

# Engaging Your Patients with Alzheimer's Disease

**Market Expansion Through Cultural Understanding**



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Community Connected  
CPESN USA

# Objectives

1. Identify the population distribution by state and national statistics of Alzheimer's in America
2. Describe how can a pharmacy owner can better engage with his employees with Alzheimer's
3. Describe how a pharmacy owner can better engage with his patients with Alzheimer's
4. Identify the stakeholders in the community committed to Alzheimer's s and explain how a pharmacy owner can expand his services
5. Identify, explain and debunk the stereotypes that pharmacy staff should be aware of when interacting with Alzheimer's

# Setting The Stage

A pharmacy owner has recently obtained a new data analytic report of this city and identified a substantial population living with Alzheimer's Disease.

What type of services can this pharmacy owner create at his pharmacy to improve the health outcomes of patients with Alzheimer's in his community.

# Epidemiology

- As of early 2024, approximately 6.9 million Americans aged 65 and older were living with Alzheimer's dementia.
- **New cases:** A new case of Alzheimer's is diagnosed approximately every 65 to 67 seconds in the United States
- **Projected Growth:** Due to the aging of the U.S. population, the number of Americans aged 65 and older with Alzheimer's is projected to increase to 13.8 million by 2060 without effective medical breakthroughs.

# Demographics

- **Age**

- Prevalence in seniors: Ages 65–74: 26.3% of Americans with Alzheimer's, Ages 75–84: 39% Ages 85 and over: 34.8%

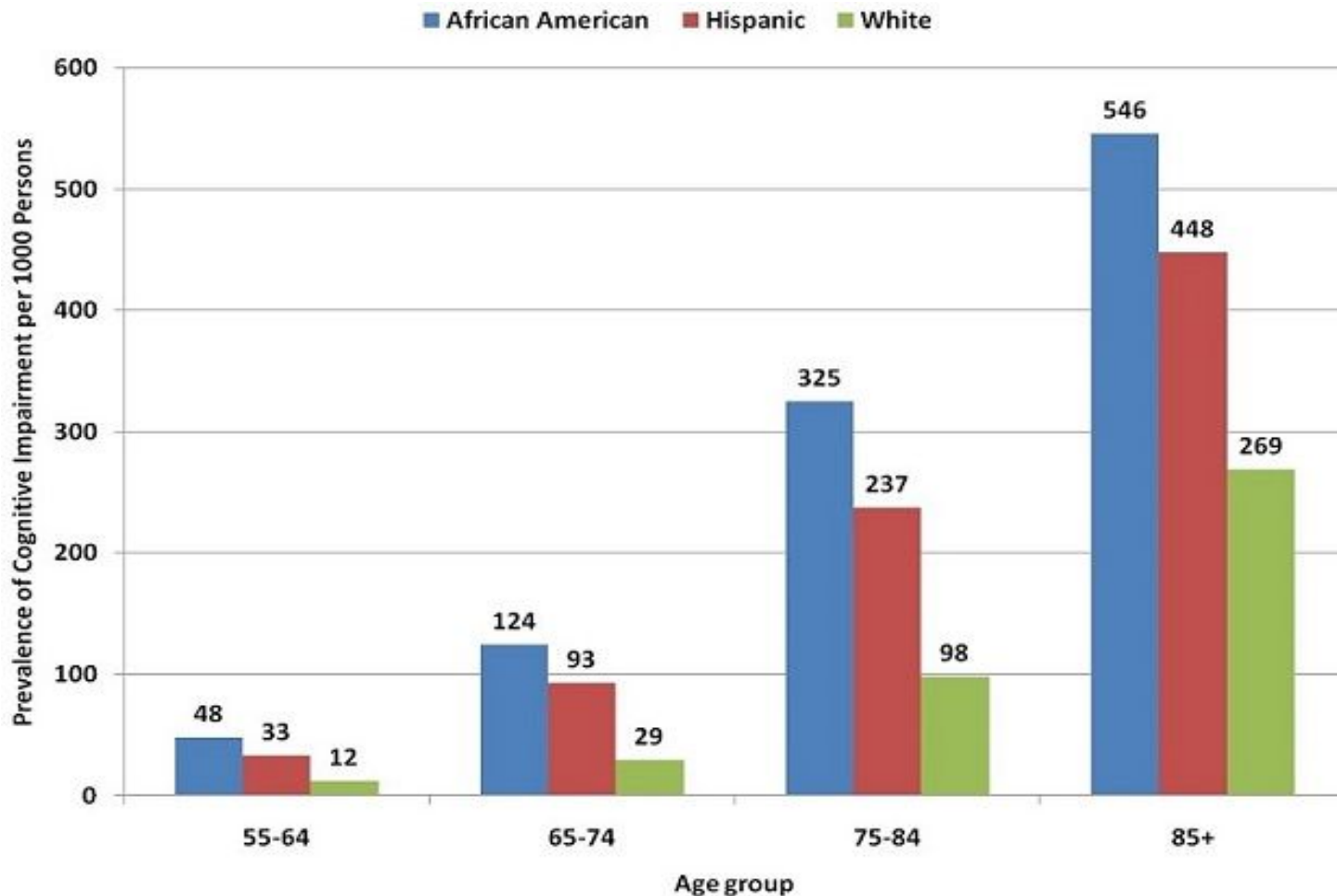
- **Sex**

- Women make up the majority of Alzheimer's cases in the U.S
- In 2025, an estimated 4.4 million women compared to 2.8 million men over age 65 were living with the disease

