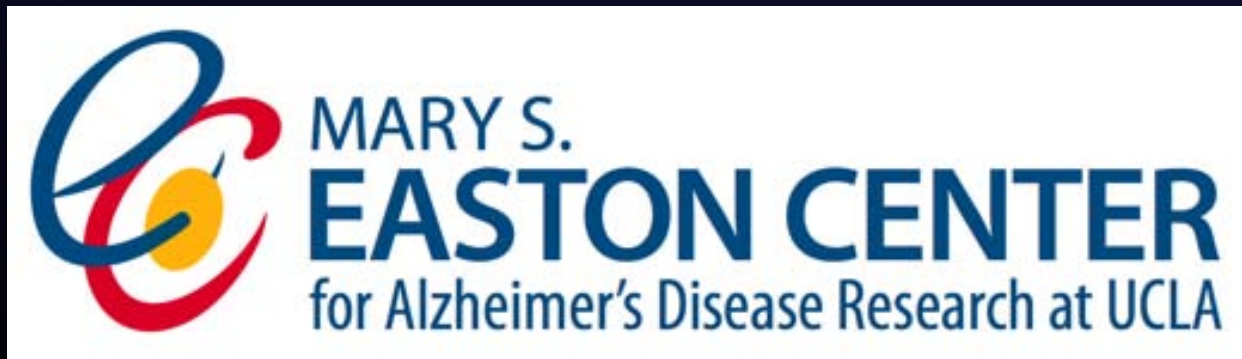


Update on Reaching Primary Care Physicians: Pri-Med Institute

Joshua Grill, PhD

UCLA Alzheimer's Disease Research Center



Pri-Med Background

REACH:

250,247 educated to-date

73% MD/DO participants

EXPOSURE:

1.8 million credits awarded in 2007

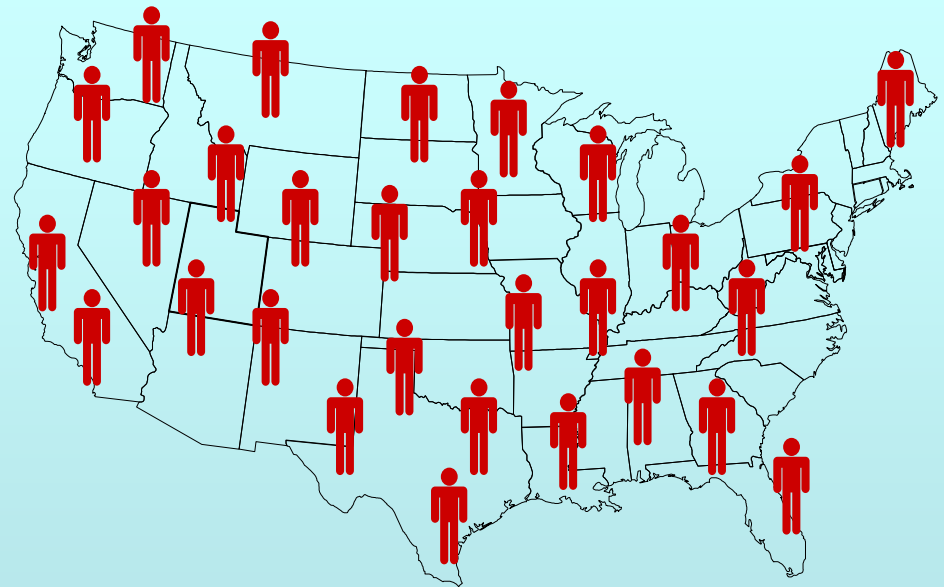
210 HCPs interact with Pri-Med daily

23 credits awarded per physician

LOCAL:

75% of attendees come from < 30 miles

57% of U.S. PCPs Participate in Pri-Med Activities Each Year



 Pri-Med Alumni

Online Data

67% Increase in active users

20,035 Unique active users in 2007

80% Of physicians that start an activity with us finish it
That's the best completion rate in the industry



Program Specifics

- 2 hour symposia
 - Faculty presenters from local ADCs
 - Draft content developed by UCLA and Pri-Med
 - Recognizing, Diagnosing, and Treating Alzheimer's Disease
 - Research In Alzheimer's Disease: Cause for Hope and Referral
- Disseminate study flyers and other materials
- Local Alzheimer's Association chapters
 - Disseminate dementia care guidelines

