

ADEAR UPDATE

September, 2008



Jennifer Watson

Project Officer, ADEAR Center

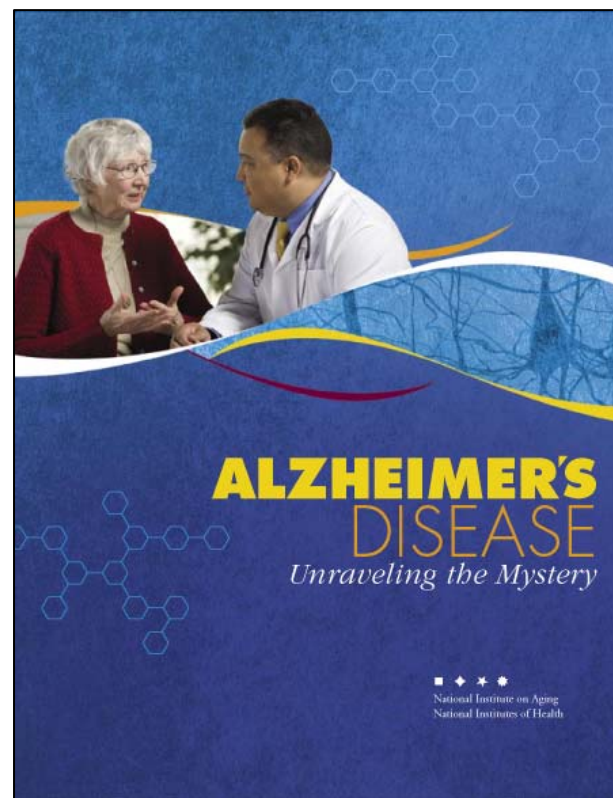
NIA Office of Communications & Public Liaison



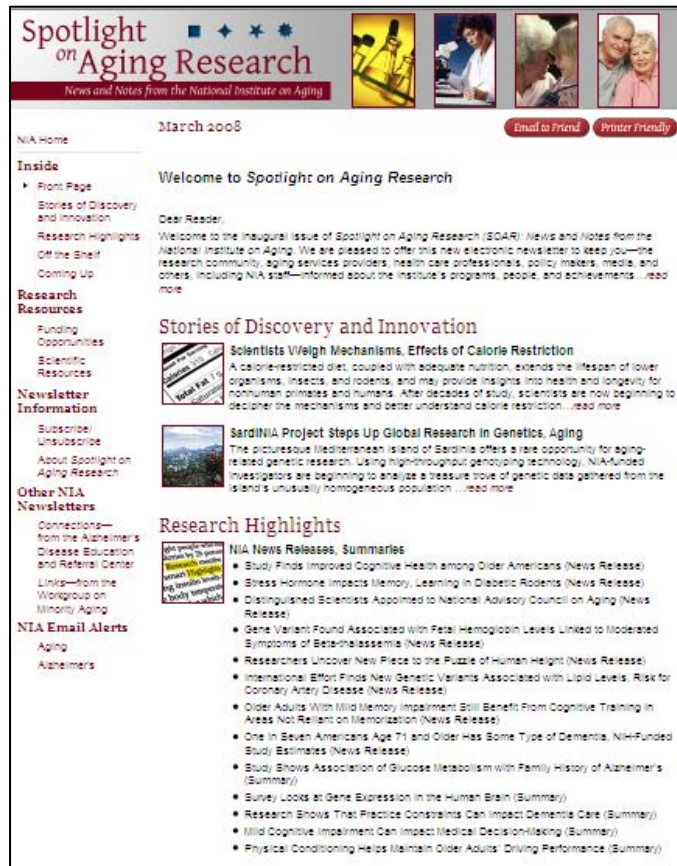
New/Updated Publications

NEW!

- *Alzheimer's Disease: Unraveling the Mystery*
- *End of Life: Helping with Comfort & Care*
- Tip Sheets/Fact Sheets
- ADCs welcome and encouraged to request bulk copies
- New aging pubs: *Menopause, Age Pages*



NIA's New "E-Zines"



Spotlight on Aging Research (SOAR)

- Stories of discovery, innovation
- Research highlights
- NIA funding opportunities & scientific resources
- New pubs, calendar, etc.



