjoyed a rewarding career managing property and storage facilities until she quit in 2002 to care for her mother.

She was fortunate that her mother recognized her through her final days and remained upbeat. “She loved music and dancing right to the end,” Mrs. Ujifusa remembers.

Based on her experience with her mother, whose mental acuity declined rapidly following her retirement, Mrs. Ujifusa espouses the philosophy of YOU doctor Mehmet Oz, MD, which is to keep the mind active. She participates in the Red Hat Society; the Caring Connection, which assists people returning home from the hospital; the woman’s club in her Los Prados community and volunteers at the Lou Ruvo Center with her neighbor, Ruth Rogers.

When asked what advice she would like to share with other caregivers, Mrs. Ujifusa says, “Don’t disagree with your loved one. Seek advice on how to deal with it.”

## Meet Our Volunteers | Ruth Rogers



**R**uth Rogers began volunteering at Cleveland Clinic Lou Ruvo Center for Brain Health in 2009. The vibrant, active woman says that when patients cry over their diagnosis, she is often able to raise their spirits by telling them she is also a patient at the center.

Ms. Rogers has led an active, healthy lifestyle that included fencing and archery in college. She reminisces about how her family was of modest means, but her father always found a way to pay for sports equipment and lessons. Today, she teaches water aerobics, works out and permits her dogs, a Havanese and a Maltese, to walk her every day. She also keeps her mind active by reading, doing crossword puzzles, taking organ lessons and, of course, volunteering at the Lou Ruvo Center for Brain Health on Thursday afternoons.

"I have Parkinson's in my right foot. It's rare to have the disease isolated in just one location, but I do. Most people don't know I have it, and I sure don't let it slow me down," she says.

When asked why she volunteers at the Lou Ruvo Center for Brain Health, Ms. Rogers replied, "I want to be a part of the best medicine in the world right here in Las Vegas. It's wonderful for our community to have such a great place to go, and I want to be there, too."

She also enjoys the opportunity to educate others and to share her positive outlook on neurological disorders. "Don't be afraid of what's going to happen. You can't let it rule your life," she says.

Ms. Rogers tells the story of her niece, who became a paraplegic following an accident. One summer, when Ms. Rogers was laid up with a broken leg, she was miserable and set about making everyone around her miserable. When her niece came to visit, she asked, "How can you remain so upbeat? You're in a wheelchair for the rest of your life."

The niece replied, "You know your cast is coming off in a handful of weeks. I have to be in this chair forever, so I have to make the best of it."

That response sealed Ms. Rogers' positive outlook on life. To this day, she has many acquaintances, but carefully chooses her friends. "They are the ones with the positive attitudes," she says.

# Employee Profile | Anna Robins

## Recognized for Creating Memorable Events

*Anna, Nathan, Zachary and David Robins*



For anyone who knows Anna Robins, it was no surprise the Las Vegas Chapter of the Association of Fundraising Professionals named her its 2010 Outstanding Fundraising Professional. Ever since she joined Keep Memory Alive (KMA) in 1998, Ms. Robins has been the energy and spirit behind the organization's events, notably the Power of Love gala, which has become the signature event and represents KMA's mission to create and preserve memory.

Larry Ruvo, KMA Founder and Chairman, says Ms. Robins puts the "special" into all special events at KMA. "Anna Robins has been instrumental, dynamic, creative, exciting, fun, detailed, amazing and one hundred other adjectives I could list to describe this sensational individual. The reputation our organization has earned for great events, auction items, special promotions, follow-through with celebrities and chefs, etc., is the result of Anna's commitment and dedication," he says.

Ms. Robins builds rapport with colleagues and volunteers alike, involving them in the fun and pageantry of her events and inspiring them to strive for her exacting standards. She has the enviable ability to engage more than 100 volunteers for the gala and make each of them eager to help. She uses her gift of recognizing an individual's talents to place each volunteer in a rewarding position. A master of delegation, she allows all to feel they are part of the success. In this respect, the gala becomes a team-building activity. Ms. Robins' presence in the trenches, and her expressions of gratitude and appreciation after the events are over, foster respect and long relationships with volunteers and donors alike.

Ms. Robins manages not only the Power of Love gala, but all other KMA events as well. These include the July Tahoe weekend, with a rodeo and dinner by chef Emeril Lagasse; ski weekends; golf tournaments; and numerous events hosted by such corporate sponsors as Cartier, Fendi and Todd English Pub. Each event generates revenue through ticket sales, raffles, auctions, donations and celebrity appearances.

Ms. Robins manages all aspects of auctions, from obtaining one-of-a-kind donated items, to writing post-event thank you letters, to ensuring that a bouquet of flowers is waiting in a





*Anna Robins' KMA colleagues celebrate with her at the November 2010 AFP award ceremony  
 Back- Kim Israel, Nicole Wolf, Robin Harrell, Gina Sinclair Front- Lisa Manning, Jennifer Hixson, Dee King, Honoree Anna Robins, Laura Fritz, CFRE*

vacation home won by an auction guest. In exchange for her careful attention to detail, guests enjoy the thrill of chasing down exhilarating prizes and competing for unforgettable experiences, resulting in bidding wars that drive impressive earnings for KMA.

Ms. Robins extends her touch to events hosted in KMA's Event Center, which is rented by outside individuals and organizations for parties and corporate events.

