

Cognitive Wellness Center

*PREVENTING DEMENTIA
COSTS BEFORE THEY ESCALATE*

The Public Health Crisis of Alzheimer's Disease

Delaying dementia onset by even 1 year could result in millions of fewer cases over time.

Every \$1 invested in early dementia risk reduction avoids \$3-\$7 in downstream healthcare and care giving costs.

	Today 2026	By 2060
# with Alzheimer's in	7 million	14 million
Health & Longterm Care	\$360 billion	\$ Trillions
Unpaid caregiving (valuation)	\$330 billion	\$ Trillions

Alzheimer's is not *inevitable*

Which lifestyle factors have the greatest link to dementia?

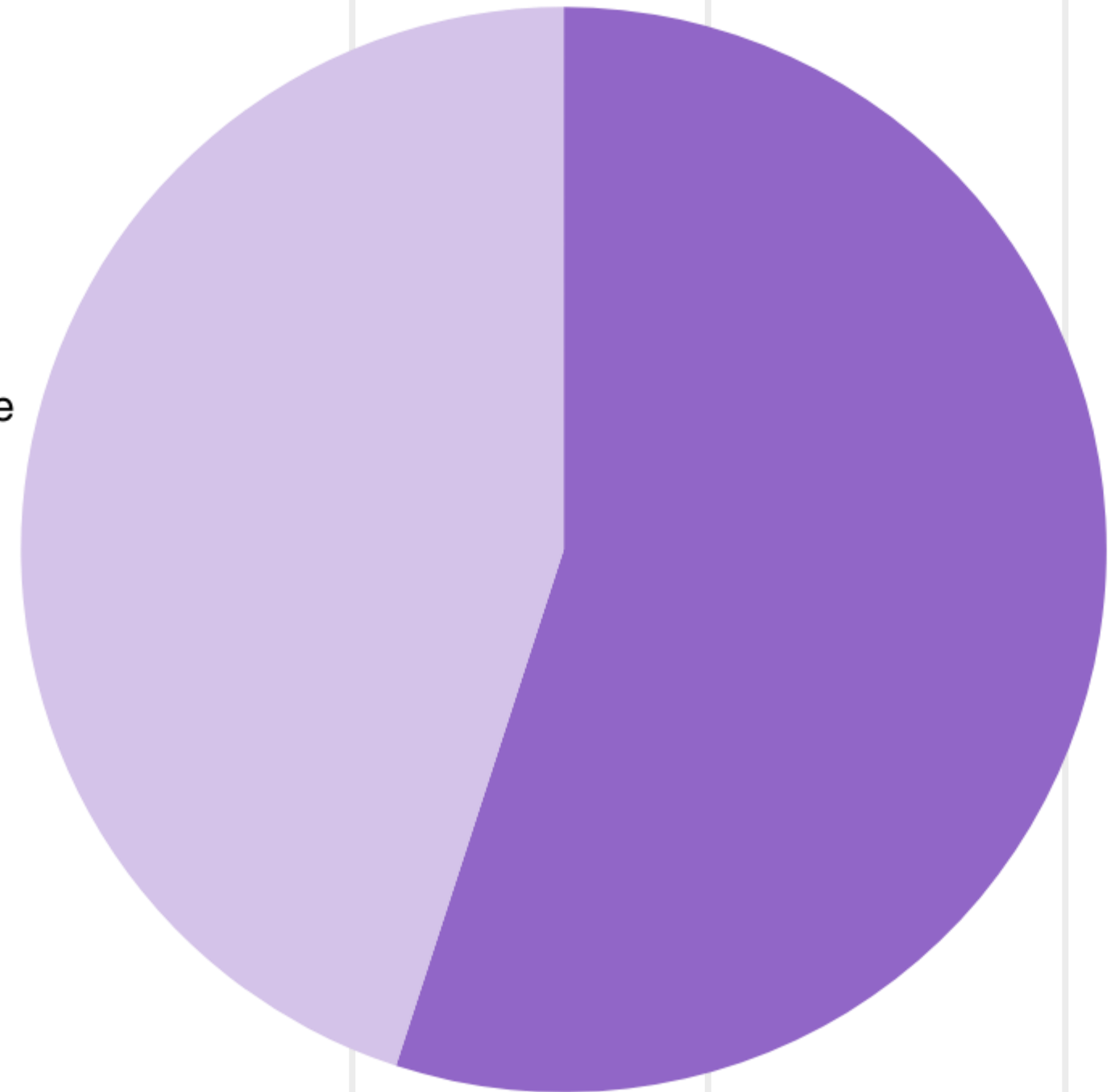
(Lancet Commission on Dementia Prevention 2024)

- Hearing loss
- High LDL cholesterol
- Depression
- Traumatic Brain Injury
- Physical inactivity
- Diabetes
- Smoking
- Hypertension
- Obesity
- Excessive alcohol
- Low education/low cognitive stimulation

Additional factors in late life:

- Vision loss
- Poor sleep quality
- Social isolation
- Poorly managed stress

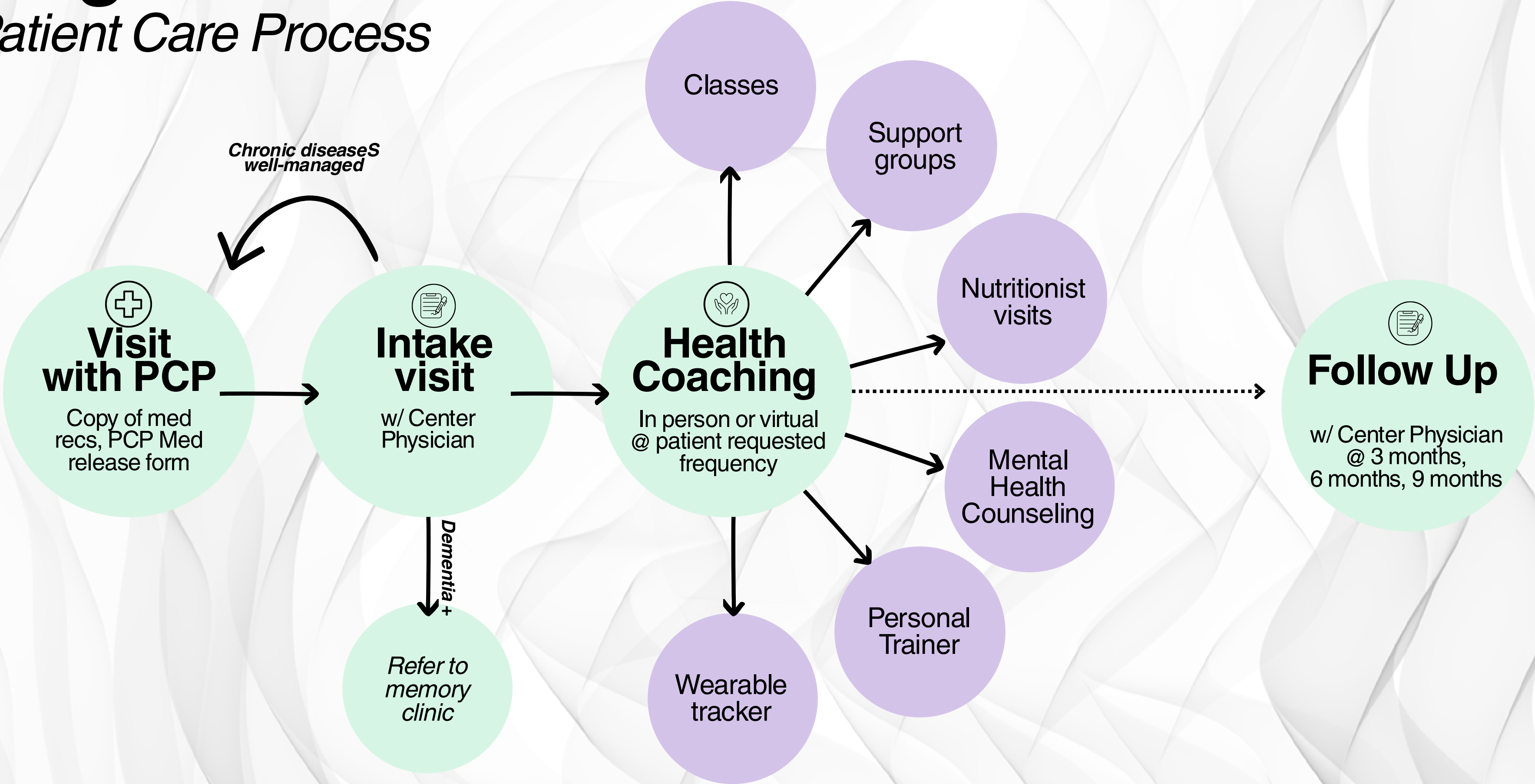
Modifiable Lifestyle
45%



Genetics
55%

Cognitive Wellness Center

Patient Care Process



The CWC will be partnering with

01

University of Utah

- Division of Geriatrics
- Center on Aging

02

Utah State University

- Alzheimer's Disease and Dementia Research Center (ADRC)

03

Utah Commission on Aging

- Utah Alzheimer's Disease and Related Dementia State Plan

What We Are Requesting

01

Targeted appropriations to pilot prevention-focus programs

02

Focus on high-risk and underserved populations

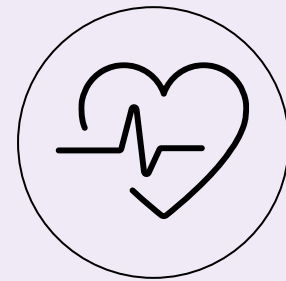
03

Support outcomes evaluation not covered by reimbursement

A fiscally responsible investment to prevent future costs

ALZHEIMER'S.
ACT NOW.
THINK LATER.

Our Proposal



Modifiable lifestyle factors linked to AD risk in research settings.



Community-based holistic brain health center to help patients adopt healthy lifestyles.



Need to test, refine, prove it works in community settings and ensure it is scalable.

“I am worried about getting dementia.

What can I do?”



EDUCATE

Lifestyle and Brain Health

COACHING

Healthier diet, more physical activity, stress management, sleep hygiene, social connection

IMPROVED HEALTH

Lower BP, C-RP, A1C & Lipids, better sleep, less stress

BRAIN HEALTH

Maintain cognitive function, less depression, higher QoL

Greater healthspan with prevented or delayed dementia

Ongoing support to inspire quitters to re-engage!

Inform lifestyle medicine practice

The Cognitive Wellness Center aims to **empower patients** to overcome barriers to change, and **take charge of their cognitive future.**