NIA's New "E-Zines"



Connections

Launching new format this Fall

- Feature articles on new research, caregiving
- Research highlights
- Promo for studies/trials
- New pubs, calendar, etc.
- Public domain articles – posted in **article bank**



Coming Soon!

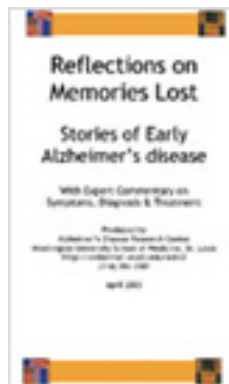
- Exercise & Physical Activity: Your Everyday Guide
- Progress Report on AD
- Updated Fact Sheets on AD, Genetics, Vascular Dementia, Forgetfulness
- Updated AD Prevention booklet
- Talking with Your Older Patient (clinician guide)
- FTLD booklet for patients and families
- Caring for a Person with AD – easy-to-read



Collaborate on Materials

ADEAR can help to:

- Fill gaps identified by ADCs (plain language, prevention)
- Distribute ADC materials through cost-recovery program (e.g., videos, books)
- Adapt, produce, and distribute as ADEAR publications (e.g., *Home Safety*, *What Happens Next?*)



Clinical Trials Posting

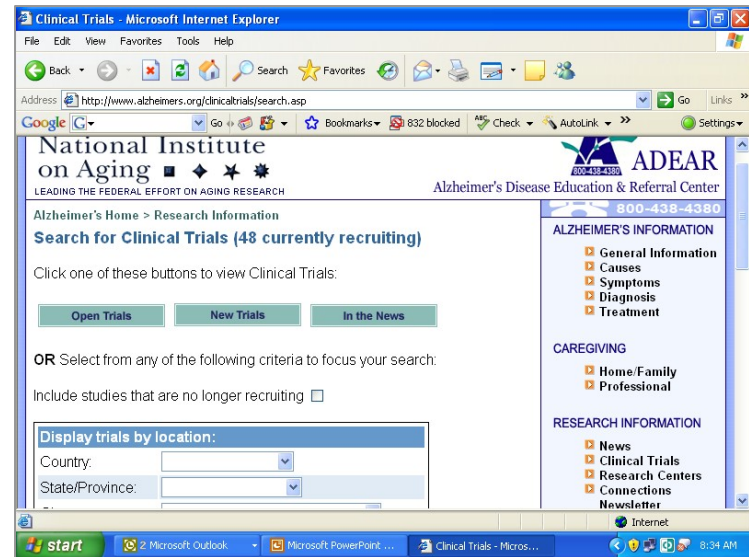
www.clinicaltrials.gov



ADEAR can help post trials & studies online to meet legal requirement and support recruitment

Questions? Contact ADEAR Librarian Jill Chance

www.nia.nih.gov/alzheimers/ResearchInformation/ClinicalTrials/



ADC Article Bank

Features:

- Search articles from *Connections* and other ADC newsletters
- Share articles

ADC Article Bank - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://adc.niapublications.org/adarticle/search.aspx>

National Institute on Aging ■ ♦ ★ ☆

ADEAR
Alzheimer's Disease Education & Referral Center

ADC Article Bank

Search articles on 1 or more fields below ([Instructions](#)).

Any Word

Subject

Author Name

ADC

Institution

Newsletter Title

Date Published In or After Enter Year in 4 digits

fullrec - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://adc.niapublications.org/adarticle/fullrec.aspx?id=216>

National Institute on Aging ■ ♦ ★ ☆

ADEAR
Alzheimer's Disease Education & Referral Center

Record ID: 216
Title: Where did Alzheimer's Disease Centers Come From, and Where are they Going?
Authors: Karlawish, Jason, MD
Institution: University of Pennsylvania
ADC Name: University of Pennsylvania Alzheimer's Disease Center
Location: Philadelphia, PA
Contact: Jason Karlawish, MD, 215-898-8997, Jason.Karlawish@uphs.upenn.edu
Publication Date: Fall 2005
Electronic Version: http://adc.niapublications.org/adarticle/docs/ADC_centers - Zaven K.doc