"Larry Ruvo hired me more than a dozen years ago. Larry's vision, and that of his wife, my great friend, Camille Ruvo, has not only inspired me, but has also inspired our community," says Ms. Robins. "Larry's goal was to make this center a reality. I have been honored to take this journey with him. I have learned

the power of passion, philanthropy and dedication to a cause. Because of that, I am forever thankful to the Ruvos," she says.

Prior to working at KMA, Ms. Robins was the Director of Events and Banquets for Southern Wine and Spirits for six years, managing Southern Wines' charitable events including UNLVino. A native of Las Vegas, she and her husband, David, have two sons, Zachary (4) and Nathan (2).

"I hope that some day they will be proud of their mommy. But more importantly, I hope they learn the importance of philanthropy and giving back to the world," she says.



## Riding Sidecar with Evil Knievel



“I have a retentive memory,” warns Stan Fulton, “so don’t tell me anything you don’t want me to remember.”

As his 80th birthday approaches, Mr. Fulton’s memory indeed appears quite sharp as he recounts his college days when, on a blind date, he met Betty, the woman who became his wife and mother to their six children. Mrs. Fulton was diagnosed with Alzheimer’s disease in 2009.

In her honor, Mr. Fulton made a gift to the Cleveland Clinic Lou Ruvo Center for Brain Health. The former “Memory Garden” at the center’s Las Vegas location now is named the “Betty Fulton Reflections Garden.”

One of Mr. Fulton’s fondest memories of Betty is her wit, citing as an example her frequent commentary on their relationship. “She used to say, ‘Stan, life with you is like riding sidecar with Evel Knievel.’”

True, Mr. Fulton has embraced risk and lived a life of adaptation and change. After studying horticulture in college and serving in the Air Force, Mr. Fulton returned home to Maryland to work for

his father, who operated a peach and apple farm, an appliance store, and also delivered propane to more than 3,500 retail customers. After a year on the job, he decided to strike out on his own and gave his notice. He asked his father for \$5,000 as compensation for his year’s work, and his father handed him a check for \$10,000. Mr. Fulton said, “Papa, I think you’ve made a mistake.” His father replied, “You’ll need it when you get out in the real world.”

His father was right. “Two years after leaving my father’s business, I wasn’t broke, but I was badly bent,” he says with a laugh. His first business, a franchise of Western Auto in Florida had failed. “I thought I was better than the numbers. I learned that’s impossible.”

Mr. Fulton regrouped and ultimately enjoyed success in business. At age 31, pursuing what he thought was a passion, he decided to go back to school to become a doctor. A professor at Johnstown College asked how he had spent spring break, and Mr. Fulton admitted that, rather than interning at a hospital, he had been sniffing around a cable television company he was thinking of buying. The professor said, “Stan, forget medicine. Go back to business, and if you’re as successful as I think you will be, then give generously.”

Mr. Fulton bought a cable TV company in Maryland and some real estate in Las Vegas. He founded Fortune Coin (later to become Anchor Gaming), invented multi-line video slots, and engineered a cooling system for the PC boards of the computer systems housed in the slot machines. He recalls that he wrote his first check to a charity 48 years ago, to Johnstown College.

Mr. Fulton credits much of his success in business to Betty, whose frugality and support of his endeavors ensured that he always had the necessary capital on hand to invest in his various businesses. He continues to work at the office every day, and is currently engaged in five deals across a diversified gaming and racing portfolio.

If Mr. Fulton, the man with the steel-trap memory, could leave behind one memory for others, it would be his emphatic belief that, as he says, “There will be a cure for Alzheimer’s someday.”

## Making Memories | Going Once, Twice, Sold!

### Going Once

When it came to the silent auction at the Keep Memory Alive's 2010 Power of Love gala, it was not a question of "if," but of "which one" for Dave and Brigette Kirvin.

"The KMA team has such an amazing collection of auction items each year, that the hard part is deciding," says Mr. Kirvin.

But one item stood out this year: a week of camp at the Michael Jordan Flight School on the campus of the University of California at Santa Barbara. The Kirvins felt the opportunity would give their 10-year-old son, Jack, a sports nut, the experience of a lifetime. And because the auction item was packaged with a week at the Santa Ynez Marriott, the rest of the family could

