

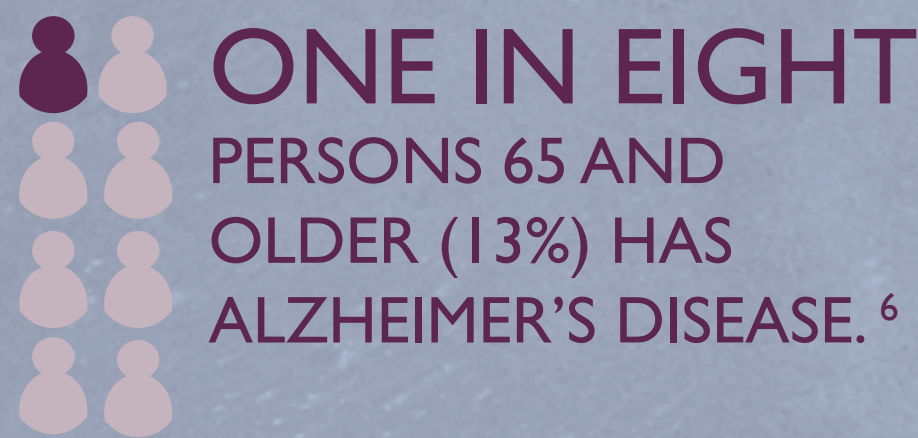
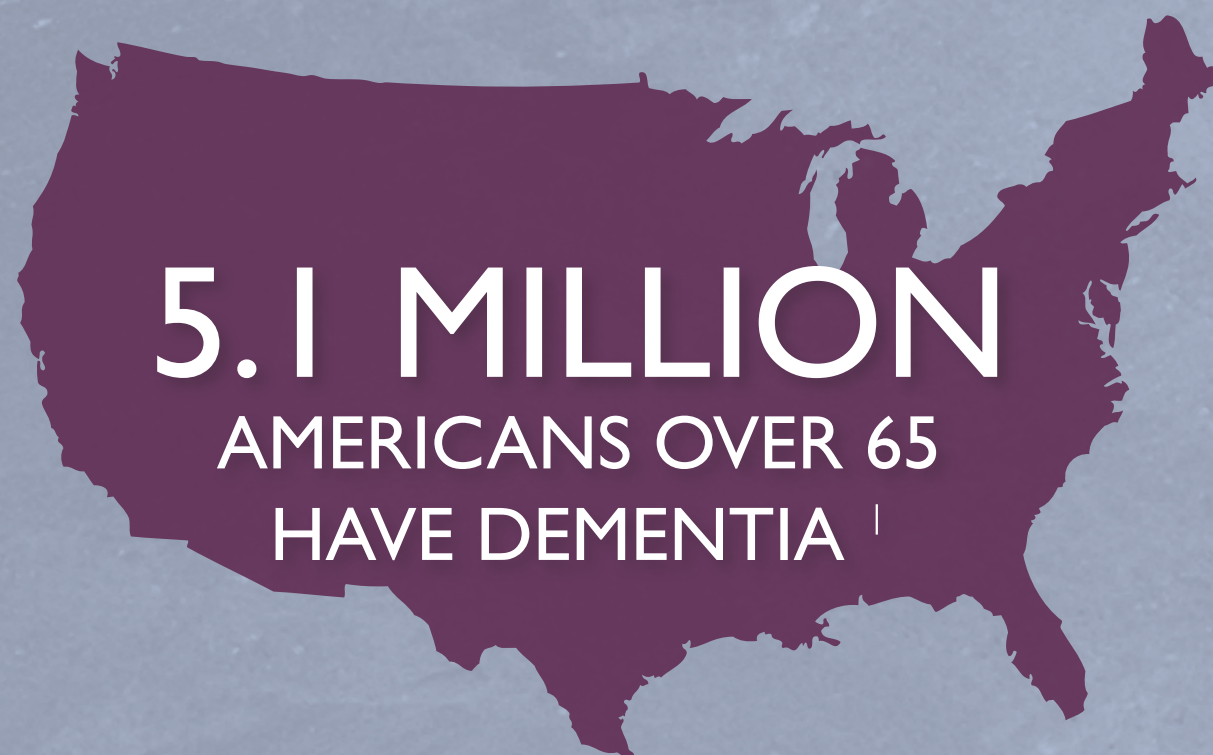
Benefiting those with ALZHEIMER'S DISEASE AND DEMENTIA