Text: The National Institute on Aging (NIA) funds 29 Alzheimer's Disease Centers (ADCs) at major medical institutions across the nation, including the University of Pennsylvania. At these centers, researchers translate their research advances into improved diagnosis of Alzheimer's disease, better care for patients and their families, and improving ways to treat, delay, and even avoid Alzheimer's. But how did the centers begin? And where might their on-going evolution take them? Recently, Jason Karlawish of the ADC Quarterly, asked these questions of Dr. Zaven Khachaturian, the former Associate

Questions?

Contact ADEAR Librarian Jill Chance



Send NIA Your Draft Papers!

- NIA can help publicize your published papers via press releases or online newsletters (SOAR, Connections)
- Contact NIA when you submit a paper for publication



HBO Project



- Alzheimer's Project multi-media event slated for May, 2009
- Outreach planning underway - want to involve Centers
- Breakout session with Peggy Vaughn



Nearly All Physicians Use the Internet Today

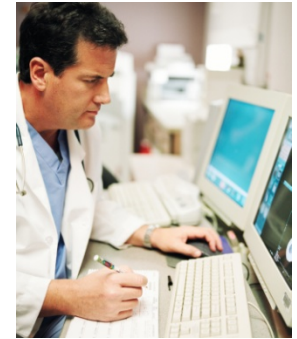


➤ 99% of all physicians use the Internet or email *for personal or professional purposes*

➤ 97% of all physicians go online *for professional purposes*

➤ 88% of online physicians search *for patient education information online*

➤ 60% of all physicians go online *daily for professional purposes**



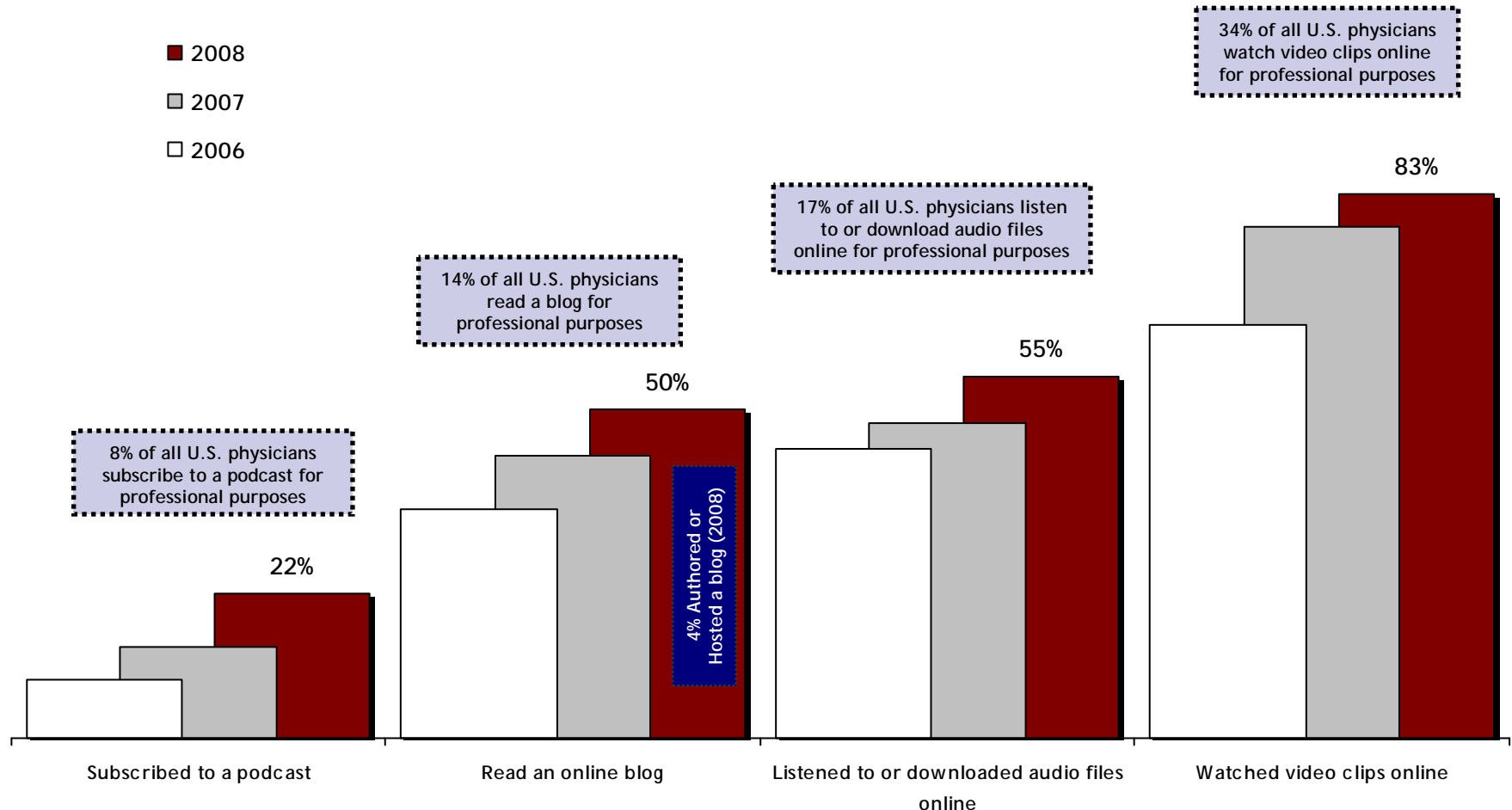
Average Hours Online per Week
(for personal or professional):

