



## **Alzheimer's Association Launches Trialmatch (TM)**

### *Leading Voluntary Health Organization Debuts New Service to Connect People with Clinical Studies*

Rockville, MD (Vocus) July 12, 2010 -- Alzheimer's Association International Conference on Alzheimer's Disease (AAICAD), Honolulu, HI, July 12, 2010 – [Alzheimer's Association](#), the leading voluntary health organization in Alzheimer care, support and research, announced its new, free and confidential program called [Alzheimer's Association TrialMatch \(TM\)](#) to help further Alzheimer's research studies. The new program, announced at the Alzheimer's Association International Conference on Alzheimer's Disease 2010 (AAICAD 2010), is designed to address the growing need for Alzheimer's clinical trial participants that is hampering the discovery of better treatments and a cure for the disease.

[Statistics on Alzheimer](#)'s show the disease reaching epidemic proportions; an estimated 5.3 million Americans have Alzheimer's disease and a new case develops every 70 seconds. There are currently no treatments that slow or stop the progression of Alzheimer's and, as the baby boomer generation ages, the prevalence of Alzheimer's disease is projected to increase by more than 50 percent by 2030.

“The immediate need for advances in prevention and treatment methods for Alzheimer's has led to an unprecedented call for clinical trial participants,” said [Maria Carrillo](#), Ph.D., senior director of Medical and Scientific Relations at Alzheimer's Association. “Previously, the challenge of finding good information regarding [Alzheimer's clinical trials](#) has made it difficult for people to participate, stalling research into prevention and treatment. Now, with Alzheimer's Association TrialMatch, there is a centralized source of up-to-date information to match people with research studies that may help put an end to this disease.”

Alzheimer's Association TrialMatch is a confidential, free and interactive tool that provides comprehensive clinical trial information and an individualized trial-matching service for people with dementia. The first of its kind service in Alzheimer's includes a database of more than 100 clinical trials looking for volunteers right now. Alzheimer's Association TrialMatch holds the potential to increase clinical trial participation and greatly increase strides towards Alzheimer's prevention, treatments and someday a cure.

“Aggressive research investment has contributed to lower death rates in other chronic diseases, such as heart disease, stroke and breast cancer. Now, we need to do the same for Alzheimer's disease,” Carrillo said. “Alzheimer's disease is clearly the number one public health challenge of the 21st century and research is the only way to solve this problem.”

Today, at least 50,000 volunteers, both with and without Alzheimer's disease, are urgently needed to participate in more than 100 actively enrolling clinical trials and studies in the U.S. and Canada. To reach that goal, researchers will need to screen at least half a million potential volunteers.

#### About Alzheimer's Association TrialMatch

Alzheimer's Association TrialMatch is designed to be easy to use, with web and phone support, specially trained staff, and tools developed with input from people with Alzheimer's.



The strength of this Web- and national 800 line-based service is that Alzheimer's Association TrialMatch contains a comprehensive, constantly updated database of Alzheimer's and other dementia trials taking place across the U.S. Specialists at the Alzheimer's Association's national Helpline – available 24-hours a day – assist in the process of matching individuals to clinical trials for which they are eligible based on study inclusion/exclusion criteria, diagnosis, treatment history and location.

Alzheimer's Association TrialMatch is available to people with Alzheimer's, caregivers, doctors and anyone else interested in helping further the research for this disease. Alzheimer's Association TrialMatch can be accessed at [www.alz.org/TrialMatch](http://www.alz.org/TrialMatch) or by calling toll-free, (800) 272-3900.

\*Editor's Note - Video, audio and other press materials can be accessed directly from [www.alz.org/media.asp](http://www.alz.org/media.asp)

#### The Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit [www.alz.org](http://www.alz.org).

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