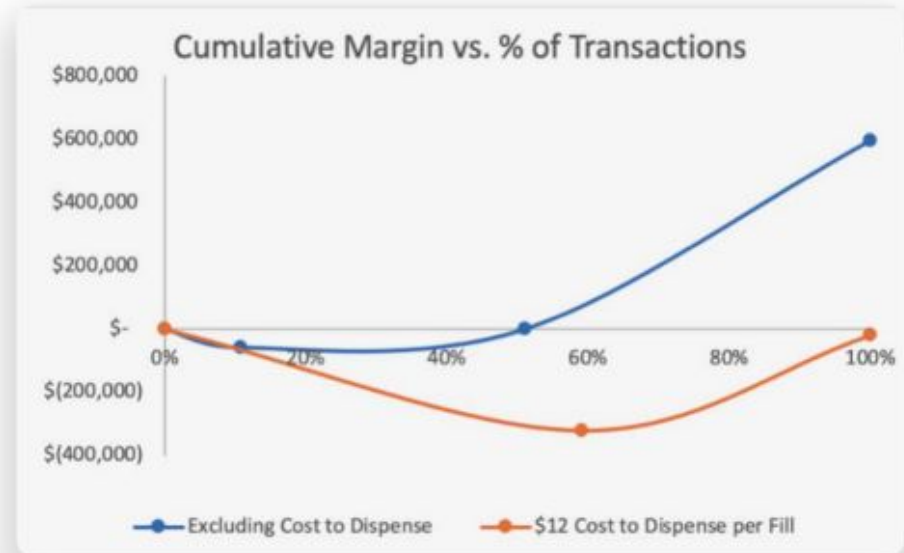
- **Race and Ethnicity**

- Non-Hispanic whites make up the largest number of total cases, racial and ethnic minorities are disproportionately affected and have a higher risk of developing Alzheimer's

# Prevalence of Alzheimer's disease in the U.S.



# Demographic Profile IN and AROUND your pharmacy



**Your CPESN® source for next-generation analytics to inform margin opportunities for both dispensing and healthcare services**

[Learn More HERE](https://cpesn.com/business-intelligence)  
<https://cpesn.com/business-intelligence>



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# Employee Engagement

Employees, Patients, Community Stakeholders  
Creating a business proposition around a niche market

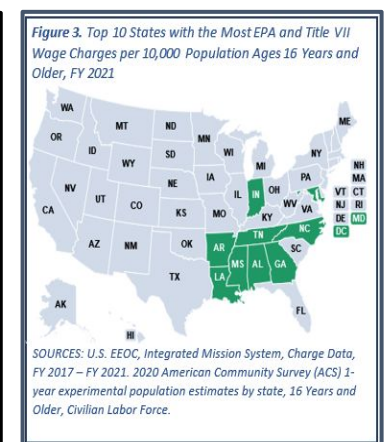
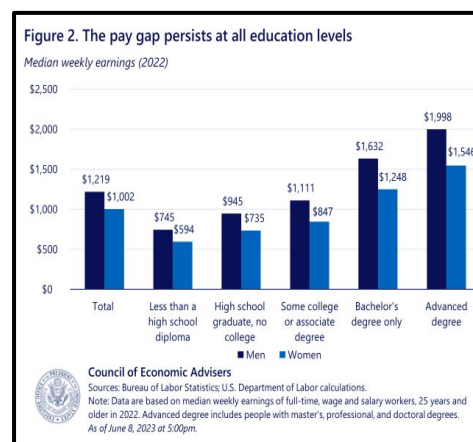
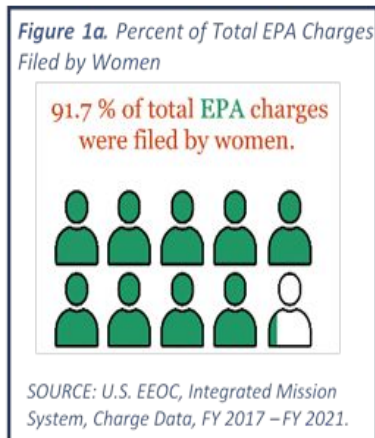


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# Addressing the Pay Gap

- **The Equal Pay Act of 1963 (EPA)** prohibits discriminatory pay on the basis of gender
- **The Civil Rights Act of 1964 (Title VII)** prohibits other discriminatory practices by employers on the basis of many factors including race, age, gender, religion, ect.



- Employers should monitor for and immediately correct unexplained variances in pay and staffing
- **Not worth the cost** - EEOC fines to employers totaled over \$665 million for 21 thousand victims of employer discrimination in 2023.

# Employee Retention- Continuing Education & Development

## Pharmacy Technician Development Program

Alternate Roles/ Functions for Pharmacy Technicians and Pharmacy Support Staff

Pharmacy technicians and support staff can play vital roles in the Alzheimer's community, contributing to patient care, support services, and medication management.

**Medication Reconciliation:** Ensure that patients' medication lists are accurate and up to date, reducing the risk of adverse drug interactions.

**Adherence Support:** Implement strategies to help patients and caregivers manage medication schedules, such as blister packaging or medication reminders.