15.1 Hours



* Online daily for professional purposes includes the following activities: search for Rx drug info, search for patient education materials, search literature databases, access clinical trial information, participate in an online activity a pharma rep has recommended, search for medically-relevant photos, graphics, or illustrations, search for practice guidelines, search for patient assistance program information and forms, search for information about laboratory tests, use the internet for professional purposes between patient consultations (several times or once per day), or use the internet for professional purposes during patient consultations (several times or once per day)

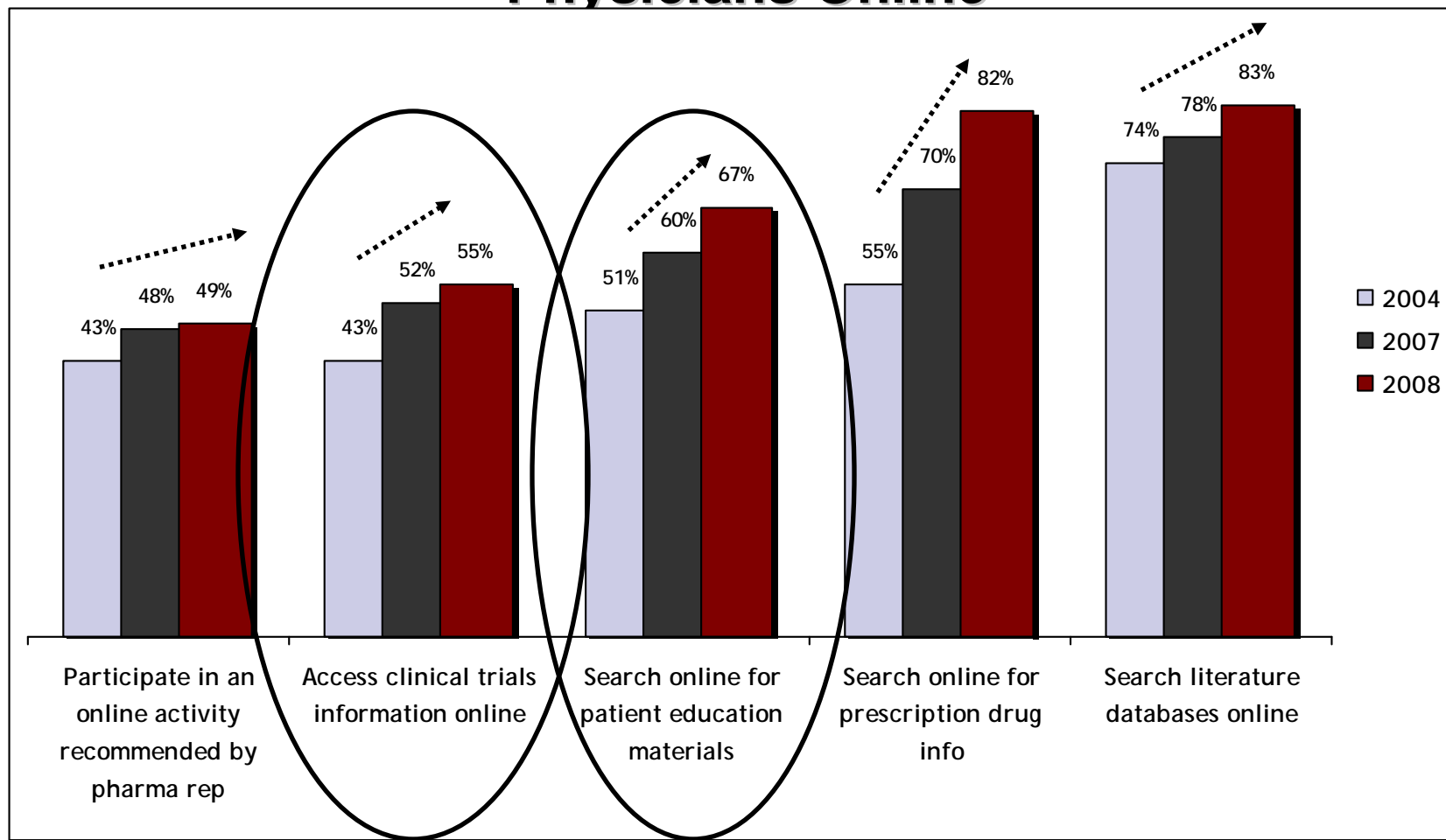
Advanced Activities Online are Still on the Rise; One-Third of Physicians Use Video for Professional Purposes



Among all U.S. Physicians

Source: Taking the Pulse® v6.0 (2006) - v8.0 (2008)

Searching Literature Databases Leads in Frequency Among Professional Activities Conducted by Physicians Online*

