

JOIN US PARTNERING FOR TRANSFORMATIONAL CHANGE



Introduction

Alzheimer's disease and other dementias take a staggering toll on American families, communities, and the U.S. economy. Currently, there are 5.8 million Americans living with Alzheimer's disease, at an annual cost of \$290 billion, with a disproportionate impact on communities of color and women. Those with the disease are supported by 16 million caregivers, two-thirds of whom are women. Of the ten leading causes of death, Alzheimer's is the only one without a current known effective treatment or cure. If nothing changes, by 2050, there will be 14 million Americans living with Alzheimer's at an annual cost of more than \$1 trillion.

But there is hope in the fight against Alzheimer's. UsAgainstAlzheimer's is leading a comprehensive, collaborative effort to reverse these statistics – joining with the private sector and passionate advocates to achieve an ambitious vision for transformational change.

UsAgainstAlzheimer's

THE OPPORTUNITY

Today, there is a vital opportunity for a new conversation around early intervention and health equity for brain health and cognitive decline, supporting people, families and communities across the country and world. We are committed to leading that conversation – and we want you to join us.

Brain health and wellness affect a person at every age and in every area throughout their life, from the classroom to the boardroom to the living room. People need a healthy brain across the lifespan, regardless of age, culture and geographic location. Yet brain health is rarely at the center of our conversations on wellness. This lack of knowledge and discussion becomes devastating when people must address cognitive decline.

WHAT COMPANIES CAN EXPECT

by Partnering with UsAgainstAlzheimer's

Many of your employees and customers are worried about their cognitive health, as research finds that Alzheimer's is the most feared disease in the U.S. When you partner with UsAgainstAlzheimer's, you receive recognition and a visible role that will resonate with people inside and outside your company:

Cause Alignment and Brand Exposure

Our programs touch millions of people and their communities. We focus on groups most vulnerable to the disease through our networks for women, communities of color, veterans and religious leaders. Our corporate partners can demonstrate their commitment to a cause that today affects 1-in-3 American families, contributing to a solution that encourages brain health and wellness.

Thought Leadership

We strategically position our business partners with the stakeholder groups leading the global dialogue on Alzheimer's and other dementias. We are working with experts, caregivers, individuals living with dementia, global institutions, activists and government officials to solve the largest health crisis facing our country and world. We offer our corporate partners a seat at the table.

Employee and Customer Value

We offer opportunities for your employees and customers to join the conversation on family caregiving and engage with caregiving support and corporate wellness programs around brain health. This will help to reduce the burden on family caregivers, who are often at the height of their careers in their 40s and 50s. These employees are often torn between their career and caring for a loved one – we can help you understand and support them.

Inclusion and Diversity

Alzheimer's disease disproportionately impacts women and communities of color. In fact, by 2030, nearly 40% of Americans living with Alzheimer's will be African American or Latino. African Americans are twice as likely to have this disease as non-Hispanic whites, while Latinos are 1.5 times as likely. Women are two-thirds of the 16 million caregivers and are twice as likely to have the disease. Our data-driven programs are designed to address disparities and improve policies and research efforts. We can inform your company on these important issues and engage your leadership in our membership coalitions.

Healthcare System Readiness

Healthcare system barriers threaten to slow access to future treatments and diagnostics for those living with, families affected by, or individuals at risk for Alzheimer's and dementia. We work with key stakeholders – across sectors, in Washington, D.C. and globally – to ensure those impacted by Alzheimer's can access future innovations. Companies can participate in the development of policies and guidelines that aim to address the many barriers to healthcare system readiness.

Advocacy

We believe passionate advocacy from those most impacted by the disease will lead us to effective treatments, prevention and ultimately a cure. Engaged advocates drive meaningful change by promoting increases in research funding, elevating brain health as a critical issue and demanding help for families dealing with the health and economic burdens of the disease. Despite its fast-growing prevalence, Alzheimer's has yet to receive the funding needed to find a cure, nor has adequate attention been placed on sex-based differences. Companies can be on the front lines of our mobilization efforts to engage women and communities of color, spread awareness, jointly implement high-impact communications and demand a cure.



