



Introducing  
**BrainGuide**<sup>TM</sup>  
by *USA*gainstAlzheimer's

**PROVIDER  
TOOLKIT**

**Welcome Letter** →

**Communications  
Guideline** →

**Clinical Guidance** →

**Risk Reduction** →

**Patient Resources** →

**Continuing Education** →

**Digital and Print  
Materials** →

Dear Healthcare Provider,

UsAgainstAlzheimer's is fighting to end Alzheimer's. And we know that to succeed it will take all of "us" – including health providers on the front lines serving patients and families. Like you, we want to optimize brain health and support early detection and intervention, especially for those at highest risk such as communities of color and women. We understand that addressing memory concerns and providing care for the complex challenges that cognitive impairment brings can be challenging. And we have heard from health providers that you need information and better tools.

We developed BrainGuide to help address this need for better resources. Here you will find information you can share with patients about ways to reduce their risk for dementia, resources to help address the unique needs of communities of color, and tools to help you share BrainGuide with your patients. BrainGuide is free, available in English and Spanish and allows people to take a memory questionnaire for themselves or a loved one. We hope this is helpful to you, and welcome your feedback and questions at [info@mybrainguide.org](mailto:info@mybrainguide.org).

## What's Included

- COMMUNICATION GUIDES
- CLINICAL GUIDANCE
- RISK REDUCTION INFORMATION
- PATIENT RESOURCES
- CONTINUING EDUCATION
- DIGITAL AND PRINT MATERIALS

## COMMUNICATIONS GUIDES

**[Kickstarting the conversation](#)** - KAER Toolkit from the Gerontological Society of America (GSA)

**[Talking with older patients](#)** - Guide developed by the National Institute on Aging (NIA)

**[The Well Woman Visit Mobile App](#)** - Tool developed by Nurse Practitioners in Women's Health (NPWH)

**[Brain Health: You Can Make a Difference!](#)** - Educational materials from the Administration for Community Living (ACL)

## CLINICAL GUIDANCE

**[Mild Cognitive Impairment Practice Guidelines](#)** - American Academy of Neurology (AAN)

**[Dementia Care Practice Recommendations](#)** - Alzheimer's Association

**[Cognitive Care Kit](#)** - American Academy of Family Physicians Information

## RISK REDUCTION

Clinician Guide on Risk Reduction, **[Primary Prevention Recommendations to Reduce the Risk of Cognitive Decline](#)**

- **[Neurovascular Risk Management](#)**
- **[Physical Activity](#)**
- **[Sleep](#)**
- **[Social activity](#)**
- **[Cognitive Stimulation](#)**
- **[Subjective Cognitive Decline](#)**

Provider Infographic, UsA2 (**[english/spanish](#)**)

Provider Risk Reduction Guide - **[English](#)**

Provider Risk Reduction Guide - **[Spanish](#)**

**[WHO Guidelines on risk reduction of cognitive decline and dementia](#)**

**[Lancet Commission Dementia prevention, intervention, and care: 2020 report of the Lancet Commission](#)**

## PATIENT RESOURCES

Patient Infographics ([english/spanish](#))

[Keep your brain healthy](#)

[Take a brain health check-up – Cleveland Clinic](#)

[American Heart Association Brain Health Resources](#)

## EDUCATION RESOURCES

[Alzheimer's Disease Public Health Curriculum](#) (CDC)

## DIGITAL AND PRINT MATERIALS

### Email to Patients

Dear <NAME>,

I am writing to introduce you to a new platform called [BrainGuide](#). I have found that this free resource, created by UsAgainstAlzheimer's, provides helpful information about cognitive health and memory concerns.

BrainGuide is free and easy-to-access – in English and Spanish – online at [MyBrainGuide.org](#) and by phone at **855-272-4641**. BrainGuide provides memory questionnaires that you can take on behalf of yourself or someone you care about. Once the questionnaire is complete, BrainGuide offers a set of tailored resources based on the answers you provide. Privacy is protected, and responses are not recorded or shared with anyone. BrainGuide does not provide a diagnosis, only a doctor can do that with more information.

Resources may include tips for keeping your brain healthy, information about screening and detection, ideas for how to raise the topic with your loved ones and providers, and links to local resources. BrainGuide will help you take the first steps in your brain health journey with confidence.

Thanks very much and please [contact us](#) with any questions.

This BrainGuide postcard is perfect for any direct distribution needs, whether it be through mail or in person. It contains concise information on what BrainGuide is and offers, as well as a QR code so your patients can easily access BrainGuide at [MyBrainGuide.org](http://MyBrainGuide.org).

**Printing instructions:** The postcard is intended to print double sided and in color, on 4-by-6-inch paper. 130#, smooth white cover stock paper is recommended.


**Click on the image to access a downloadable file.**



The BrainGuide flyer contains information on BrainGuide, what it is, what kind of information a user can expect to find, and how to access it. The flyer includes a QR code so constituents can easily access BrainGuide. Distribution possibilities include in person, direct mail, and scaling it to digital poster ads within your office space.