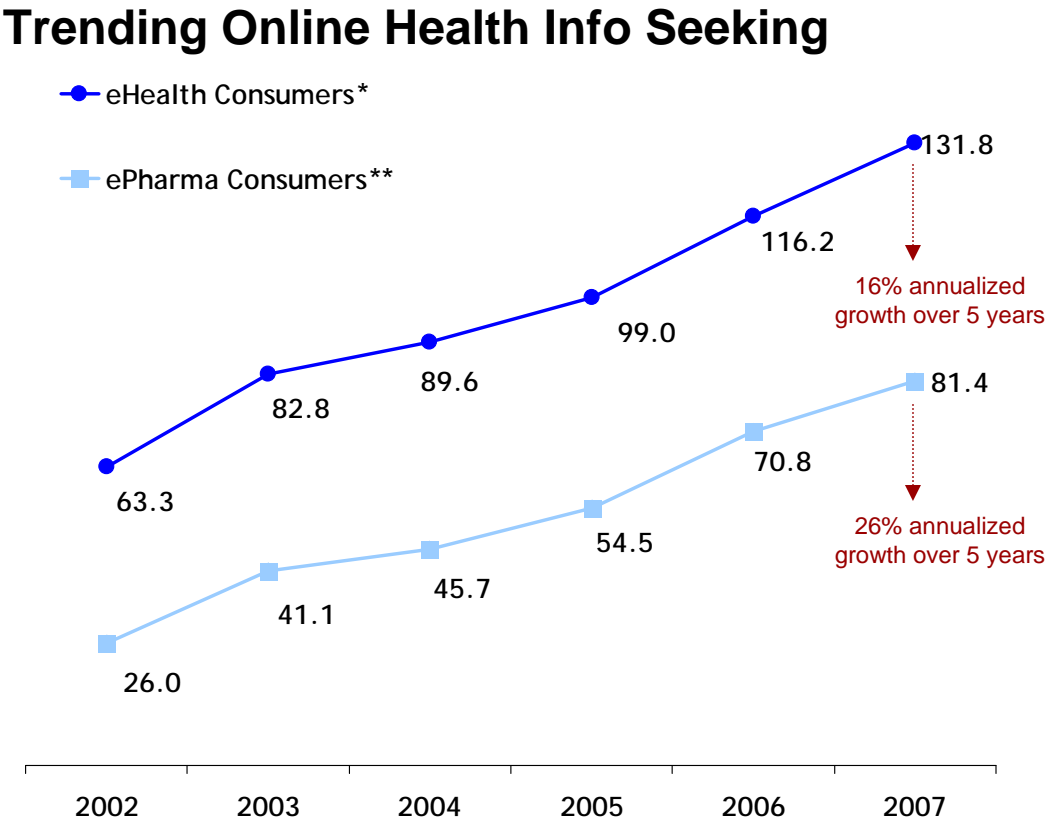
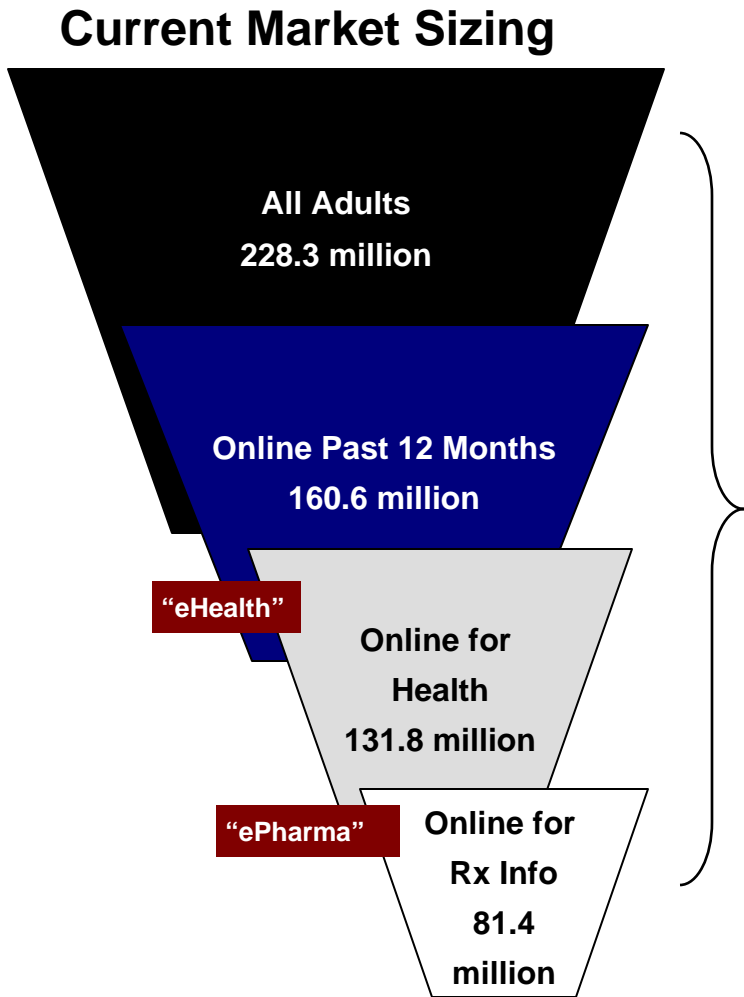


* Monthly or more often

Among online U.S. physicians in segment

Source: Taking the Pulse® v8.0 (2008)

The Online Health Segment, From New Media to The New Majority at 132 Million U.S. Adults Today

