



NEWS RELEASE

Date: November 1, 2017

Contact: Stacie Madden
(508) 957-0306
SMadden@HopeHealthCo.org

20th Annual Dementia & Alzheimer's Awareness Conference ***"Holistic Approaches for Dementia Care"*** ***Four unique perspectives on innovative strategies for dementia care***

Hyannis, MA – Leading experts in Alzheimer's disease and related dementias will offer insights and practical information relative to new approaches to providing care. [Hope Dementia & Alzheimer's Services](#) will host the 20th Annual Dementia & Alzheimer's Awareness Conference: *Holistic Approaches for Dementia Care* on November 17, 2017.

This year's conference focuses on holistic care approaches to manage the symptoms associated with Alzheimer's disease and related dementia. Attendees will learn key strategies about lifestyle modifications to maintain your own brain, innovative cognitive training for people with dementia, and how marijuana, cannabis and cannabinoids impact Alzheimer's disease. The day concludes with a special session on essential oils used for cognitive and behavioral wellbeing.

Sessions and presenters include:

Lifestyle Modifications to Maintain Your Brain

Thomas B. Shea, PhD, Professor and Director, Laboratory for Neuroscience, University of Massachusetts, Lowell

A life-long Massachusetts resident, Thomas B. Shea joined University of Massachusetts, Lowell's department of biological sciences over 20 years ago. Dr. Shea and his team have demonstrated that certain combinations of vitamins and nutritional supplements can improve memory and mood in individuals with Alzheimer's disease as well as adults without dementia.

Innovative Cognitive Approaches for People with Dementia

Lynn Lazarus Serper, EdD

Lynn Lazarus is celebrated for developing the Serper Method™, a groundbreaking learning program for brain health and vitality. Challenging the assumption that the older brain no longer learns, research and practice has shown that exciting changes can happen in individuals who study, discuss, share meaningful thoughts and ideas, and laugh together, even if a person struggles with a brain condition.

Marijuana, Cannabis and Cannabinoids: Alzheimer's Disease

Denise A. Valenti, OD, FAAO

Denise A. Valenti is active in research and consultation related to vision, aging, neuroprocessing and cannabinoids, and their effect on cognitive function and driving. Dr. Valenti has educational expertise in the field of age-related neurodegenerative diseases with the emphasis on Parkinson's disease and Alzheimer's disease. She is the principal in the development of technology to detect impairment from cannabis consumption, IMMAD-Impairment Measurement Marijuana and Driving.

Essential Oils for Cognitive and Behavioral Wellbeing

Donna Wood Eaton, BS

Donna Wood Eaton holds a chartered herbalist degree from Dominion Herbal College and a B.S. in psychology. Donna has maintained a holistic wellness practice for the past 25 years combining her knowledge of herbalism, psychology and spirituality to work with her clients.

“The sessions will provide instructive and stimulating discussion on innovative approaches to providing care to those with Alzheimer's disease and dementia,” said Diana Franchitto, president & CEO, HopeHealth. “Alzheimer's disease and related dementias have a slow and relentless progression lasting on average six to twelve years from diagnosis. Caregivers are required to adapt and change as care needs increase. Conference attendees will walk away with new ideas to improve the quality of life for those with memory loss.”

Six continuing education units are available. The conference fee is \$130.00, including course materials, credits, breakfast and lunch. The conference will be held on November 17, 2017 at the DoubleTree by Hilton Cape Cod, 287 Iyannough Road, Hyannis, from 8:00 a.m. to 3:30 p.m. Registration must be received by November 15, 2017.

This year's lunch sponsors are Mill Hill Residence, Maplewood at Brewster, and Maplewood at Mayflower Place. Breakfast sponsors are Harbor Point at Centerville, Comfort Keepers, Enos Home Medical and Northbridge Companies.

For more information to sign up for sponsorship or register for the conference, call (508) 775-5656. Visit HopeDementia.org/Conferences to register online.

About HopeHealth

HopeHealth has been enhancing the quality of life for people experiencing serious illness and loss for more than 35 years. In 2012, Alzheimer's Services of Cape Cod & the Islands affiliated with the non-profit organization to enhance and expand its programs and community services. Today, the non-profit organization delivers a wide range of services for people with serious illness and their families. The HopeHealth family of services in Massachusetts includes: Hope Hospice; Hope Care for Kids; [Hope Dementia & Alzheimer's Services](http://HopeDementia.org) and Hope Academy. The Massachusetts Pain Initiative is an affiliate of the organization. Learn more by calling (800) 642-2423 or visiting HopeHealthCo.org.

###