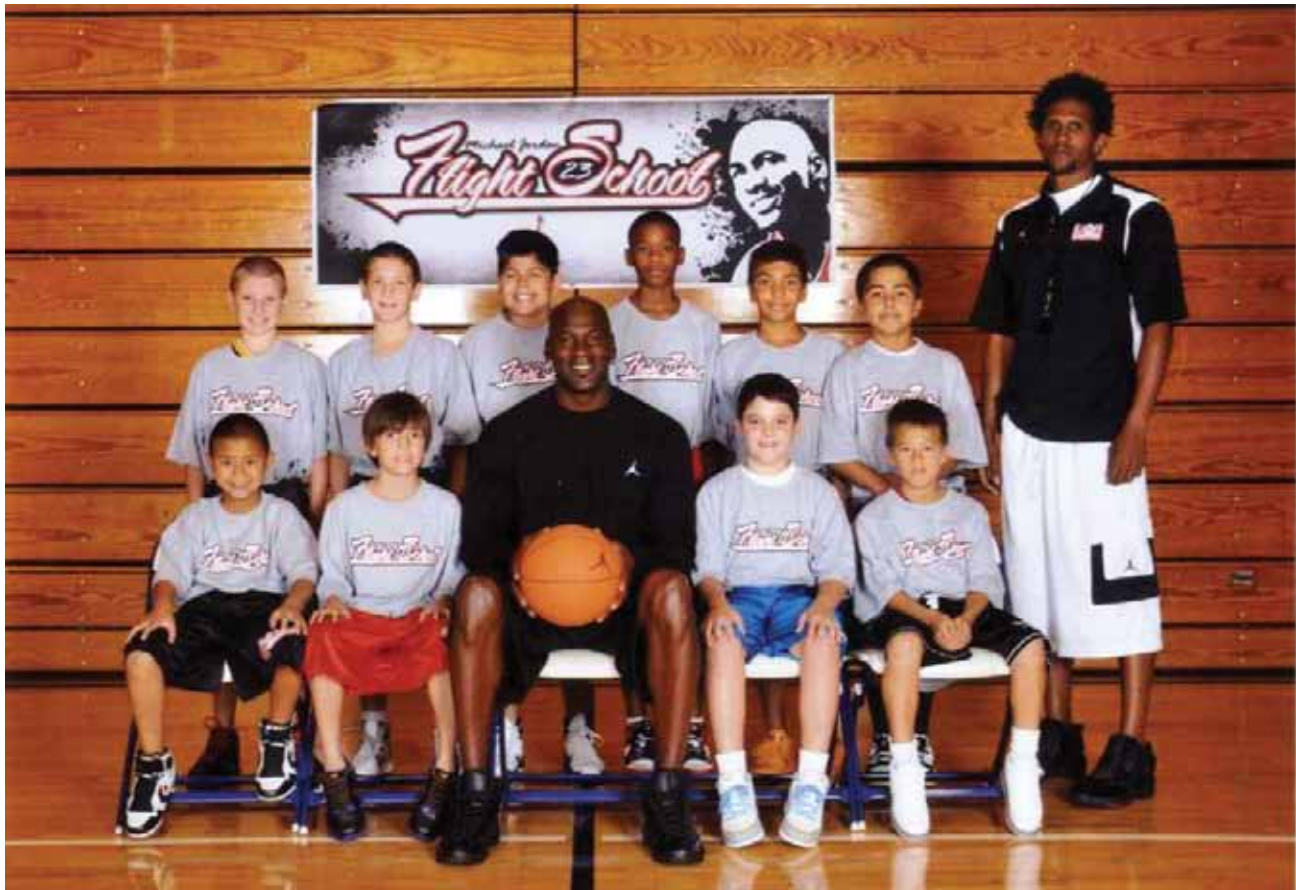
enjoy a week-long vacation that combined the beach and wine country.

"This one auction item would make the whole family happy," says Mr. Kirvin. And indeed it did.

"Jack had a ball. He hung out with new friends, played basketball for an entire week, met Michael Jordan and got his autograph. The rest of us got to tour the wine country, ride bikes and explore Santa Barbara," he says happily. "Fighting brain disease was never easier!"

And next year? "It's his sister's turn," says Kirvin.

*Jack Kirvin- immediately to left of Michael Jordan*



## Investing in Brain Health

### Going Twice

Myra and Brian Greenspun have successfully bid on many unique auction items during the 10 years they have been attending the KMA gala.

“Our motivation has been simple. Larry Ruvo needs funds for his dream of a world-class brain center for our community, and we are in a position to help,” says Mrs. Greenspun.

The Greenspuns had no problem finding an auction item that appealed to them.

“We love boats, so bidding on the Sea Dream cruise was a no-brainer,” she explains. The cruise for the Greenspuns and 80 of their friends departed from Puerto Rico and sailed around the Caribbean.

“After the cruise was over, many of our friends asked, ‘Are we doing it again next year?’” she says.

The couple also won a three-day weekend at Larry Ruvo’s Shakespeare Ranch on the shores of Lake Tahoe. The package included a spectacular dinner prepared by Chef Emeril Lagasse, wine pairings provided by some of the world’s greatest vineyards, a rodeo and numerous gourmet experiences throughout the stay.

The Tahoe trip was a special hit with their grandson. “He began referring to it as ‘Tahoe Camp’ before we ever got there. He still asks when we are going back. I think Larry put him up to it!” Mr. Greenspun says with a laugh.

All joking aside, the Greenspuns feel the auction is an ideal way to raise funds for brain disease research.

“If someone is inclined to help KMA — which they should be, because these dreaded diseases are claiming more and more victims — I can’t imagine a better way to help than buying the Sea Dream experience or the gratifying, personal thrill of the Shakespeare Ranch on Lake Tahoe,” he says.

### Sold!

The next Power of Love gala will be held on Saturday, February 26, 2011. If you would like to bid on the truly unique auction items available at this gala, you may:

- Purchase a ticket to attend the event by calling 702.263.9797
- View the auction catalog online at [keepmemoryalive.org](http://keepmemoryalive.org) and phone in a bid



*The crew of the Sea Dream offers a warm welcome to Myra and Brian Greenspun and their guests*



*Brian Greenspun and friends alongside the Sea Dream*





# 199 windows, none of which are alike (nor is your event)

Let **Frank Gehry's** masterful architecture shape the design of your individualized event experience. Accommodating up to 300 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](mailto: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







SATURDAY, FEBRUARY 26, 2011  
BELLAGIO, LAS VEGAS, NEVADA

Please join Keep Memory Alive as we honor  
E. Parry Thomas and raise awareness and help  
to support people suffering from memory disorders  
and those who selflessly care for them.