WHAT WE ARE FIGHTING FOR

UsAgainstAlzheimer's leads transformative initiatives based on four pillars:



Early Intervention

We focus on proactive brain health across the lifespan and engage consumers, providers and policymakers to create an optimal system of brain health.



Health Equity

We aim to eliminate disparities in brain health and ensure more communities have access to resources, support and research opportunities.



Patient and Caregiver Voices

We understand what matters most across the lived experiences of those affected by Alzheimer's disease – and help those working on new treatments to understand these needs and preferences.



Mobilization of Advocates

We mobilize women and communities of color to engage in advocacy efforts that demand a cure for the disease.



OUR THEORY OF CHANGE

UsAgainstAlzheimer's has led the U.S. to set a national goal of preventing and effectively treating Alzheimer's by 2025. We are pushing hard for urgent action and results. We are fighting not only for a cure, but an optimal system of brain health – a system in which: cognitive health is treated as part of general health; any conversation of wellness includes cognition; comorbidities are managed, using the latest clinical research from diverse trial and research populations to manage whole health; and siloes that treat an individual by age or organ are removed. We are

also engaging people to adopt risk-modifying behaviors, starting today, which science suggests may slow, delay and possibly even prevent Alzheimer's. All of this must occur while we maintain our relentless pursuit of therapies that address symptoms and arrest the course of this disease. This comprehensive, strategic vision is the best way to bring about a true end to Alzheimer's – the most tragic and costly disease of our time.



OUR INITIATIVES

Our key initiatives advance progress for our strategic pillars. They reach across a wide range of activities and stakeholders, catalyzing the multi-faceted efforts needed to defeat this disease:

EARLY INTERVENTION

The Brain Health Partnership

The Brain Health Partnership aims to engage healthcare, policy and consumer stakeholders to dramatically shift how we approach brain health and dementia in our country. We envision an optimal brain health system in which healthcare providers engage patients throughout their lives to assess, monitor and improve their brain health and cognitive function and to provide collaborative, integrated care and services for patients who show signs of cognitive decline. In this system, policymakers and payers support incentives to detect and reduce the risk of cognitive decline, detect the earliest signs of cognitive decline, take steps to address and treat the causes of decline and, if appropriate, pursue a thoughtful, timely and compassionate path to diagnosis and care management. Such a system would empower consumers to know the steps they can take to maintain their own brain health and increase their confidence in raising the topic with providers.

TAKE ACTION

Companies can join our Steering Committee, sponsor our Be Brain Powerful campaign or engage in specific convenings or workstreams based on areas of interest.

HEALTH EQUITY

Alzheimer's Disease Disparities Network (ADDEN)

ADDEN is a national network committed to curing Alzheimer's and eliminating brain health disparities for communities of color and women. This includes developing culturally tailored awareness programming, research, community engagement strategies and policy solutions that promote brain health across diverse communities. Since its 2017 launch, ADDEN has connected interdisciplinary stakeholders in the Alzheimer's community and facilitated resource sharing and collaboration on patient- and community-centered research and care, linking 40 national and local organizations. It develops new tools and data-based strategies to promote brain health equity and access in collaborations with academic and private research centers.

TAKE ACTION

Companies can support the work of ADDEN by sponsoring convenings, issue briefs and data projects via the National Alzheimer's Disease Index™.