<https://www.flipthepharmacy.com/resources>

### Max My Sync

Creating your Sync Schedule - for Low, Medium, and High Volume

*June 12, 2024*

[VIEW WEBINAR REPLAY](#)

### Max My Sync

Identify Non-adherence within your Sync Population

*April 3, 2024*

[VIEW WEBINAR REPLAY](#)

[VIEW ONE-PAGER](#)

### Best Practice Trends

Adherence vs Persistence - The Unique Interventions for Both

*January 10, 2024*

[VIEW WEBINAR REPLAY](#)



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# Employees Wear Purple for National Alzheimer's Awareness Month- November

## How to Participate in National Alzheimer's Awareness Month?

Participating in National Alzheimer's Awareness Month allows individuals to contribute to Alzheimer's awareness and support those affected by the condition. Here are ways to get involved:

- **Wear Purple:** The official color of Alzheimer's awareness is purple. Wear purple clothing or accessories to show your support.
- **Share Information:** Set up a display in the pharmacy with pamphlets from organizations like the Alzheimer's Association or Alzheimer's Foundation of America. Use the display to provide educational handouts on the 10 warning signs of Alzheimer's, risk factors, and brain health.
- **Partner with local support groups:** Keep information for local support groups, memory cafes, and community services at the counter. Postings can be a valuable first step for families seeking help.
- **Support Alzheimer's Charities:** Contribute to organizations that fund Alzheimer's research, education, and patient support programs.
- **Advocate for Alzheimer's Care:** Advocate for policies and healthcare improvements that enhance Alzheimer's care and accessibility.
- **Organize Awareness Events:** Host or participate in events, workshops, or seminars that raise awareness about Alzheimer's in your community.

# Patient Engagement

## Increasing Your Sales

How to “Market” to Your Alzheimer’s Population

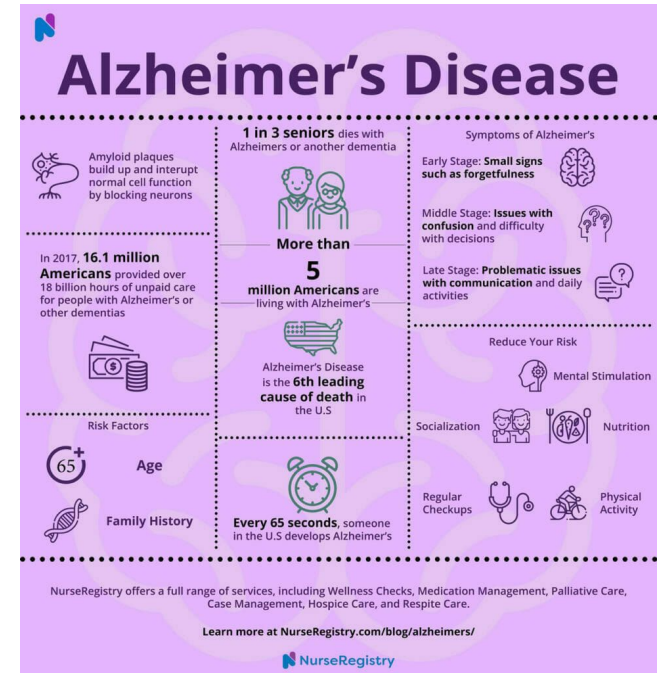


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# Medical Billing

Depending on your state laws for pharmacists provider status consider billing for your consultations for

- 1) Alzheimer's medication education
- 2) Alzheimer's disease state education
- 3) Medication Therapy Management
- 4) Alzheimer's lifestyle education



# Anticholinergic Burden

Anticholinergic burden refers to the cumulative effect of medications that block the action of acetylcholine, a neurotransmitter involved in several bodily functions, including memory, muscle movement, and the autonomic nervous system.

## Key Points about Anticholinergic Burden

- **Anticholinergic Medications:** These drugs are commonly used to treat various conditions such as allergies, motion sickness, depression, and urinary incontinence. Examples include antihistamines, tricyclic antidepressants, and certain muscle relaxants.
- **Cumulative Effect:** The burden increases with the number of anticholinergic drugs a person takes. The combined effects can lead to more significant side effects rather than just those from individual medications.
- **Side Effects:** Anticholinergic effects can include dry mouth, constipation, urinary retention, blurred vision, confusion, and an increased risk of falls. In older adults, high anticholinergic burden is associated with cognitive decline and an increased risk of dementia.
- **Assessment:** Healthcare providers often evaluate a patient's medication list to assess anticholinergic burden, using tools like the Anticholinergic Cognitive Burden (ACB) scale.
- **Management:** Reducing anticholinergic burden may involve discontinuing unnecessary medications, switching to alternatives with fewer anticholinergic effects, or closely monitoring for side effects.