Enjoy the finest cuisine from **Wolfgang Puck, José Andrés, Michael Mina and François Payard** plus the best offerings from the wine world. Mingle with a star-studded crowd. Bid on luxurious auction items from jewelry to world travel and other special treasures only found at the *Power of Love™*.

All proceeds will benefit the **Cleveland Clinic Lou Ruvo Center for Brain Health.**

ALZHEIMER ♥ HUNTINGTON ♥ PARKINSON ♥ ALS ♥ MEMORY DISORDERS

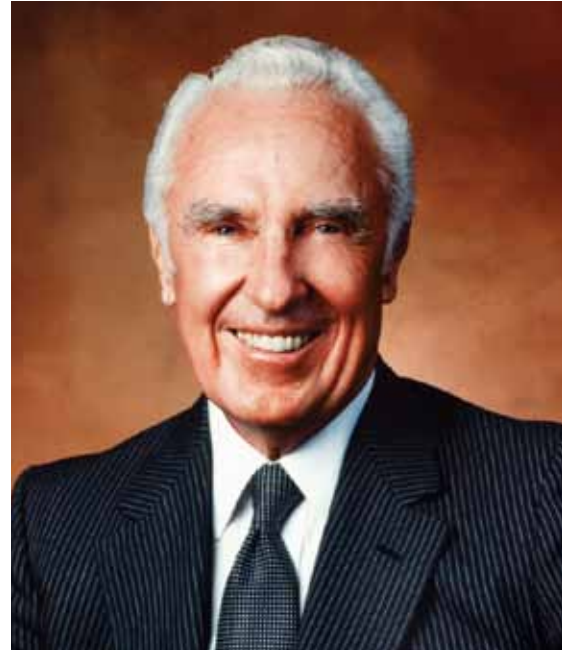
Seating is limited. For information, visit [www.keepmemoryalive.org](http://www.keepmemoryalive.org) or call 702.263.9797.

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

BELLAGIO  
LAS VEGAS

Cleveland Clinic

## Join Us in Honoring E. Parry Thomas



On February 26, 2011 at the Power of Love gala, Keep Memory Alive will honor E. Parry Thomas. As its leading financier for over a quarter of a century, Mr. Thomas helped build Nevada. He has been honored by the American Academy of Achievement as the sole banker responsible for financing the gaming and resort industry at a time when no one else would. His leadership and efforts paved the way for publicly traded companies to become casino operators.

Mr. Thomas' efforts to build the community did not stop with his primary field of endeavor. The institutions and organizations he helped to foster are now the lifeblood of the Las Vegas community. The United Way, the Salvation Army, the National Council of Christians and Jews and many other charities have Mr. Thomas to thank for their initial introduction into Las Vegas. As co-founder of the UNLV Land Foundation, his financial support grew UNLV into a powerful educational and cultural centerpiece of its community.

Mr. Thomas was never alone in his endeavors and acknowledges the equal importance and contributions of his friend and partner, Jerry Mack.

# Meet the **Power of Love™** Chefs

## February 26, 2011 | Bellagio, Las Vegas



### **José Andrés**

James Beard Award-winning chef  
Lecturer at Harvard on “Science and Cooking” (2010)  
GQ Magazine’s Men of the Year (2009)

Owner of ThinkFoodGroup with partner Rob Wilder, Chef Andrés is responsible for restaurants in Washington, DC’s, Los Angeles, Beverly Hills, and Las Vegas.



### **Michael Mina**

Bon Appétit Chef of the Year (2005)  
San Francisco Magazine Chef of the Year (2005)  
International Food and Beverage Forum Restaurateur of the Year (2005)

Under the auspices of Mina Group, Chef Mina has opened 18 concept restaurants and a lounge concept.



### **François Payard**

Bon Appétit Food & Entertainment Awards “Pastry Chef of the Year” (1997)  
International Pastry Competition Committee, Beaver Creek “Pastry Chef of the Year” (2001)  
Ordre du Mérite Agricole, Medal of Honor from the French Government (2004)

Chef Payard oversees bakery/restaurants in New York, Las Vegas, Japan and Korea.



### **Wolfgang Puck**

James Beard Foundation Award for Outstanding Chef of the Year (1991 & 1998)  
James Beard Foundation Award for Restaurant of the Year, Spago Las Vegas (1994)

Chef Puck has crafted an empire that includes 17 fine dining restaurants, premium catering services, fast-casual restaurants, cookbooks and licensed products.



### **David Robins**

James Beard Foundation Best Chef: Southwest Nominee (2005)  
Las Vegas Life Epicurean Awards Best Chef in Las Vegas (2003)  
Academy Awards Governor’s Ball chef

Chef Robins is Managing Partner, Operations in The Wolfgang Puck Fine Dining Group.

## Barrett-Jackson Raises More than \$31,000 in 15 Minutes for Keep Memory Alive

**A**t a time when many companies are cutting back on charitable support and corporate sponsorship, the Barrett-Jackson Auction Company increased their support of Keep Memory Alive (KMA).

