



Banner Health®

**For Immediate Release**

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## **Banner Alzheimer's Foundation reaches \$40 million fundraising goal**

*Campaign launches prevention research and new model for patient care*

PHOENIX (April 20, 2016) – Banner Alzheimer's Institute has solidified its position as the place “where hope begins and Alzheimer's ends,” thanks to the generosity of nearly 3,000 individuals, corporations and foundations who contributed to the BAI Breakthrough Campaign. Banner Alzheimer's Foundation, the philanthropic resource for Banner Alzheimer's Institute, announced today that its \$40 million goal for the campaign, begun in 2011, has been reached.

The successful campaign was led by chairs Jerre and Mary Joy Stead and vice chairs Bill and Julie Lavidge. Both Jerre Stead, chairman and CEO of IHS, a Colorado-based global information company, and Bill Lavidge, CEO of Lavidge, one of Arizona's top advertising agencies, lost their mother to Alzheimer's disease.

“We are proud to support Banner Alzheimer's Institute as the worldwide leader in two things: finding the answer for future generations and taking care of those for whom prevention is no longer an option,” said Jerre Stead, who also chairs the Banner Alzheimer's Foundation board and was the lead donor to the campaign.

The \$40 million raised through the BAI Breakthrough Campaign is advancing work in both arenas. Roughly two-thirds of the campaign funds were designated for prevention research. The remaining third was directed to enhanced care for families already suffering from the disease.

### **Research Advancements**

In the research arena, the campaign has provided philanthropic support for several groundbreaking initiatives, including the first-ever prevention drug trials. The inaugural prevention study, launched in 2012, is underway in South America. It focuses on a large extended family in Colombia whose members share a rare genetic mutation that causes them to develop Alzheimer's symptoms around age 45.

A second prevention trial launched last year. This study focuses on older adults in North America and Europe who are at high risk to develop Alzheimer's because they carry two copies of the APOE4 gene.

Both studies represent a marked shift in the approach to Alzheimer's research. They are based on the theory that by the time memory begins to slip, too much damage may already have occurred for treatments to be effective. Banner Alzheimer's Institute researchers suspect that potential therapies must be started before the onset of symptoms. Thus, they are testing drugs in cognitively healthy individuals who are at high risk for developing Alzheimer's.

In addition to supporting the world's first prevention studies, the BAI Breakthrough Campaign helped launch the [Alzheimer's Prevention Initiative \(API\)](#), an international collaborative formed by Banner Alzheimer's Institute to accelerate the evaluation of promising prevention therapies. Among API's achievements has been the creation of the [Alzheimer's Prevention Registry](#), which connects research scientists to potential study participants. To date, more than 214,000 people have joined the registry.

## **A New Model of Care**

In addition to supporting groundbreaking prevention research, the Breakthrough Campaign has helped to fund a new model of care for Alzheimer's patients. Typically, dementia patients and their caregivers receive minimal guidance and support to help them deal with the disease. At Banner Alzheimer's Institute, in contrast, patients and their caregivers can access an extensive array of programs and services that address their physical, emotional, behavioral, educational and practical needs.

Through the Stead Family Memory Center, named in recognition of campaign chairs Jerre and Mary Joy Stead, Banner Alzheimer's Institute provides expert outpatient care. Each patient receives a comprehensive, personalized evaluation and an individualized treatment plan. But caring for Alzheimer's patients can cost up to three times that of a patient without memory issues, and much of the care is not reimbursable by insurance.

As a result, Banner's ability to sustain and expand this model of care depends upon philanthropic support. All unrestricted gifts to the campaign, totaling \$7.4 million, were directed to aid patients and families visiting the Stead Family Memory Center.

Campaign gifts also are supporting the launch of an initiative to establish a new national standard of dementia care. This "dementia care initiative" calls for redesigning the health care environment and training primary care physicians and their clinical staff to better care for dementia patients nationwide. Launched in 2015, the initiative will take place in three phases over four years.

By 2018, BAI expects to prove that its care model improves clinical outcomes and reduces costs. Then it will expand the program to all of Banner's primary care physicians and share the model with other interested health care systems.

"It is truly an honor to partner with the community to raise support for the critical work of Banner Alzheimer's Institute," said Andy Kramer Petersen, president and CEO of Banner Alzheimer's Foundation. "When we launched this campaign, BAI was only five years old, so \$40 million was an ambitious goal. We are extremely grateful to all of the generous individuals, corporations and foundations who stepped up to support the institute's efforts to stop Alzheimer's disease before another generation is lost."

Among the leading campaign donors, in addition to the Stead Family, were the Alzheimer's Association, the Kemper and Ethel Marley Foundation and the Flinn Foundation. Banner employees also contributed to the campaign, donating more than \$530,000. In all, one-third of the campaign's donors were Banner employees.

While the BAI Breakthrough Campaign has concluded, Banner Alzheimer's Foundation will continue to raise philanthropic support for Alzheimer's care and research. As the Baby Boomers age, the incidence of Alzheimer's disease is expected to increase rapidly. Today, an estimated 5.2 million Americans 65 and older are living with Alzheimer's disease. By 2050, as many as 13.8 million will have it, unless a preventive treatment is found. With the aim of discovering that prevention, Banner Alzheimer's Institute plans to launch two additional drug trials in the coming years.

To learn more about supporting Banner Alzheimer's Institute, visit [banneralz.org](http://banneralz.org) or call 602-747-GIVE (4483).

## ***About Banner Alzheimer's Institute***

Established in 2006 by Banner Health, one of the country's largest nonprofit health care systems, BAI has a three-fold focus: to conduct revolutionary studies in the detection, treatment and prevention of Alzheimer's; to set a national standard of patient and family care; and to forge scientific collaborations that bring together institutions and disciplines internationally.

## ***About Banner Alzheimer's Foundation***

Established in 2006 by the nonprofit Banner Health, Banner Alzheimer's Foundation secures charitable contributions to advance the mission of Banner Alzheimer's Institute.

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