Anticholinergic Burden Scale

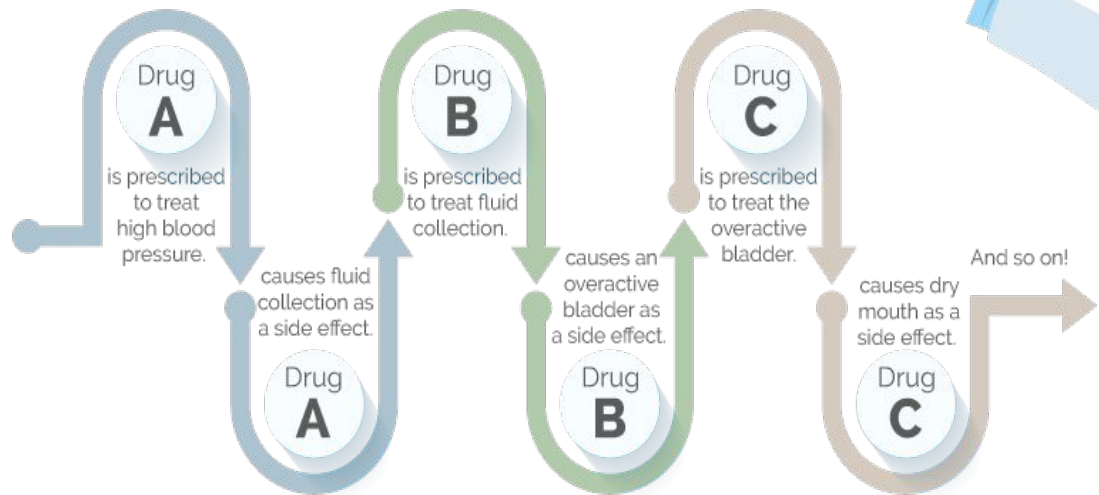
<https://corumpharmacy.com/wp-content/uploads/2020/08/Anticholinergic-cognitive-burden-scale.pdf>

# Prescribing Cascade

A prescribing cascade refers to the sequence of events in which an adverse drug event is misinterpreted as a new medical condition, leading to the addition of another, potentially avoidable, medication

For example, calcium channel blockers may cause ankle edema for which a diuretic may be prescribed. In a cohort study, this particular cascade occurred in 9.5% of older adults who were newly prescribed a calcium channel blocker. Cascades contribute to inappropriate polypharmacy, particularly in older adults

## WHAT IS A PRESCRIBING CASCADE?

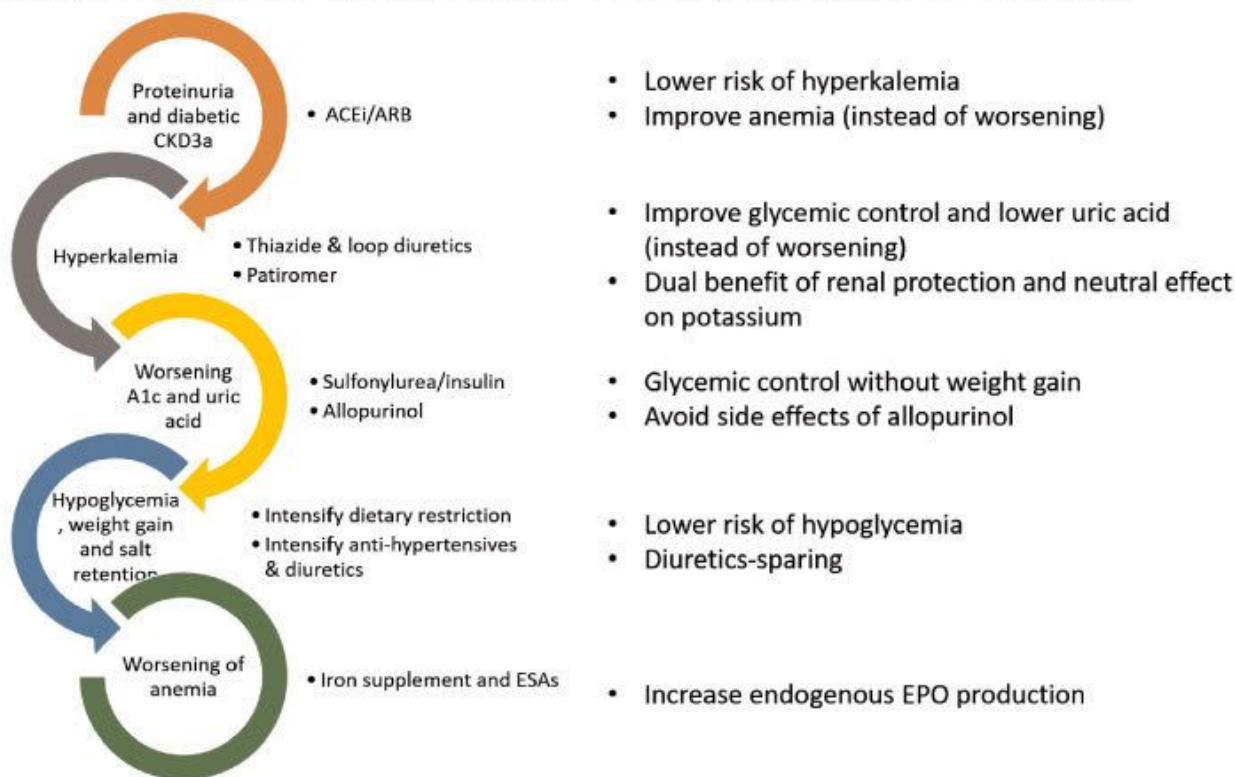




# Deprescribing

- ❖ Deprescribing is the process of tapering or stopping drugs that may not be indicated, according to patients' priorities, to minimize polypharmacy and improve patient outcomes.