On September 18, 2010, Phil Neri, Vice President of Sales and Marketing for Barrett-Jackson, renewed the company's commitment to KMA at a "Cruise-In" at Gaudin Ford in Las Vegas. Proceeds from food concessions and donations collected by the Mustang Club of Las Vegas raised nearly \$1,000 for KMA.

Five days later, at the Third Annual Barrett-Jackson Collector Car Auction Grand Opening party at Mandalay Bay, Barrett-Jackson auctioneers sold four decorated NASCAR hoods to exceedingly enthusiastic bidders, raising \$31,620 for KMA in only 15 minutes.

Robin and David Levy of Akron, Ohio, were among the winning bidders. An architect whose life has been altered by his father's 15-year battle with Alzheimer's, Mr. Levy spoke thoughtfully and optimistically about a cure for the disease, as they consider its implication for their children. He and his wife have put a tour of Cleveland Clinic Lou Ruvo Center for Brain Health on their "must-do" list for their next trip to Las Vegas. They are eager to see fellow architect Frank Gehry's masterpiece and learn more about Alzheimer's disease.

"We are proud and honored to support KMA and the battle against memory disorders that is fought each day at Cleveland Clinic Lou Ruvo Center for Brain Health," said Phil Neri.

The Barrett-Jackson Auction Company was established in 1971 in Scottsdale, Arizona. It specializes in providing products and services to classic and collector car owners, astute collectors and automotive enthusiasts worldwide. The company produces the "World's Greatest Collector Car Auctions™" in Scottsdale, Palm Beach, Las Vegas and Orange County. Barrett-Jackson's commitment to charitable organizations continues to grow with each passing year.



*KMA volunteers Sandy Runkle (L) and Jan Dils display one of the four NASCAR hoods that were auctioned to benefit KMA*



*Sporting their Lou Ruvo Center tees, Robin and David Levy join Barrett-Jackson CEO Craig Jackson in his sky box*



# Memory Walk 2010

By Kathi Overstreet

Thousands of Las Vegans gathered before sunrise on November 6, 2010, at the Fashion Show Mall on the Las Vegas Strip, not to beat the early-morning retail rush, but for a much greater purpose: to raise awareness of the pernicious effects of Alzheimer's disease.

The Desert Southwest chapter of the Alzheimer's Association drew a wide cross-section of participants to this year's Memory Walk. Las Vegas Mayor Oscar Goodman and his wife Carolyn; Jeffrey L. Cummings, MD, and Robin Leach served as honorary chairs of the eighth annual walk. Joining them were representatives from more than 30 medical and civic organizations and nearly 50 employees and volunteers from Cleveland Clinic Lou Ruvo Center for Brain Health, where Cummings serves as Medical Director.

Although no cure for Alzheimer's has been found, Dr. Cummings reminded those in attendance that medications and lifestyle changes can slow the onset of its debilitating effects. More research is needed, and events such as the Memory Walk raise funds to ensure the fight for a cure continues.

Carolyn Goodman recounted how her father had to re-learn how to open a car door.

"That's when it hit me just how bad Alzheimer's really is," she said. "The three-mile walk is a great way to exercise while honoring those whose lives have been touched by this lethal disease."

#### *About the author:*

*Kathi Overstreet is an office specialist who manages patient visits to Cleveland Clinic Lou Ruvo Center for Brain Health. She also freelances for the Las Vegas Sentinel-Voice.*



*L-R: Susan Hirsch, Director of Social Services; Jeff Cummings, MD, Director, Cleveland Clinic Lou Ruvo Center for Brain Health; Dee King, Director, Volunteer Services*



*Representing Lou Ruvo Center for Brain Health at the Memory Walk*



# Family Support Program

A husband notices his wife is becoming lost in familiar places. A wife sees her accountant husband struggling to balance their checkbook. A daughter becomes distressed when her mother forgets appointments. When these types of incidents begin to form a pattern, family and friends begrudgingly acknowledge that something may be terribly wrong.

Jean Georges, a volunteer at Cleveland Clinic Lou Ruvo Center for Brain Health, talked with *Las Vegas Review Journal* reporter Paul Harasim about her experiences with her husband, Leonard.

“I didn't think there was a medical reason for leaving the garden hose on all night while he watched TV, or for accusing me of failing to write letters he had never asked me to write, or for repeatedly asking the same questions. Something was happening to his judgment, but I didn't know what,” she told Mr. Harasim. “You make excuses when someone you love starts to act strangely.”

Mrs. Georges spoke with Mr. Harasim to help spread the word about the Lou Ruvo Center for Brain Health's new Family

Support Program, which offers counseling to anyone caring for a significant other with memory loss. If such a caregiver support program had been available a few years ago, Mrs. Georges says she would have been the first to sign up.

The Cleveland Clinic began offering the Family Support Program this year through a grant awarded by the Rosalynn Carter Institute/ Johnson & Johnson Caregivers Program. Modeled after a successful, scientifically validated program called the New York University Caregiver Intervention, the Family Support Program offers counseling and support to spouse caregivers.