PATIENT AND CAREGIVER VOICES

AD-PACE and A-LIST

AD PACE and the A-List give voice to people living with Alzheimer's and caregivers by asking their opinions on issues related to every aspect of living with this disease. Launched in 2018, AD PACE engages drug developers, federal agency partners, researchers and nonprofit global partners to develop a new, rigorous evidence base of outcomes that matter most to those affected by Alzheimer's across the disease continuum. These findings will deliver needed insights to inform clinical trial design, regulatory review and payer determinations of what constitutes value for purposes of payment and coverage. Our A-List is a growing online community – now more than 8,000 people – that includes those living with Alzheimer's, other dementias and mild cognitive impairment, as well as their current and former care partners and those at risk for developing any of these conditions. These members actively participate in AD PACE surveys geared toward capturing their viewpoints on issues that touch all aspects of the lived experience with Alzheimer's.

TAKE ACTION

Companies can field their own research with the A-List or gain access to research findings of interest.

MOBILIZATION

Constituent Networks

Our networks support each program area through collaboration, mobilizing the most deeply affected communities and forging important partnerships. United under UsAgainstAlzheimer's, our networks engage their constituents and partners around proactive brain health across the lifespan, stopping Alzheimer's and caring for those touched by it.

TAKE ACTION

Companies can partner and align with our networks to amplify and raise awareness for the unique perspective of these disproportionately affected communities.

CORPORATE ENGAGEMENT OPPORTUNITIES

We are uniquely positioned to provide a wide range of benefits to companies that join our partnership program. We provide policy expertise, leadership positioning, brand exposure, education for employees and customers and more. Every partnership is customized based on the business objectives of our partners.

CAMPAIGNS, COALITIONS AND SPECIAL PROJECTS

We pride ourselves on our strategic programs and special projects to achieve the strategic goals on the path to a cure. We understand that each corporate partner brings unique dimensions to a partnership, and we will work hand-in-hand with you to design and deliver customized stewardship programs that maximize opportunities. We offer you multiple ways to interact with our many constituents; our Steering Committee; business, government and civic leaders in the fight; exclusive events; and programmatic initiatives:

Be Brain Powerful® Campaign

The Be Brain Powerful Campaign leverages the power of female voices to make a fundamental change in the way we care for our brains and demand more from health systems. With market research as the foundation, the Campaign aims to: educate women about preserving and protecting brain health; elevate the subject of brain health to force national and international conversations; empower women to be a driving force for change; and engage philanthropists and world-renowned scientists to focus on sex-based brain health research. Companies can sponsor the Campaign or adopt the Campaign collateral and activations for its own distribution.

Brain Health Partnership Steering Committee

Comprising of executives from prominent public and private organizations, the Steering Committee provides ongoing strategic input, counsel, and insight to the Brain Health Partnership initiative.

National Alzheimer's Disease Index™

In 2019, UsAgainstAlzheimer's and the National Minority Quality Forum (NMQF) launched a cloud-based platform: the National Alzheimer's Disease Index™. The Index aggregates Medicare data to visualize Alzheimer's and dementia "hot spots" by geography (zip code, county, state, MSA, congressional districts), and by demographics (age, gender, race and ethnicity). Index development took place over the course of 2018 through a series of expert roundtables with industry leaders, community leaders, academic representatives and health system leaders. The Index will be leveraged in the field to understand public health infrastructure gaps to address health disparities; deliver data-based insights to tailor and

target brain health promotion efforts; and build data projects to improve engagement and inclusion in research. Companies can serve as sponsors of the Index and will receive access to the data insights, as well as invitations to related working group meetings.

A-List

The A-List is an online Alzheimer's disease advocate research network of the "worried well," those at high familial risk who may or may not have memory loss or a diagnosis of Alzheimer's and other dementias and their care partners. The A-List uses its collective voice to overcome scientific skepticism around the value of self-reported patient and caregiver information to inform and advance research. Companies can field their own research with the A-List or gain access to research findings of interest.

