

# Initial findings from the What Matters Most Qualitative Study

## FOCUS AREA

The **What Matters Most project** was designed to assess treatment-related needs, preferences, and priorities among individuals with or at risk for Alzheimer's disease and their caregivers. The first phase of this research involved a qualitative study to identify a comprehensive set of concepts of interest that are meaningful to individuals across five different Alzheimer's stages, from those non-clinically impaired to caregivers of individuals with severe Alzheimer's. Qualitative data analysis included identification of trends to generate themes or patterns in the description of impacts and desired treatment outcomes.

## TOPLINE INSIGHTS

"Improving and restoring memory" and "stopping disease progression" were the most important treatment outcomes across participant groups – **revealing two different patient outcome preferences across multiple stages of the disease.**

Patients diagnosed with mild Alzheimer's disease (middle stage) **reported the most varied symptoms of any subject group**, compared to pre-diagnosed and late-stage participants whose symptoms were highly convergent.

While all participants reported short-term memory issues, even those completely undiagnosed, specific problems like **missing appointments or forgetting medications were more correlated with a formal Alzheimer's diagnosis** than general memory concerns.



Use the QR code to visit  
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