## The program includes:

- An initial screening and assessment
- Six counseling sessions, some of which include a family member or friend
- Support by phone, as needed
- Quarterly contact to review progress

## This program is designed to help caregivers:

- Reduce stress
- Find solutions to problems
- Access community resources
- Share experiences with others in similar circumstances
- Improve communication with family members

Caregivers of any age who live with a spouse or significant other with memory loss, and who have at least one relative, friend or neighbor who is willing to participate, can contact Jennifer Gayan at 702.483.6036 or email: [gayanj@ccf.org](mailto:gayanj@ccf.org) to learn more about the Family Support Program in Las Vegas.



*Leonard and Jean Georges*

Presented by:



KEEP MEMORY ALIVE  
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# Save the Date

Taking Care of Business:

## A Summit on Employee Caregiving



Friday, February 25, 2011 | 7:30 – 11:30 AM  
Keep Memory Alive Event Center,  
Cleveland Clinic Lou Ruvo Center for Brain Health

### DID YOU KNOW?

- The annual cost to businesses for employees who are caregivers is more than \$17 billion.
- Losses include absenteeism, workday interruptions and employee turnover.
- There are more than 250,000 caregivers in Nevada, the majority of whom are currently employed.

### YOU'LL LEARN:

Cleveland Clinic invites you to join with other members of the business community to learn easy and effective strategies tailored to your workplace:

- Understand the impact of caregivers in your company
- Hear successful strategies used by business leaders
- Learn ideas to support your employees and positively impact your bottom line

### WHO SHOULD ATTEND:

Corporate Leaders, Executives in Human Resources, Employee Benefit Plans and Employee Assistance Programs

### COST:

\$50 per person, \$25 per person (*non-profit and government organizations*)

### FOR MORE INFORMATION:

Susan Hirsch, 702.483.6023 or [hirschs2@ccf.org](mailto:hirschs2@ccf.org)

Sponsored by:



# 2.25.2011

## Movement + Memoirs



*An Evening in Paris, University of Wyoming dance, circa 1951.  
Photo courtesy of Jean Georges*



*Participants in the Life Stories series gather to document memories*

This past fall, the Cleveland Clinic Lou Ruvo Center for Brain Health offered two special classes for caregivers and their loved ones: Dancing Through Time (which is repeating in February) and Life Stories: Preserving Family Memories. Each was filled with laughter, tenderness and tears.

The classes were designed to present opportunities for respite from the diseases we treat. An environment was created where people with cognitive impairments and their family members could participate in two activities they enjoy. The inaugural programs focused on dance and expressive writing.

### **Dancing through Time**

Retired University of Nevada Las Vegas professor Dr. Carole Rae taught the four-session dance class, in which husbands swept wives off their feet in dances learned decades ago.

In each session, participants learned the history of a specific dance, watched a demonstration of the steps and tried the dance moves. Some dances, such as the Lindy hop and the waltz, were old favorites. Others, such as the salsa, were new to most.

The participants expressed their appreciation for the opportunity to dance together again. One couple, who had met at a dance decades ago, shared how the experience brought back wonderful memories.

### **Life Stories: Preserving Family Memories**

The University of Nevada Cooperative Extension Service offered their Life Stories: Preserving Family Memories program at the Lou Ruvo Center. Instructor Jean Norman helped participants bring their personal stories to life.

One participant shared a madcap adventure through Mexico, complete with an encounter with border patrol. Another recounted family cooking traditions. Some participants with memory loss worked diligently to record their precious memories before dementia could steal them away. Caregivers sought to honor the memories of their loved ones to ensure they would never be forgotten.

### **More Programs to Come**

These programs are offered as part of the extensive list of free caregiver services and programs at the Lou Ruvo Center for Brain Health. All caregivers are invited to participate, whether or not their loved one is a patient at the center.

For more information, visit the Caregiver Section of the Keep Memory Alive website, [keepmemoryalive.org/caregivers](http://keepmemoryalive.org/caregivers), or call 702.483.6023.



## Cleveland Clinic and Cleveland Museum of Art Bring Art Lectures to Las Vegas

**C**leveland Clinic and the Cleveland Museum of Art have partnered to bring interactive art presentations to Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas.

The Cleveland Museum of Art, a world-renowned museum, is also a leader in distance learning. The museum staff and curators offer live, interactive presentations transmitted from the museum to Cleveland Clinic sites in Cleveland, Florida and Las Vegas via live videoconferencing. Participants can view art and artifacts, enjoy lectures and converse with museum educators.

The art series is held the first and third Tuesday of every month from 11 a.m.–noon at the Lou Ruvo Center for Brain Health and is open to the community. The presentations are part of the Lou Ruvo Center for Brain Health's respite programs for caregivers and spark lively conversation among caregivers and non-caregivers alike, who welcome the distance-learning opportunity.

For additional information, or to RSVP for a lecture, please contact Susan Hirsch at 702.483.6023 or [hirschs2@ccf.org](mailto:hirschs2@ccf.org).