**Printing instructions:** The flyer is intended to print one sided and in color, on 8.5-by-11-inch paper.

**Click on the image to access a downloadable file.**



**Are you worried about your Brain Health or Memory?**

**BrainGuide**<sup>™</sup>  
by US Against Alzheimer's

Hold your smartphone camera over this QR Code so that it is clearly visible and visit BrainGuide today.

**BrainGuide offers free memory questionnaires**

## About BrainGuide

\*BrainGuide includes free, easy to access, confidential **memory questionnaires** – taken over the **phone or online in English or Spanish**. You can take the questionnaire for yourself or someone you care about. Once you complete the questionnaire, BrainGuide will send you **tailored resources** based on your answers to help you find the best next steps in your brain health journey.

We know that first steps can be tough; BrainGuide can help you take them with confidence.

**Take your first step today**

**MyBrainGuide.org | 855-BRAIN-411 (855-272-4641)**

\*BrainGuide was created with in-kind and financial support from Biogen

## Find Resources for You

- ✓ Tips for a healthy brain
- ✓ Signs and symptoms of Alzheimer's disease
- ✓ Screening, detection and diagnosis
- ✓ Living with Alzheimer's disease
- ✓ Caregiving
- ✓ Local support
- ✓ Brain health equity

Our BrainGuide 1-pager is a document with extensive information on BrainGuide, what it is, what it offers and how to access it. The 1-pager includes a QR code so constituents can easily access BrainGuide. Distribution possibilities include direct handouts to employees, placement in offices, and posting in bulletins, etc.

**Printing instructions:** The 1-pager is intended to print one sided and in color, on 8.5-by-11- inch paper

**Click on the image to access a downloadable file.**



**Say hello to**

**BrainGuide**<sup>™</sup>  
by **USAgainstAlzheimer's**

**\*BrainGuide is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health.**

**Get Started with Confidence**

**BrainGuide helps people get started with confidence, wherever they are in their brain health journey:**

**Free and easy to access.**  
BrainGuide is available online at [mybrainguide.org](http://mybrainguide.org) or as an automated toll-free phone service at 855-BRAIN-411 – in both English and Spanish.

**Provides a memory questionnaire.**  
The BrainGuide memory questionnaire does not provide a diagnosis, but it can help guide you toward information and resources that inform the best next steps for you or a loved one.

**Offers tailored resources.**  
Based on your answers, BrainGuide will give you tailored resources to help you keep your brain healthy, spot signs and symptoms of cognitive decline, live well with Alzheimer's, take care of a loved one, and more.

**Find Resources at Every Step**

**BrainGuide helps people of all ages and from all communities to learn about brain health and Alzheimer's disease and then take action:**

**Information for any need.**  
Whether you're improving your brain health, checking on memory changes, learning more after a diagnosis, or helping your family, BrainGuide offers resources to help you navigate your or a loved one's brain health journey.

**For you or your loved one.**  
BrainGuide provides memory questionnaires that you can take on behalf of yourself or someone you care about. We also provide a wide variety of resources for people seeking to manage their brain health, people worried about their own memory or the memory of someone they love, and those caring for loved ones with Alzheimer's disease.

**Start your memory questionnaire or browse BrainGuide's resources today.**



Hold your smartphone camera over this QR Code so that it is clearly visible and visit BrainGuide today.

**Take your first step today**

**[MyBrainGuide.org](http://MyBrainGuide.org) | 855-BRAIN-411 | (855-272-4641)**

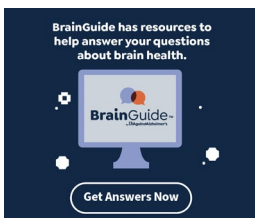
\*BrainGuide was created with in-kind and financial support from Biogen.

BrainGuide banners, available in 4 different sizes and styles, are art files that can be directly uploaded to your website to link your audiences to BrainGuide. Outlined below are two options to implement them from your website: one with and one without HTML coding.

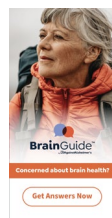
## OPTION 1: Image & Link

Choose from the selection of banners provided below and then access a downloadable file by clicking on the selected widget. Next, link the image to [MyBrainGuide.org](https://mybrainguide.org).

### Widget 1



### Widget 2



### Widget 3



### Widget 4



## OPTION 2: Embedded HTML Code

Choose an image and embed its HTML code into your website. This option will automatically link to [MyBrainGuide.org](https://mybrainguide.org).

**Widget 1** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w1" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget1-300x250.png width="300" height="250">`

**Widget 2** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w2" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget2-300x600.png width="300" height="600">`

**Widget 3** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w3" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget3-336x280.png width="336" height="280">`

**Widget 4** - `<a href="https://mybrainguide.org/?utm_source=website&utm_medium=widget&utm_campaign=bg-w4" target="_blank"> <img alt="BrainGuide empowers people from all communities to act on brain health." src= https://mybrainguide.org/images/widgets/BrainGuideWidget4-728x90.png width="728" height="90">`