Women's Leadership Council

The Women's Leadership Council brings together influential women executives from the highest levels of leading global organizations. Members contribute their reputation, resources and talent to the Council which, in turn, provides a platform for women to fight – and beat – Alzheimer's. The council has attracted more than 20 women leaders from diverse industries to demand a solution to the Alzheimer's crisis and catalyze the change needed to make an impact. The Council's work focuses on early intervention, and these women leaders are at the forefront of this fight and have the ability to create fundamental change in eradicating this disease. Companies' women leaders can join the Women's Leadership Council through available annual memberships.

EDUCATION

Our educational materials cover a wide range of topics on the patient and caregiver journey, caregivers in the workplace, brain health and wellness and specific topics for communities of color. Companies can benefit from the latest reports, expert opinions and other education materials to help their company and employees stay informed:

Employer Brain Health Program

Addressing the health and wellness of customers and employees complements your brand and also demonstrates your commitment to a public health crisis that is likely on the hearts and minds of your employees. We know that corporate social responsibility is paramount to employee and customer satisfaction, and we have a campaign that is proven to yield high levels of engagement. It is simple to implement and inspires hope around a topic that we know your employees care about. Utilizing our Employer Brain Health Program, part of our Be Brain Powerful® Campaign, will enable your company to build a culture of brain health and empower your employees to make their brain health a priority. Companies have access to a webinar series, our 30-Day Brain Health Challenge, customized communications and more.

Quarterly Chairman's Briefing

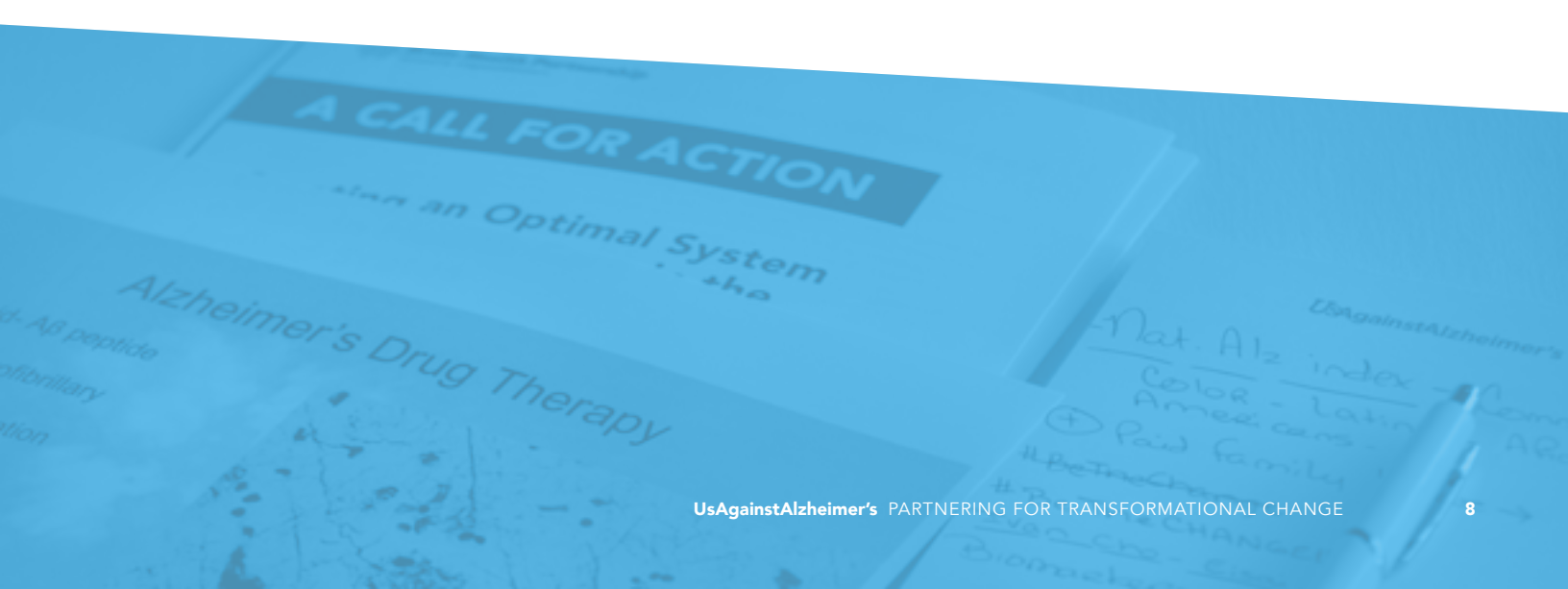
Our quarterly Chairman's briefing is an invitation-only opportunity for companies to hear directly from UsA2 Chairman, George Vradenburg, and other invited guests. The briefing includes updates on the latest research, funding and science, as well as updates from all our networks, coalitions and special projects. Companies have access to insights on the latest policy, research and science news.

