

Worsening Alzheimer's Epidemic Signals A Need for More Community Memory Screening

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Dr. Dung Trinh, MD, Chief Medical Officer at the Healthy Brain Clinic and Cognivue, Says New Medications Like Lecanemab and Donanemab Bring Hope for Treatment

Orange County, California - May 11, 2023 - Alzheimer's disease has levied heavy costs on the elderly population in the United States and the scope of the disease may hint at a future health crisis even bigger than that of the Covid-19 pandemic. According to the [Alzheimer's Association's 2023 Facts and Figures report](#) released on March 15, it's projected that by 2050 the number of Americans over 65 that are diagnosed with Alzheimer's and other forms of dementia will reach 13 million. Despite these troubling findings, new advances in the field of Alzheimer's research bring a glimmer of hope to a dire situation. A [recent clinical trial](#) for the Alzheimer's treatment Donanemab, made by Eli Lilly, recently shared its data and found that it significantly slowed progression of the disease. While there is risk associated with the treatment such as brain swelling and bleeding, research is moving in the right direction.

Dr. Trinh, a leading expert in the field of Alzheimer's research, along with other organizations in Orange County, California, are trying to fulfill the mission of community memory screening to combat this disease. According to [Alzheimer's Orange County](#), the number of individuals enduring this disease has doubled since 2014, from 84,000 to 164,000 people, representing about 5% of the Orange County population. According to data published at Columbia University, one of three seniors above the age of 65 has memory problems.

Dr. Trinh states "memory screening is not done very well at the primary care office due to lack of time, lack of expertise, and the misconception that memory loss is simply the result of aging."

Dr. Trinh believes that the diagnosis of Alzheimer's disease is often made too late in the disease process. At the mild stage of Alzheimer's or

pre-Alzheimer's "mild cognitive impairment" both patients and providers blame mild memory loss on simply "getting older." This results in loss of opportunity and time to engage in proactive lifestyle modifications to reduce Alzheimer's risk factors as well as participate in available clinical trials.

"We are at an inflection point in the market with the recent news around both Eisai and Eli Lilly's successful drug development focused on slowing the cognitive and functional decline," said Tom O'Neill, CEO of Cognivue (Cognivue.com). "We believe Cognivue is well positioned to be the cognitive assessment tool of choice whether in the community, healthcare, or research setting."

"Memory screens are a vital tool that allows us to accurately assess whether a person needs further assessment," said Jim McAleer, CEO of Alzheimer's Orange County (Alzoc.org). "By establishing a baseline score, we can track changes over time."

"The recent trial success of Eli Lilly's Donanemab and FDA approval of Lecanemab is a crucial step forward. It also highlights the urgent need for increased memory screening in the community to identify individuals with early signs of Alzheimer's disease who may benefit from these new treatments," said Lisa Thurman, Chief Operating Officer of Riiid Medical. "It also highlights the urgent need for increased memory screening in the community to identify individuals with early signs of Alzheimer's disease who may benefit from these new treatments."

"Our doctors salute the 5,000+ seniors in the Orange County community that have raised their hand and contacted us for a memory consultation in the past year. Volunteers like them have contributed to our successful clinical trials in Lecanemab and Donanemab. We're expanding this year to offer—at no cost—even more of these services to older adults concerned about memory," said Ralph Lee, CEO of Irvine Clinical Research (Irvineclinical.com) , who's site has the highest number of Donanemab research participants globally in a recent Lilly clinical trial.

Dr. Trinh has created a [network](#) of community based partners that are offering memory screening evaluations throughout Orange County using Cognivue's device. These locations include an Adult Day Center, senior centers, several pharmacies, wellness centers, medical groups and clinical research sites. These sites include:

- Riiid Medical Group - Irvine, CA
- Age Well - Laguna Woods, CA
- Irvine Clinical Research - Irvine, CA
- Mount of Olives Church Adult Day Program - Mission Viejo, CA
- Anaheim Healthcare Center - Anaheim, CA
- Spectrum Wellness Solutions - Irvine, CA
- ABC Pharmacy - Laguna Hills, CA and Montclair, CA
- Foskaris Wellness - Anaheim, CA
- Healthy Brain Clinic - Long Beach, CA

About Dr. Dung Trinh, MD

Dr. Trinh is a medical missionary and well-known expert training others on evidence-based healthy brain strategies, preventive health and wellness, inflammation, ketosis, and intermittent fasting. He has shared educational and medical knowledge on television, radio, professional associations, medical centers, senior centers, and at both Alzheimer's Orange County and Alzheimer's Los Angeles. His health education forum can be found on HealthTalksOC.com

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