

WHY ALZHEIMER'S AND PARKINSON'S PATIENTS NEED CLINICAL TRIALS AWARENESS

ALZHEIMER'S AND PARKINSON'S DISEASES BURDEN PATIENTS & COST SOCIETY

ALZHEIMER'S



5.4 million Americans have Alzheimer's



In 2016, Alzheimer's and other dementias will cost the nation \$236 billion



PARKINSON'S

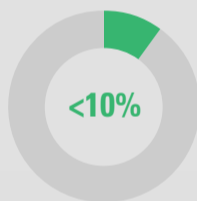


As many as 1 million Americans have Parkinson's disease



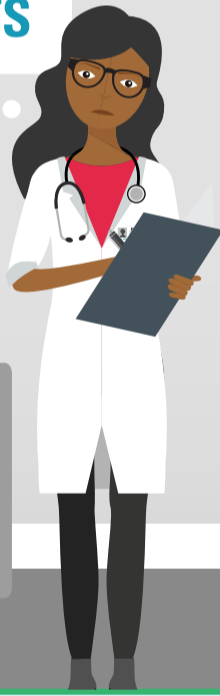
Direct and indirect costs of Parkinson's disease total \$25 billion each year in the United States

YET CLINICAL TRIALS FOR NEW TREATMENTS CONSISTENTLY LACK PARTICIPANTS



Fewer than 10 percent of people participate in Alzheimer's clinical trials

Nearly 1/3 of Parkinson's trials never get underway because they lack participants



CURES BEGIN WITH CLINICAL TRIALS AWARENESS



49% of Americans think low enrollment reflects lack of awareness