Prescribing cascade leads to polypharmacy    SGLT2 inhibitors for deprescribing





# MTM- Medication Therapy Management

Medication therapy management (MTM) is crucial for patients with Alzheimer's disease due to the complexity of their medication regimens and the potential for side effects. Here's an overview of the need for MTM in these patients:

## Importance of Medication Therapy Management in Alzheimer's Patients

1. **Cognitive Decline:**
  - Patients may have difficulty understanding their medications, leading to potential non-adherence or misuse.
  - Clear communication about medication purposes and schedules is essential.
2. **Polypharmacy:**
  - Many Alzheimer's patients take multiple medications for various conditions, increasing the risk of drug interactions and side effects. MTM helps in reviewing all medications to minimize unnecessary prescriptions and assess the appropriateness of each drug, prevent duplications or omissions in therapy and medication reconciliation.
3. **Management of Comorbidities:**
  - Alzheimer's patients often have other health issues (e.g., hypertension, diabetes) that require careful management of their medication regimens. Coordinating medications for both Alzheimer's and comorbid conditions is critical.
4. **Monitoring for Side Effects:**
  - Alzheimer's medications (e.g., cholinesterase inhibitors like donepezil) can have side effects that need to be monitored. Regular assessments help manage adverse effects and adjust medication as needed.
5. **Education and Support:**
  - Patients and caregivers need education on the disease, medication purpose, dosing, and potential side effects. Support from pharmacists or healthcare providers can empower caregivers in managing medications.
6. **Assessment of Anticholinergic Burden:**
  - Evaluating the anticholinergic burden is particularly important, as high anticholinergic medications can exacerbate cognitive decline. MTM can help identify and reduce these medications when possible.

# Brain & Memory OTC Health Corner

**There are no proven OTC drugs for Alzheimer's disease.** The U.S. Food and Drug Administration (FDA) has not approved any OTC supplement to treat or prevent Alzheimer's

# Build a Brain and Memory Health OTC section in your Pharmacy

Focus on supplements and OTC products often recommended for general brain wellness and aging support (not as treatments, but as complementary health aids).

Products to include:

- Omega-3 fatty acids (DHA, EPA)
- Vitamin B complex (especially B6, B12, and folate)
- Vitamin D and E supplements
- Ginkgo biloba (marketed for memory support — clearly labeled as “for general cognitive wellness”)
- Coenzyme Q10
- Magnesium and Zinc
- MCT oil or coconut oil (sometimes used as dietary support in cognitive decline)

*Tip:* Group these under a sign:

“Support Brain and Memory Health — Ask Your Pharmacist Before Starting New Supplements.”



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# OTC Heath Corner Cont. - Comfort, Safety, and Daily Care Essentials

Many caregivers look for OTC and front-end items to help with hygiene, safety, and comfort for Alzheimer's patients.

Include:

- Adult incontinence supplies (briefs, bed protectors, wipes)
- No-rinse bathing wipes and shampoo caps
- Barrier creams and zinc oxide ointments
- Pill organizers, timed medication dispensers, and easy-open bottles
- Night lights or motion-sensor lights for fall prevention
- Large-print thermometers and pill labels

*Tip:* Add a display card:

“Ease the Caregiver’s Day — Helpful Products for Daily Routines.”

# OTC Heath Corner Cont. Nutrition & Hydration

Patients with dementia are often at risk of weight loss, dehydration, or swallowing difficulties.

Include:

- Nutritional shakes or puddings (Ensure<sup>®</sup>, Boost<sup>®</sup>, Glucerna<sup>®</sup>)
- Electrolyte drinks or powders
- Thickening agents (for dysphagia support, like Thick-It<sup>®</sup>)
- Soft, nutrient-dense snacks (nut butter packs, protein bars, applesauce cups)

 *Signage idea:*

“Stay Nourished, Stay Hydrated — Nutrition Support for Loved Ones.”

# OTC Heath Corner Cont.-Sleep, Calm, and Routine Support

Evening confusion and agitation (“sundowning”) are common in Alzheimer’s. OTC products can support calm routines (with physician oversight).

Include:

- Melatonin (low-dose, gentle sleep aid)
- Chamomile or lavender teas
- Aromatherapy diffusers or roll-ons (lavender, vanilla)
- Weighted lap blankets or comfort wraps (if your front-end carries general wellness items)

## OTC Heath Corner Cont.- Caregiver Wellness Corner

Remember — caregivers are your secondary patients. Dedicate part of the display to stress management and self-care.

Include:

- Multivitamins and energy support (B-complex, iron)
- Pain relievers and muscle rubs (for physical strain)
- Sleep aids or herbal teas
- Hand sanitizers, masks, and wellness snacks
- Pampering items (lotions, stress balls, reusable heat packs)

*Signage:*

“Caring for Yourself Helps You Care for Them.”

# OTC Heath Corner Cont.-Educational & Community Resources

Offer free take-home flyers or QR codes that link to:

- Alzheimer's Association ([www.alz.org](http://www.alz.org))
- Local caregiver support groups
- Medication safety tips for dementia patients
- Your pharmacy's medication synchronization, delivery, or blister packaging services

*Add a small sign:*

“Ask Your Pharmacist About Medication Safety and Memory Support Options.”



