

March 29, 2012

To the Advisory Council on Alzheimer's Research, Care, and Services:

We applaud the efforts of the Council and their Draft National Plan to Address Alzheimer's Disease. This Plan represents a major step forward in the development of a comprehensive strategy for addressing the impact of this devastating condition that affects millions of Americans and their families. While we agree with the overall goals established by the Plan, we offer the following recommendations for your consideration, based on our own experience in the long-term care industry:

- Under Goal 2, we recommend an additional strategy focused on the creation of a national provider quality database that includes assisted living and home care agencies that are not already monitored by HHS
- Under Strategy 2.E, we encourage the evaluation of community-based adult day services as an alternative to home or institutional care
- Under Strategy 2.F, we encourage additional education and resources to help families make the optimal decisions about situs of care and potential timing of transitions
- Under Strategy 2.G, we encourage incentives based on outcomes for acute care that are designed to help minimize ongoing long-term care costs
- Under Goal 3, we recommend an additional strategy focused on strengthening people's knowledge of, and access to, long-term care providers and resources.
- Under Goal 3, we recommend an additional strategy focused on the use of assistive technology to aid in the caregiving and support services for those affected with Alzheimer's
- Under Strategy 3.B, we recommend focusing more broadly on overall caregiver wellness programs
- Under Strategy 3.C.2, we recommend leveraging the lessons learned from the "Own Your Future" awareness campaign as a successful model to help drive awareness about long-term care planning
- Under Goal 5, we encourage engaging the LTCI industry for the purpose of leveraging industry data for potential research partnerships that study type of care, how/where care is delivered, quality of care and change in care needs over time. We believe that industry data represents the single largest identifiable pool of information regarding long term care support services and Alzheimer's.

Again, we appreciate the opportunity to provide our insights and look forward to providing more detailed information regarding our recommendations at your request.

Sincerely,



Dr. Bruce Margolis
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