Alz Talks

Our popular teleconference series, Alzheimer's Talks, raises awareness of current research, evidence-based ways to promote brain health and innovative approaches to engage those most impacted by Alzheimer's. The series helps recruit advocates who are committed to ending Alzheimer's and connects them with researchers, authors and experts in aging, caregiving and more. These informational, interactive sessions attract a strong grassroots audience of Alzheimer's caregivers and individuals at risk for Alzheimer's, as well as researchers, industry executives, non-profit leaders, senior care professionals and other stakeholders. Alzheimer's Talks are available through the live webcast, on Facebook, via iTunes podcasts and through email and social media outreach. Companies can sponsor a topic of choice and be featured in promotional materials and within the program.

Alz Daily

Alz Daily is our roundup of key Alzheimer's and related developments powered by UsAgainstAlzheimer's. Companies can immediately offer this resource to their employees and utilize the content for speaker remarks, social media outreach and other outputs. Corporate partners have access to this publication and can be featured with a corporate spotlight.



ROUNDTABLES AND CONVENINGS

We host numerous events, convenings and roundtables through our many programs and networks throughout the year. From regular business meetings with corporate leaders to small group sessions on brain health to convenings supported by our constituent networks, there are many opportunities to showcase your company's commitment:

The Brain Health Equity Series

The Brain Health Equity conference series convenes partners from across the Alzheimer's health and research communities to share best practices for driving equity in and access to Alzheimer's research and intervention development. Convenings leverage data and research generated from the National Alzheimer's Disease Index™ to highlight gaps in research and public health infrastructure that can be addressed through coordinated action. The series contributes to our efforts to build consensus around and adoption of culturally tailored community engagement and health practices to reduce disparities in Alzheimer's research, care and health outcomes. Companies can sponsor the Series to receive an invitation and recognition on all collateral associated with the event.

Brain Health Partnership Roundtable Discussions

The Brain Health Partnership aims to engage healthcare, policy and consumer stakeholders to dramatically shift how we approach brain health and dementia in our country. We host a series of provider and stakeholder roundtables that aim to identify strategies to increase the number of cognitive assessments for persons of color and women 65+. The roundtables will further our work to build a consensus and catalyze policy and clinical guidelines among leading provider organizations around the need for a brain health checkup for those aged 40 or younger, along with a common understanding of the elements of such a checkup, including culturally competent screening and risk-reduction counseling, early detection, validated tools (including tech) and referrals to specialty care and/or community resources. Companies can sponsor the roundtables to receive an invitation and recognition on collateral associated with the event.



SIGNATURE EVENTS

Our signature events provide our corporate partners with opportunities to capitalize on our deep connections to healthcare and policy thought leaders:



National Alzheimer's Summit

The National Alzheimer's Summit brings together leading policy experts, researchers, global industry leaders, providers, brand managers, individuals living with Alzheimer's, advocates and caregivers to accelerate a cure through collaboration, mobilization and execution of systemic disruption needed to treat and cure Alzheimer's and ensure a brain healthy future for all people. This content rich, multi-day convening takes place in Washington, D.C. and includes engaging panel discussions, activities on Capitol Hill and inspiring evening activities. The Summit is a significant and important opportunity for companies to join other business leaders, advocates and experts as we work to stop Alzheimer's disease. Companies can sponsor the Summit to receive an invitation and recognition on collateral associated with the event.

