



NEWS RELEASE

Date: February 25, 2015

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

16th Annual Spring Educational Conference: Dementia & Alzheimer's Disease *A New Philosophy of Alzheimer's Care*

Hyannis, MA – On March 19, leading experts in Alzheimer's disease and related dementias will provide information on Alzheimer's disease, its causes and the current trends in research and available treatment options. Hope Dementia & Alzheimer's Services will host the 16th Annual Spring Educational Conference geared toward caregivers and medical professionals.

This year's conference will feature two in-depth sessions presenting research and unique philosophies for brain function stimulation and enhancement in the lives of those with dementia. The conference presenters and topics include:

- John Zeisel, Ph.D., Hearthstone Alzheimer Care
 - As the founder of Hearthstone Alzheimer Care and the author of *I'm Still Here: A New Philosophy in Alzheimer's Care*, John Zeisel is well-versed on the aging brain and committed to giving people with dementia a life worth living. He's a longtime proponent of treating dementia without pharmaceuticals. Instead, he's developed a host of unique approaches to making life better for those with age-related dementias — and as it turns out, the arts and creativity are key. For the last fifteen years, Zeisel has spearheaded a movement to treat Alzheimer's non-pharmacologically by focusing activities and interactions that help to strengthen the parts of the brain that still exist. He recently hosted a PBS special titled Hopeful Aging.
- Wendi C. Smith, Certified Mneme Therapist Member, Art Without Boundaries Association
 - Wendi Smith studied oil painting under master artists on Cape Cod and Florida. She was a professional fresh floral designer, lecturer and demo-designer for various garden clubs and floral trade shows in the Boston area. In 2013, she became a Mneme therapist to use her artistic abilities and compassion for others to make a positive difference in the lives of individuals and their families. This therapy combines the use of art and creativity through a unique combination of singing, movement, painting and storytelling to stimulate dramatic changes in the brain creating more engagement in the lives of those with dementia and neurological disorders. It stimulates the brain's neuroplasticity. The goal is to find new ways to stimulate the brain to adapt and to rebuild lost functions.

“Currently there is no cure for Alzheimer's disease, although it can be treated,” said David Rehm, president & CEO, HopeHealth. “The spring educational conference will focus on new approaches to

Alzheimer's care, focusing on a patient's strengths to maintain connections with others and the world. With one in nine over the age of 65 affected by Alzheimer's, it's vital that caregivers and medical professionals continually learn about the ever-changing field of Alzheimer's disease and dementia."

Advance registration is required for the 16th Annual Spring Educational Conference being held on Thursday, March 19 at the DoubleTree by Hilton, 287 Iyannough Road, Hyannis, from 8:00 a.m. to 12:30 p.m. Conference fees are \$95.00, which includes 3.5 CEs, conference materials and a continental breakfast. Advance registration must be received by March 13.

For more information or to register for the conference, call (508) 775-5656 or visit HopeDementia.org to register online.

About HopeHealth

[HopeHealth](http://HopeHealthCo.org), formerly known as Hospice & Palliative Care of Cape Cod, has been enhancing the quality of life for people experiencing serious illness and loss for more than thirty years. In January of 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, HopeHealth delivers a wide range of medical care, care management and support services throughout eastern Massachusetts. The HopeHealth family of services includes: Hope Hospice; Hope Palliative Care; Hope HouseCalls; Hope Dementia & Alzheimer's Services; Hope Care for Kids; Hope Community Care; and education and training for professionals, caregivers and the community. Learn more by calling (508) 957-0200 or visiting HopeHealthCo.org.

###