

COGNITIVE WELLNESS CENTER

The Problem

Alzheimer's disease and related dementias represent a growing public health and fiscal crisis. Annual U.S. costs exceed \$360 billion and are projected to approach \$1 trillion as the population ages.

Neurodegeneration begins years before diagnosis, yet care remains largely reactive, intervening after decline, when costs are highest and families are already in crisis.

A substantial portion of dementia risk is modifiable. Cardiovascular disease, metabolic conditions, sleep, nutrition, depression, social isolation, and chronic stress all meaningfully influence cognitive decline.

Prevention works—but prevention-focused care remains fragmented, unreimbursed, and inaccessible.

The Solution

The Cognitive Wellness Center integrates evidence-based medical care, lifestyle medicine, and sustained behavioral support to reduce dementia risk before decline begins. Our model intervenes earlier, supports lasting behavior change, and measures outcomes relevant to public systems: health, independence, caregiver burden, and utilization.

Why Government Investment Matters

Traditional reimbursement pays for decline, not prevention. Yet the financial benefits of delayed dementia onset accrue primarily to Medicare, Medicaid, and publicly funded long-term care systems.

The Request

\$1,572,277 to pilot and scale prevention-focused cognitive wellness programs—particularly for high-risk and underserved populations—and to support outcomes evaluation not covered by existing reimbursement.

Return on Investment

Evidence suggests that every \$1 invested upstream in dementia risk reduction can help avoid \$3–\$7 in downstream medical and caregiving costs through delayed onset, reduced severity, and lower institutional care use.

Bottom Line

This is a fiscally responsible opportunity to reduce future public spending while improving quality of life for older Americans and their families.

ALZHEIMER'S.
ACT NOW.
THINK LATER.