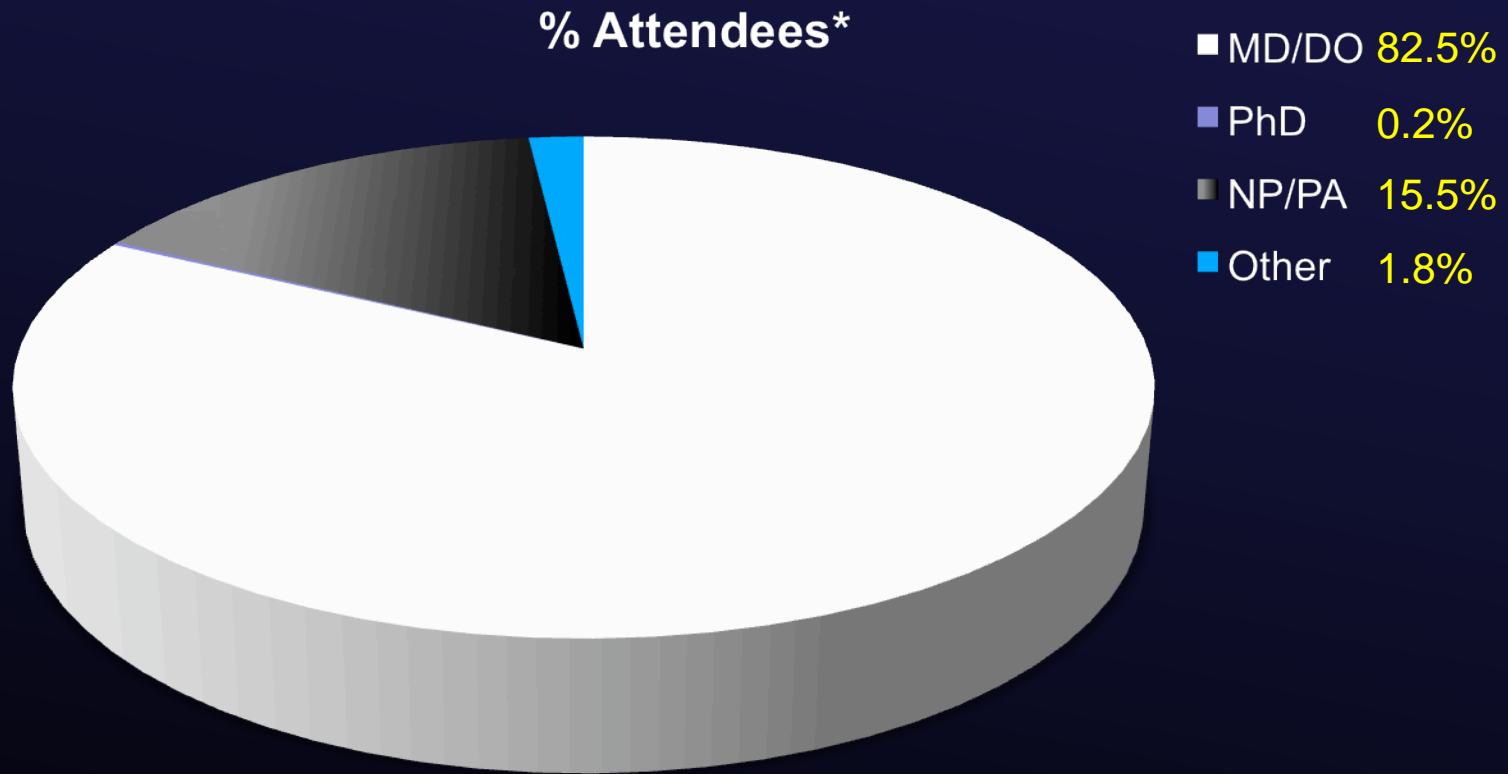
Live Meetings and Enduring Materials

- Los Angeles
 - Helena Chui, MD, USC
 - John Ringman, MD, UCLA
- New York
 - Barry Reisberg, MD, NYU
 - Mary Sano, PhD, Mt Sinai
- Sacramento
 - Ladson Hinton, MD, UC Davis
 - Charles DeCarli, MD, UC Davis
- Boston
 - Robert Stern, PhD, BU
 - Teresa Gomez-Isla, MD, MGH
- Portland
 - Jeffrey Kaye, MD, OHSU
 - Joseph Quinn, MD, OHSU