# Wellness Center at Your Pharmacy

## Holistic Health

## Mind, Body, and Spirit



### InBody assessment

measuring several components of the body composition can help set personal health and fitness goals



### IV Therapy

provides the body with the vitamins and nutrients it needs to boost energy levels, improve immune health.



### Fitness Program

improve cardiovascular health, strengthening muscles, and boosting metabolism. Exercise releases endorphins, the feel-good hormones, promoting mental well-being, and reducing stress, anxiety, and symptoms of depression.

# Lifestyle Considerations -Foods

- Whole Grains
- Leafy Greens
- Non-Starchy Vegetables
- Fruit
- Lean Proteins
- Healthy Fats
- Legumes



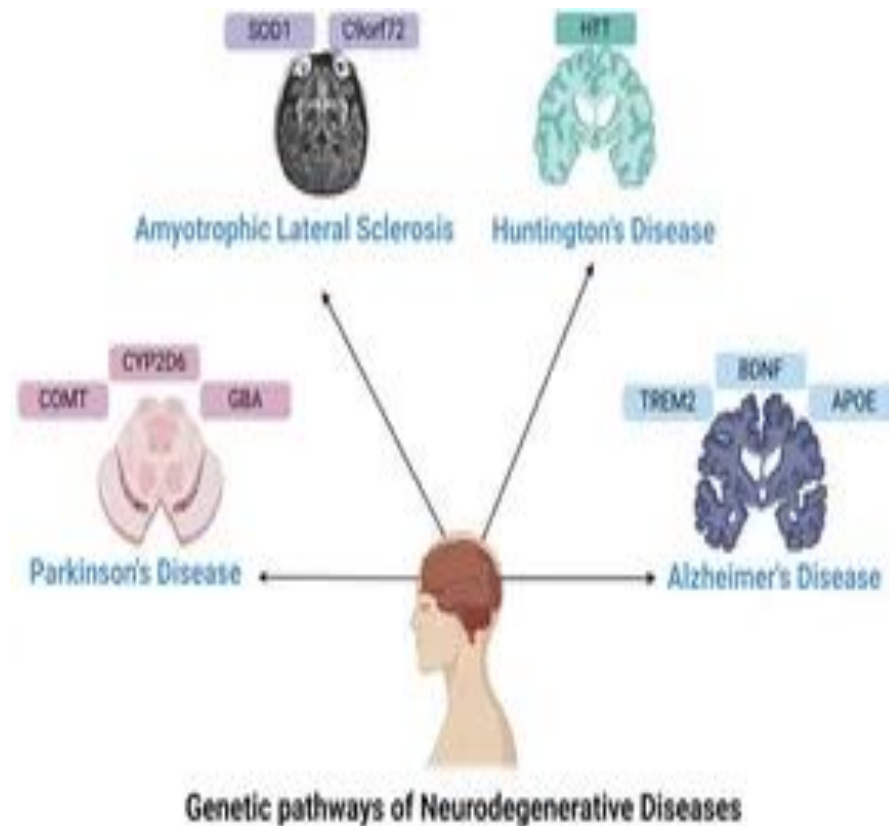
**Key Takeaway:** Consider have a shelf stable section in your pharmacy that is culturally appropriate for your patients.

