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Alzheimer's Orange County and UCI MIND will host 28th Annual Southern California Alzheimer's Disease Research Conference on September 22

Annual conference will cover "sensitive" topics surrounding Alzheimer's disease and dementia care

IRVINE, Calif., August 1, 2017 – Alzheimer's Orange County (AOC) — Orange County's premier nonprofit organization for Alzheimer's care, support, and education—will partner with the county's only state and federally funded Alzheimer's research center, University of California Irvine's Institute for Memory Impairments and Neurological Disorders (UCI MIND) on Friday, September 22 at the Irvine Marriott Hotel to host *The Elephant in the Room: Sensitive Subjects in Dementia Care*, the 28th Annual Southern California Alzheimer's Disease Research Conference.

Aimed at medical professionals, individuals diagnosed with memory impairment and their caregivers and family members, the full-day conference will shed light on real and often unaddressed challenges faced by those living with Alzheimer's disease or another related form of dementia.

Nationally recognized dementia experts hailing from leading academic institutions such as Brown University, UCLA, University of Southern California and Stanford University will join AOC and UCI MIND to provide attendees with thought-provoking presentations covering:

- Driving Risk
- Elder Abuse and Neglect
- Sex and Intimacy
- Neuropsychiatric Symptoms
- Physician Aid-in-Dying
- End-of-Life Care

"Though we are making progress, no treatment has been approved to prevent or slow Alzheimer's disease," said Dr. Joshua Grill, Co-Director of UCI MIND. "Short of developing preventative therapies, we will need to continue to improve the quality of care for people living with dementia. The topics that this conference will address are common challenges that people living with dementia and their families face, but are often neglected."

"Being able to have an open and honest dialogue about the devastating emotional, financial and physical implications of a dementia diagnosis is the first step in reducing the stigma that surrounds the disease," said Jim McAleer, CEO and president of Alzheimer's Orange County. "The more knowledge caregivers, healthcare professionals, and even just the general public have, the better equipped we will all be to make our community a more compassionate and understanding place for those who are facing Alzheimer's."

The 28th Annual Southern California Alzheimer's Disease Research Conference will be held from 7:30 AM to 4 PM on Friday, September 22, 2017. Registration for professionals seeking continuing education units is \$175 and general admission is \$75 prior to September 8, 2017. Conference fee includes breakfast, lunch, parking and materials. Discounted rates and scholarships are available for those who qualify. For more information or to register, visit www.alzoc.org/events/2017-research-conference or call (949) 757-3721.

More than 30 exhibitors and over 400 clinicians, researchers, students, aging-services providers, and family members are anticipated to attend the event.

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About Alzheimer's Orange County

Alzheimer's Orange County provides programs and services, free of charge, to Orange County residents with Alzheimer's and related dementia disorders, their families, caregivers, and the community. Alzheimer's Orange County began as an independent 501c3 nonprofit in 1982, became a chapter of a national association in 1984, and in December 2015, became an independent nonprofit again with all fundraising going toward care, support and research in Orange County, Calif. Alzheimer's is a devastating neurodegenerative illness that weakens the memory and other cognitive and emotional functions. For more information, call the 24/7 Helpline at 1-844-HELP-ALZ, or visit www.alzoc.org. Find Alzheimer's Orange County on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#).

About UCI MIND

The UC Irvine Institute for Memory Impairments and Neurological Disorders (UCI MIND) is internationally recognized for its research accomplishments in disorders of the brain, particularly those that are age-related. UCI MIND is the University's center for aging and dementia research, with its faculty seeking to understand the causes leading to neurological disorders such as Alzheimer's disease, frontotemporal dementia, Lewy body dementia, and Huntington's disease. For those suffering from age-related memory problems, its goal is to develop improved means for effective diagnosis and treatment and to provide help to families and caregivers. UCI MIND is home to one of 30 Alzheimer's Disease Research Centers funded by the National Institutes of Health one of 10 California Alzheimer's Disease Centers funded by the California Department of Public Health. For more information, please visit www.mind.uci.edu, or follow UCI MIND on Facebook (@UCIrvineMIND) and Twitter (@UCIMIND).