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 UsAgainstAlzheimers.org.

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