# Engaging Your Patients

## Pharmacist Counseling

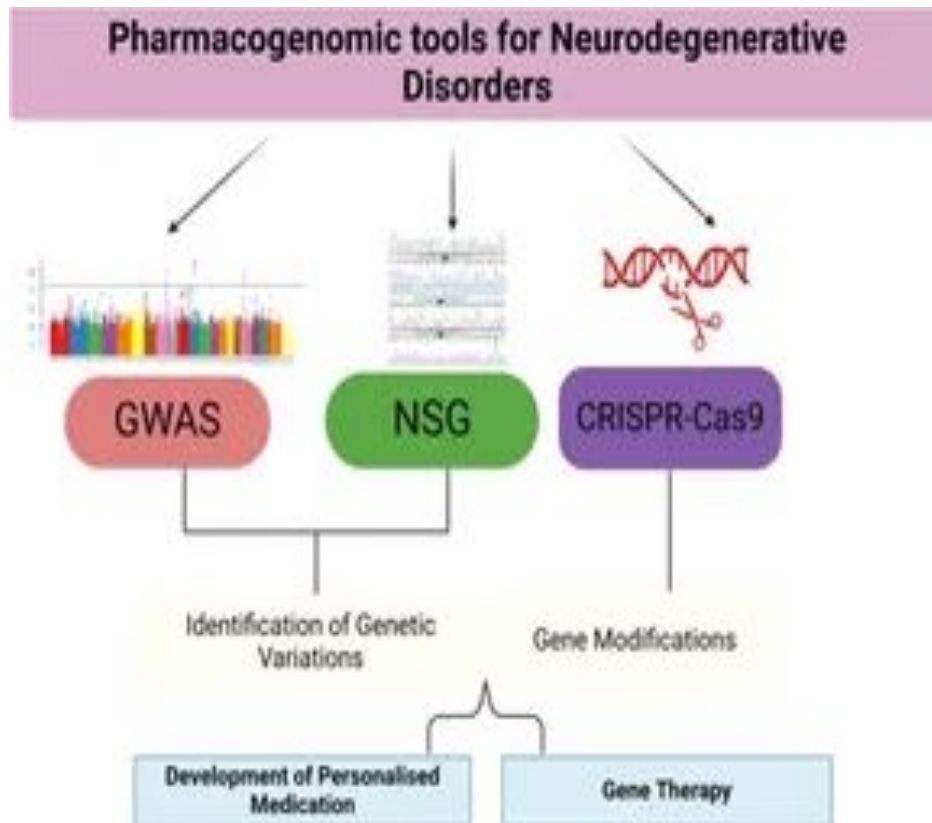


# Pharmacogenomic Testing at Your Pharmacy



**Figure 1.** Genetics in Neurodegenerative Disorders—This figure illustrates the genes involved in neurodegenerative disorders, such as APOE, TREM2, and BDNF for Alzheimer's disease; CYP2D6, GBA, and COMT for Parkinson's disease; HTT for Huntington's disease; and SOD1 and C9orf72 for ALS.

# Pharmacogenomic Testing at Your Pharmacy



**Figure 2.** Pharmacogenomic Tools and Applications—This figure provides an overview of the pharmacogenomic tools used in the study and treatment of neurodegenerative disorders. GWAS, NGS, and CRISPR-Cas9 are applied to identify genetic variations, develop personalized treatments, and modify genes. The figure also illustrates the applications of these tools in clinical settings, such as tailored drug prescriptions and gene therapies.



# CPESN® Health Equity

## Local Pharmacies Connecting Community and Patients

CPESN Health Equity is the first special purpose network introduced by CPESN USA to help participating community pharmacies increase revenue, maintain cashflow, and further entrench their local presence. Aggregating health equity initiatives across local networks establishes community pharmacy's collective expertise in Social Determinants of Health service as the value-based marketplace matures.

[Watch](#) this short video to learn about CPESN Health Equity workforce training for Community Health Workers in New York.

[Learn More HERE](#)

[JOIN CPESN HERE](#)



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# CPESEN Health Equity

## Building Your Pharmacy Alzheimer's Resource Guide



### CONNECT

#### Be Social

Interact with friends, family and your community. Avoid isolation. Volunteer. Meet new people. Enjoy the companionship of a pet.



### DISCOVER

#### Engage Your Brain

Stimulate your brain by learning new things. Take or teach a class. Learn a new language, musical instrument, dance or challenging game. Feed your curiosity.



### RELAX

#### Manage Stress

Take time to relax your mind and body. Try meditation, tai chi or controlled breathing exercises. Watch shows that make you laugh out loud.



### MOVE

#### Ongoing Exercise

Move more throughout your day. Stretching and walking are a great way to start. A variety of physical activities are better than one kind alone.



### SLEEP

#### Restorative Sleep

Get enough sleep, typically 7–8 hours per night. Maintain a regular sleep schedule. Avoid sleeping pills. Keep your bedroom quiet, dark and gadget-free.



### NOURISH

#### Eat Right

Nourish your brain with healthy foods. Eat less meat and sweets, and more fish, nuts, beans, grains, leafy green vegetables and healthy fats like olive oil.

# Community Connected - “Engage your Patients with Alzheimer’s” Through Social Media Presence

## Digital Marketing Toolkit

[Click](#) and download this graphic to the left and post on your social media feed.

Access your digital marketing toolkit here; for a templated social media post, press release, letter from corporate CEO and talking points for pharmacist.

Download Your Digital Marketing Toolkit  
[HERE](#)





# Engagement

## Community Stakeholders

Networking - Going outside your comfort zone



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# Focus Month



**November is Alzheimer's Awareness Month, a time when we focus on the importance of taking care of ourselves and our health. This month is an opportunity for patients to take the time to make sure they are taking the necessary steps to protect their long-term physical and mental health.**

# Health Groups and Associations



<https://www.alz.org/>



ALZHEIMER'S FOUNDATION OF AMERICA

<https://alzfdn.org/>



Alzheimer's  
*Research Association*

A National Non-Profit Dedicated to Alzheimer's Caregivers

<https://www.alzra.org/>



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**Alzheimer's Association:** This is a leading national nonprofit that provides comprehensive support and resources for people with Alzheimer's and their families.

- **24/7 Helpline:** Offers free, confidential counseling and support around the clock at 800-272-3900. It is staffed by specialists and master's-level clinicians.
- **Online and in-person support groups:** Connects people with others facing similar challenges. Many of these groups are facilitated by trained professionals.

**Alzheimer's Foundation of America (AFA):** A national organization that provides educational resources, support, and services to affected individuals and families.

- **AFA Helpline:** Accessible by phone (866-232-8484), web chat, and text message, it is staffed by licensed social workers trained in dementia care.
- **Free support groups:** Hosts groups, often led by licensed social workers, where caregivers and family members can connect and share experiences



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<https://alzfdn.org/#:~:text=AFA-,Welcome%20to%20the%20Alzheimer's%20Foundation%20of%20America,Playing%20in%20picture%2Din%2Dpic>  
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# Alzheimer's Support Groups



*“The support from people sharing their experiences was priceless. I got so many ideas from them, feedback on what to expect and how to handle situations, and accolades that I am doing my best as a caretaker.”*