Reach

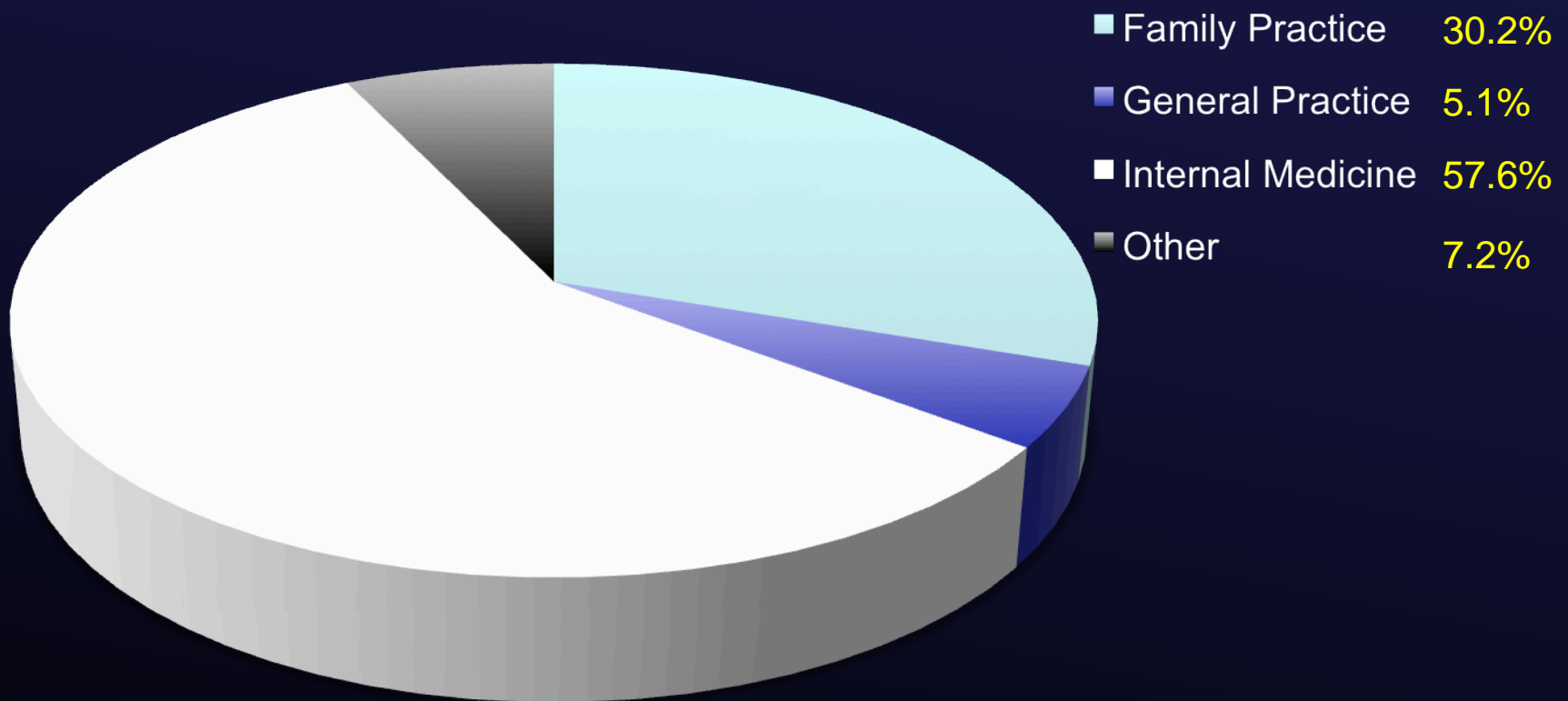
<u>City</u>	<u>Attendees</u>
• Los Angeles	978
• Sacramento	470
• New York	TBD
• Boston	TBD
• Portland	TBD

Breakdown of Attendees



*Data from LA and Sacramento meetings only.