*Renaissance Art featured in a lecture, The Birth and Naming of John the Baptist, c. 1500, The Cleveland Museum of Art, John L. Severance Fund*

## Photo Gallery



Chef Wolfgang Puck sits in front of the cafe named in his mother's honor to discuss with Larry Ruvo the wines he has produced to benefit KMA



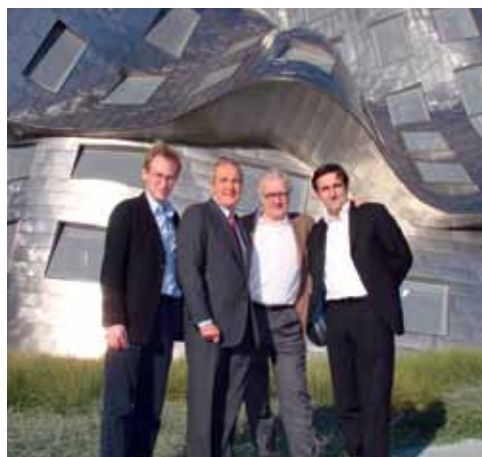
Back- Larry Ruvo, Vanessa and Tom Breitling- Front- Nicole Pantenburg and Kenny "Babyface" Edmonds



World-renown architectural photographer Iwan Baan contemplates the best shot of the Keep Memory Alive Event Center



KMA donor Michael Sperber visits the bench in the Lou Ruvo Center garden that has been named after the NAMSFB Foundation that he managed until his death in November



L to R Laurent Plantier, Larry Ruvo, Chef Alain Ducasse and Jean Francois Casanova



L to R- Larry, Sam Nazarian, Younes and Soriya Nazarian and Emina Cunmulaj



# First Lady Maria Shriver Visits the Lou Ruvo Center

In preparation for the release of the 2010 Shriver Report: A Woman's Nation Takes on Alzheimer's, California's First Lady Maria Shriver visited Cleveland Clinic Lou Ruvo Center for Brain Health. Her visit, along with the work being conducted at the center, was chronicled on ABC's Good Morning America on October 18 and 19.

L to R: Jeff Cummings, MD, Lisa Manning, Kate Zhong, MD, Larry Ruvo, First Lady Maria Shriver, Gina Sinclair, Chef Benoit Cornet, LeeAnn Mandarino



Discussing the challenges of caregiving- a round table of those with experience (L) Jean Georges (R) Jinny Oheim



Dr. Dylan Wint meets First Lady Maria Shriver



Dr. Kate Zhong, First Lady Maria Shriver, and Larry Ruvo toast to a future with no Alzheimer's



# Brain-healthy Cooking that Tastes Good, Too

By Michael Roizen, MD



Michael Roizen, MD

## About the Author:

Michael Roizen, MD is Chief Wellness Officer at Cleveland Clinic. Dr. Roizen appears regularly on television with Mehmet Oz, MD, promoting healthy living, and has co-authored a series of YOU books on the same subject. Dr. Roizen is a Past Chair of a Food and Drug Administration advisory committee and a former editor for six medical journals. His first general-audience book, *RealAge: Are You as Young as You Can Be?* became a #1 New York Times bestseller. He is 64 calendar years of age, but his *RealAge* is 44.8. Dr. Roizen still practices internal medicine, using the *RealAge* metric to motivate his patients. He routinely takes patients at the Cleveland Clinic Wellness Institute who are in the midst of struggling with tobacco, heart, diabetic or arthritic problems and coaches them with simple but persistent lifestyle changes to be able to live, feel, look and be years younger.

recently traveled to Las Vegas to spend part of an afternoon teaching French chef Joël Robuchon — “the Chef of the Century” — how to cook great-tasting, healthy food.

Me, a doc, teaching the best chef in the world? Well, I was really talking about:

- **ingredients to avoid: the 5 food felons** simple sugars and syrups; saturated fats; trans fats; any grain other than 100 percent whole grain
- **ingredients to include** the 25 ingredients that have been shown to improve brain function, such as turmeric, and foods with healthy omega-3 fats, such as walnuts, avocados, salmon, trout and chia seeds, to name a few

Cleveland Clinic Lou Ruvo Center for Brain Health wants you to know exactly what is good for your brain, and that it can taste great, too. Dr. Mehmet Oz, Chef Robuchon and I hope to publish a YOU book on healthy cooking over the next few years. Chef Robuchon said he is interested in coauthoring this book because, “Everyone knows families whose lives have been touched by Parkinson’s, Alzheimer’s and other memory disorders.”

He is also grateful to Larry Ruvo, who extended him a warm and gracious welcome when Chef Robuchon opened his restaurant in Las Vegas. “I have witnessed his extreme passion and energy for attacking Alzheimer’s, which has become his avocation. I want to give back to him and to everyone whose families have been affected by memory loss,” says the famous chef.



*Chef Joël Robuchon*

# Telepresenters Like Joy Greenhalgh Enable Cleveland Clinic to Provide World-Class Care to Patients Hundreds of Miles Away

**A**t its Caregiver Awards Luncheon in Reno on November 17, 2010, the Nevada Caregiver Coalition recognized Cleveland Clinic Lou Ruvo Center for Brain Health volunteer telepresenter Joy Greenhalgh for her service to the Battle Mountain community.

“It would not be possible to evaluate patients in our remote sites without telepresenters like Joy. They act as silent partners in care, helping our staff evaluate patients hundreds of miles away over the videoconference system,” says Carol Meyer, APN, Manager of the Telemedicine Program.

Thanks to an Internet-based video system established by the Nevada School of Medicine in rural clinics throughout the state, the Lou Ruvo Center for Brain Health is able to provide care in Winnemucca, Battle Mountain, Elko, Ely and Eureka. Three locations are staffed with volunteer telepresenters.