Be Brain Powerful – Trish Vradenburg Dinner

The Be Brain Powerful Trish Vradenburg Dinner is an inspirational evening named in memory of our fearless WomenAgainstAlzheimer's founder, Trish, that has raised millions to support the work of UsAgainstAlzheimer's since 2013. Centered around the Be Brain Powerful® campaign, the event gives guests the tools, insight and inspiration needed to make their brain health a priority. Featuring brain healthy food, music and movement, this year's dinner will infuse hope into the Alzheimer's conversation. In 2019, we honored actors and activists Lauren Miller Rogen and Seth Rogen with the annual Bea Lerner Award on behalf of their Alzheimer's organization Hilarity for Charity® (HFC). We also honored Woman's Day Magazine, our proud partner in the Be Brain Powerful® campaign, with our Corporate Champion Award® and paid tribute to the 20th anniversary of the Bi-partisan Congressional Task Force on Alzheimer's Disease. Companies can sponsor the Dinner to receive an invitation and recognition on all collateral associated with the event.

PUBLIC RELATIONS, BRAND AWARENESS AND EXPOSURE

Our wide-reaching networks feature multiple opportunities to highlight your company's brand and Alzheimer's advocacy:

Website Recognition

Our Corporate Partners are featured on a designated area of the UsA2 site with a description and a link to a page of your choosing.

Marketing Toolkit

For each of our key business goals, we have bold communications collateral, which creates momentum through best-in-class traditional and social media marketing practices. Our corporate partners have access to these materials and can coordinate with us on joint outreach and branding. The toolkit includes sample pin-ups, fact sheets, social media messages, graphic cards, turnkey blog posts and other media collateral for company use.

Podcast

The On Pluto podcast is an audio podcast series that chronicles the experiences of journalist Greg O'Brien, who has early onset Alzheimer's and has written a memoir called "On Pluto." The podcast also features Daisy Duarte, who has the Alzheimer's gene, is enrolled in the DIAN Observational Study and is a caregiver for her mother with the disease. Podcast listeners also hear from the hosts' family members, doctors and clinical trial site team members. The podcasts are released regularly each month and distributed through our network. Companies can be recognized on the On Pluto website or in the voiced introduction to a selection of podcasts.

Quarterly Newsletter

Our quarterly newsletter details UsA2 activities and provides the latest news about happenings within our network. Companies' logos, links and descriptions are featured on a rotating basis in the "Partner Spotlight" section.

CONTENT MARKETING AND DIGITAL

We promote a steady stream of digital marketing to our million-plus audience. We provide the opportunity for our corporate partners to be highlighted through multiple online channels:

Twitter Chat

Our Twitter channel reaches millions and actively engages with corporations, advocacy groups and families fighting against Alzheimer's. Companies can sponsor a CEO Twitter chat to showcase their company's commitment to Alzheimer's and brain health and wellness.

Blog Posts

Our UsA2 blog features timely and important posts for policy advocates and families. We can partner with companies to write and publish a blog post on a mutually agreeable topic.

Press Strategy

We have our fingers on the pulse of what's happening in the marketplace, the latest news related to drug development and influential stakeholders who are engaging in the dialogue around the disease. Companies benefit from these opportunities through proactive joint outreach or in response to opportunities for media exposure.

JOIN US

We offer companies year-long and multi-year opportunities to collaborate in our Corporate Partnership Program to build engagement strategies around your goals. Each of our partner levels provides access to education, policy content and brand exposure with customized programming around special projects and our diverse networks. We welcome any approach to partnership: your company can join as a general member of the Corporate Partnership program; align specifically with one of our value pillars; or invest in one of our signature programs and events.