Specialty Breakdown

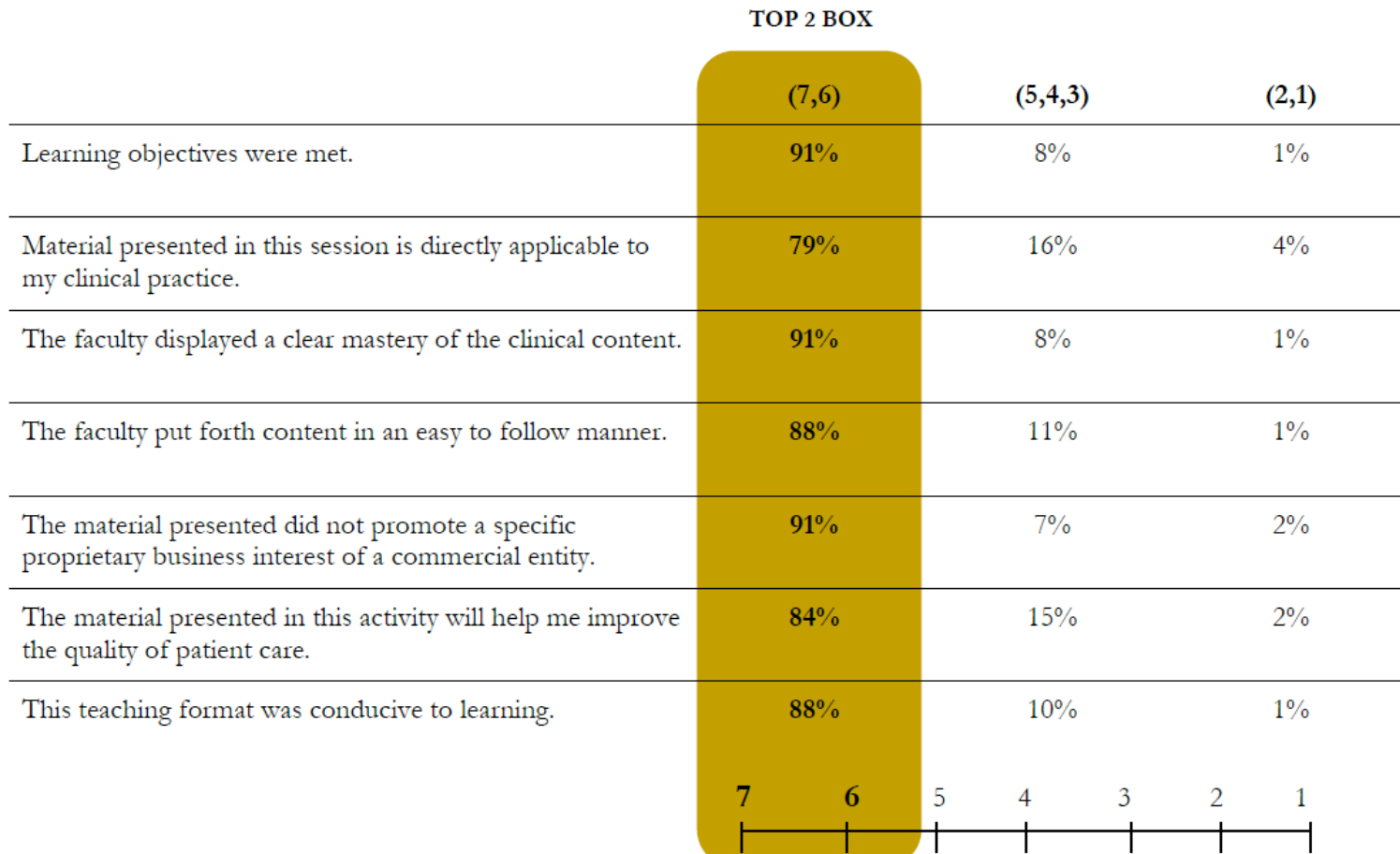


*Data from LA and Sacramento meetings only.

Programs Have Been Positively Evaluated

Assessment of Learning

SESSION EVALUATION:



*Data from LA and Sacramento meetings only.

Strongly Agree

Strongly Disagree

Audience Response Questions

Question	Los Angeles	Sacramento
I order neuroimaging as part of my dementia work-up	63.3%	44.4%
I perform a brief screen with patients over 65 for cognitive impairment	38.4%	34.2%
I will regularly perform the MMSE or another cognitive screen in patients over the age of 75	89.2%	71.9%

Audience Response Questions

Question	Los Angeles	Sacramento	New York
I have previously referred an AD patient for participation in research	15.1%	13.6%	11.5%
I intend to inform patients with AD of the opportunities to participate in research	89.6%	92.4%	93%

Audience Response Questions

What factors keep you from referring patients to AD Research?	Los Angeles	Sacramento	New York
Nothing, I refer all the time	8.0%	4.4%	3.8%
I don't want to lose my patient	1.2%	1.1%	0.5%
It's inconvenient to me	1.8%	8.8%	2.7%
It's inconvenient to my patient	4.3%	5.5%	7.1%
I lack the information for proper referrals	68.1%	71.4%	80.9%
There's nothing out there that can help the patient more than I can	16.6%	8.8%	4.9%

What's Next?

- Pri-Med will discontinue the Pri-Med Update model in 2010
- Regional meetings including similar format meetings will continue
- UCLA and Pri-Med have submitted for funding to conduct AD educational modules at these meetings

Description of Regional Meetings

- Multiple day regional conferences
- Several thousand attendees
 - Travel from local states
- Participants choose sessions to attend
- Expected attendance of AD symposia: 500

Pri-Med 2010 Meeting Cities

- Anaheim
- Baltimore
- New York
- Boston
- Rosemount (IL)
- Ft. Lauderdale
- Houston