“Our sites are hundreds of miles from Las Vegas. The patients we see have dementia and memory impairment, and when you take them away from familiar surroundings, they get worse. But because our telemedicine sites are situated in local clinics that are familiar landmarks, patients are comfortable going there for care,” Ms. Meyer explains.

Ms. Greenhalgh is one of three volunteer telepresenters in Battle Mountain, and she serves as coordinator for the site. In her position, she administers pre-visit cognitive tests and performs whatever services the doctors need to provide an evaluation, such as assisting the patients in standing or walking so that changes in gait can be seen.

She also schedules patients and operates the videoconference system, handling any technical difficulties that arise. According to Ms. Meyer, the fact that the doctor is on

television and not in the room can be an advantage. “Patients don’t feel intimidated. They open up and are more willing to divulge,” she says.

The Lou Ruvo Center for Brain Health also uses telemedicine for physician case conferencing and education from Reno. Ms. Meyer sees use of the system — and need for telepresenters — expanding over time. This means telepresenters will continue to play an invaluable role in bringing world-class medical care to patients hundreds of miles away.

#### For More Information:

To schedule an appointment for a telemedicine conference, or to inquire about volunteer opportunities at Lou Ruvo Center for Brain Health remote sites in Northern Nevada, please call 877.476.7063.

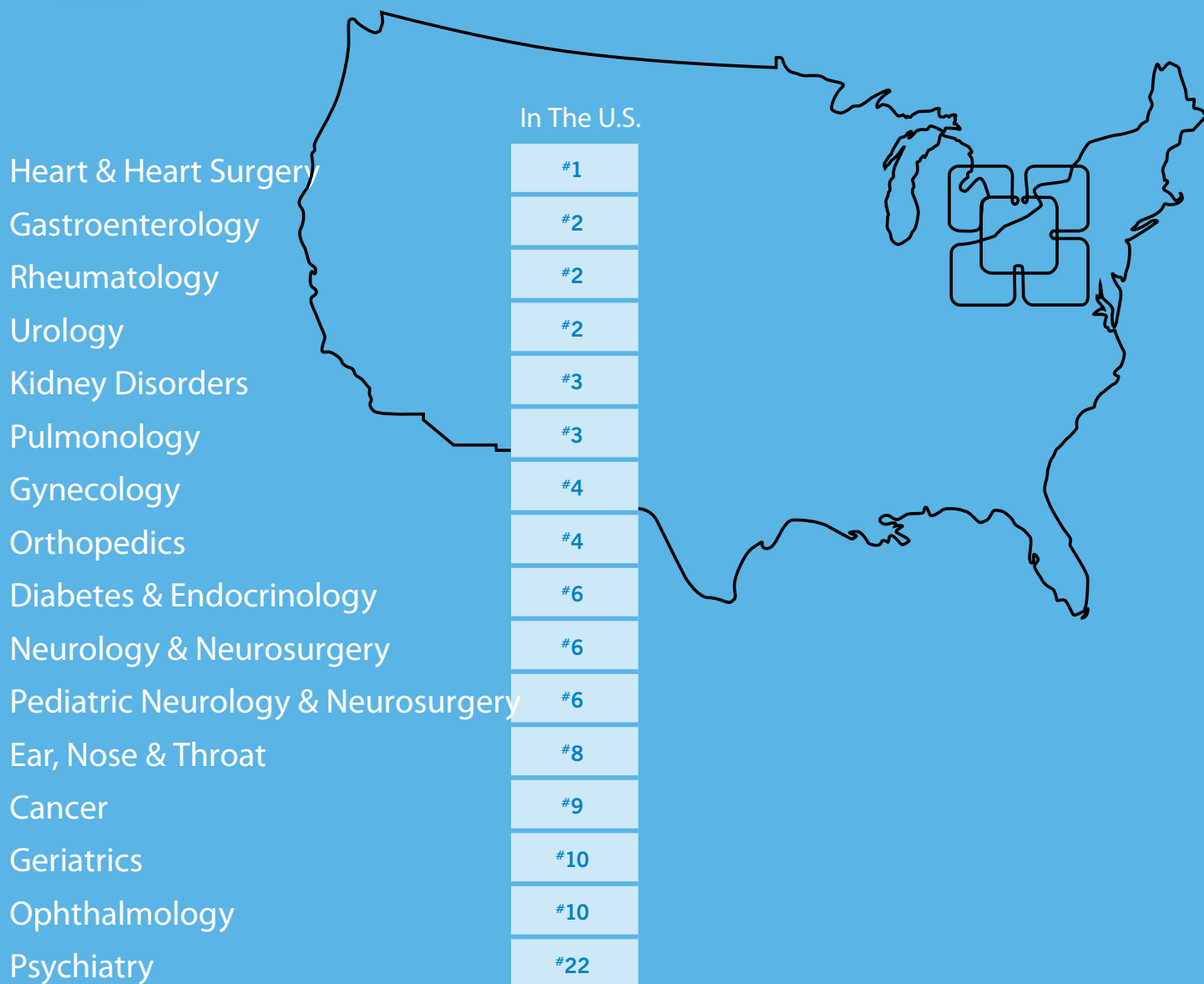
*Patient Doris Phillips with telepresenter Joy Greenhalgh*







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Go to [keepmemoryalive.org](http://keepmemoryalive.org) to learn how you can invest in memories and support the work of the Cleveland Clinic Lou Ruvo Center for Brain Health