*– an AFA Support Group Member*

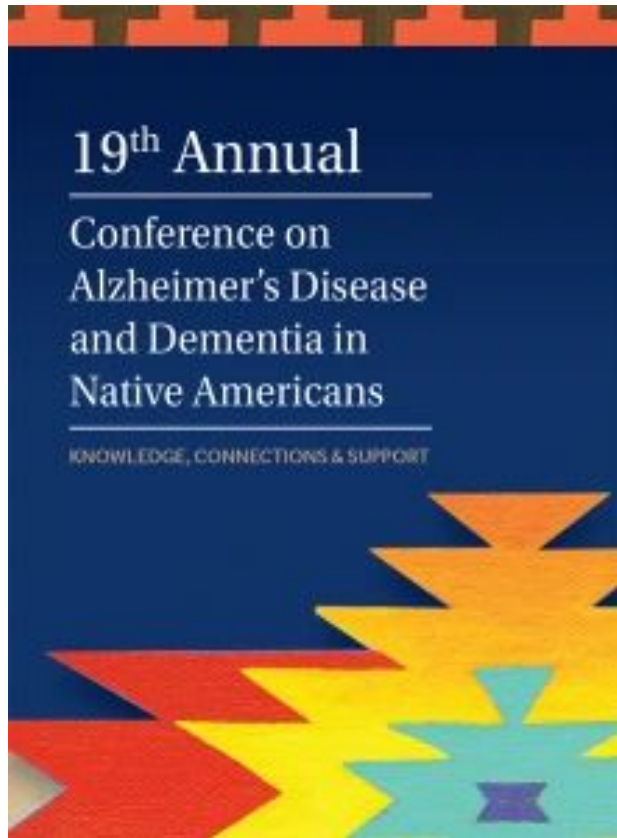


The Alzheimer's Foundation of America provides support, services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias nationwide, and funds research for better treatment and a cure.

<https://www.alzra.org/>

<https://alzfdn.org/caregiving-resources/alzheimers-and-dementia-support-groups/#~:text=Connecting%20with%20others%20is%20a,from%205%2D9%20pm%20ET>

# Alzheimer's Disease Annual Conference



Annual conference, hosted by the Banner Alzheimer's Institute, includes information-rich sessions led by experienced speakers that discuss the different models of caregiving, recent Alzheimer's research findings, and services and support to help caregivers and tribal families affected with Alzheimer's.

<https://www.bannerhealth.com/services/alzheimers>

Alzheimer's Disease & Cognitive Disorders  
Virtual Symposium link [HERE](#)

Alzheimer's Society International Congress ASIC  
<https://www.alzint.com/events.html>

# Places of Worship

Churches and Mosques are all sacred spaces of worship.

**Regardless of religion, all places of worship are community hubs.**

## **All places of worship act as a community hub:**

- Serve communities through programs dedicated to providing food, housing, and education.
- Offers a place of learning.
- It is a united voice for the communities they serve.
- It acts as a catalyst for positive change in the community.
- It offers an avenue to reach the underserved community.
- The leaders have a profound impact on the behavior and action of the community.

**Key takeaway:** Come out of your comfort zone to find avenues of market expansion through finding the humanity in the other.



# Avoiding, Debunking, Demystifying **Stereotypes**



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# Stereotypes

*“Alzheimer's is \_\_\_\_\_”*

A normal part of aging.

associated with only memory  
loss

only affects those of very old  
age

# Stereotypes

## *Alzheimer's Facts*

Alzheimer's is caused by brain diseases, not by normal aging. While the risk of most Alzheimer's increases with age, not all older adults will get it. Occasional forgetfulness is normal, but the persistent and progressive decline that interferes with daily life is no

Though memory loss is the most recognizable symptom of Alzheimer's, other symptoms include challenges in planning or solving problems, difficulty completing familiar tasks, confusion with time or place, trouble understanding the relationship between space and objects, problems with writing and speaking, losing the ability to retrace steps, misplacing things, poor judgment, withdrawal from social activities, and general changes in mood, personality, and behavior.

Alzheimer's and other forms of dementia can affect people in their 30s, 40s, and 50s. Younger-onset patients often face additional challenges, as others may not recognize that their behavioral changes are symptoms of a serious illness.



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# Stereotype

## What can a pharmacist do?

- Approach all health complaints with equal seriousness, using evidence-based guidelines to assess and treat conditions.
- Work to correct misconceptions by staying informed about Alzheimer's research and promoting an accurate understanding of health issues.
- Emphasize confidentiality and build trust by fostering a welcoming, non-judgemental atmosphere.
- Practice active listening and endorse educational campaigns aimed at reducing stigma.
- Offer private, one-on-one consultation that abounds with empathy and understanding.
- Partner with local organizations and events that foster balanced, healthy living.

# How to Talk so *Patients* Will Listen

Understanding Patients and Communicating Across Differences

Each interaction is an opportunity to practice \_\_\_\_\_.

Attentiveness

Honesty

Patience

Respectfulness

Compassion

Trustworthiness

Creating a relaxing atmosphere

Repeating important messages



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<https://www.bu.edu/fammed/projectred/newtoolkit/ProjectRED-tool4-diverse-pop.pdf>

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CPESN® USA is the leader in joining payers, pharmacies, and communities together to provide enhanced health services locally.

[SOLUTIONS FOR PAYERS](#)

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**Roger Paganelli**

Pharmacist/Owner, Mt. Carmel Pharmacy - CPESN® NYC

**Bob Lomenick**

Pharmacist/Owner, Tyson Drugs - CPESN® Mississippi

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