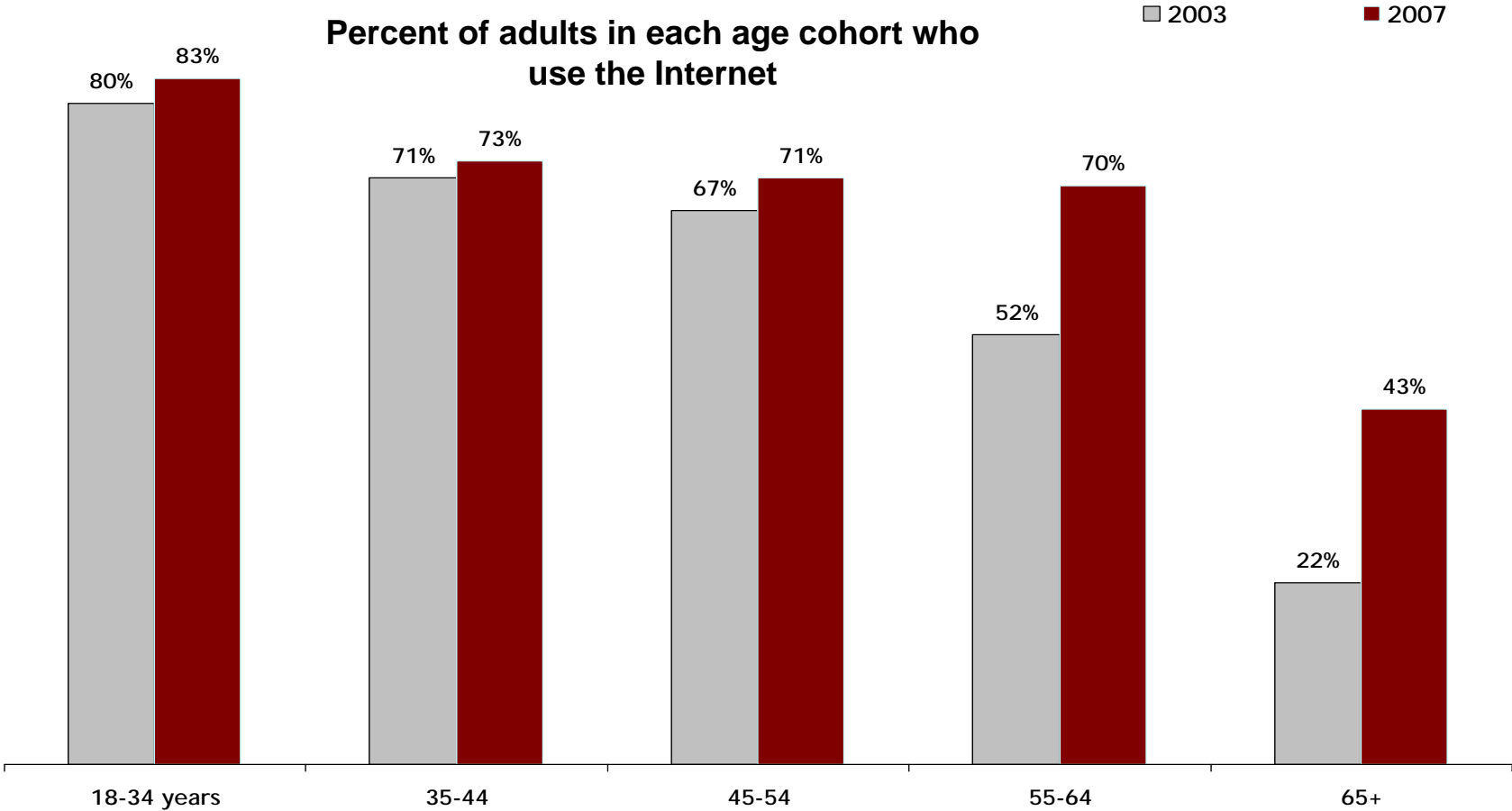


In millions

* eHealth Consumers = Consumers who have conducted health information seeking activity online in past 12 months.

** ePharma Consumers = Consumers who have researched prescription drug information (for self or others) online in past 12 months.

Although Adults Under 65 Have Been Online for Years, Continued Growth in 65 and Over Internet Adoption



Where Health Information Is Received: Old vs. New Media