US SENIOR POPULATION

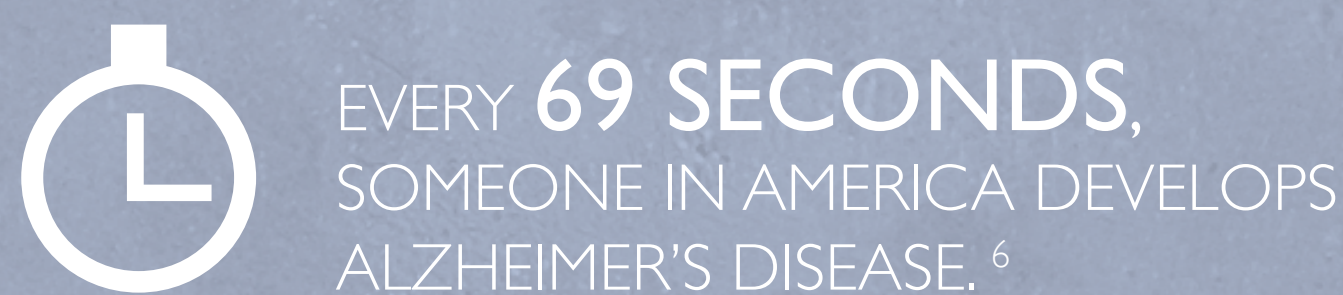
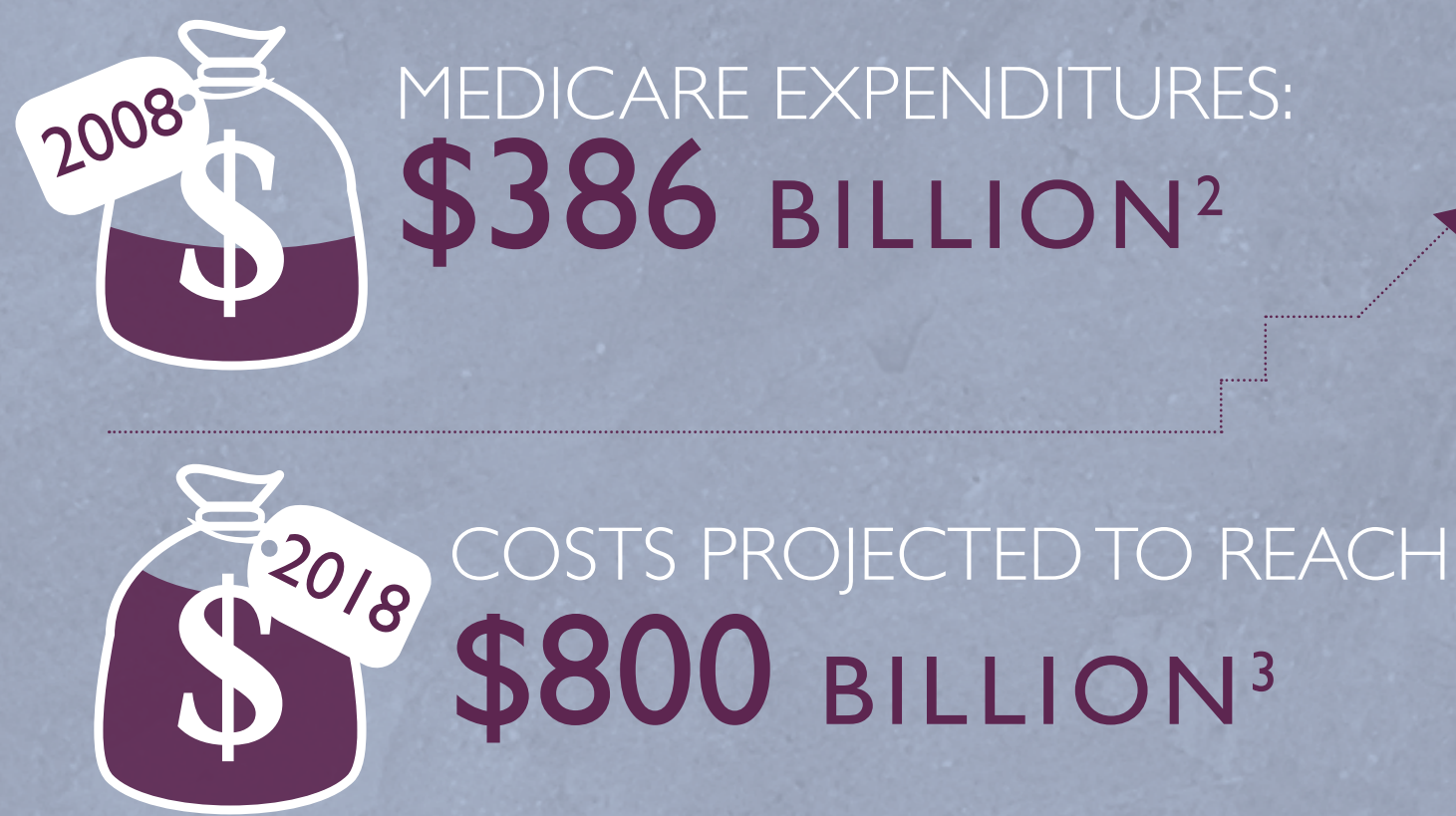


THE PROBLEMS

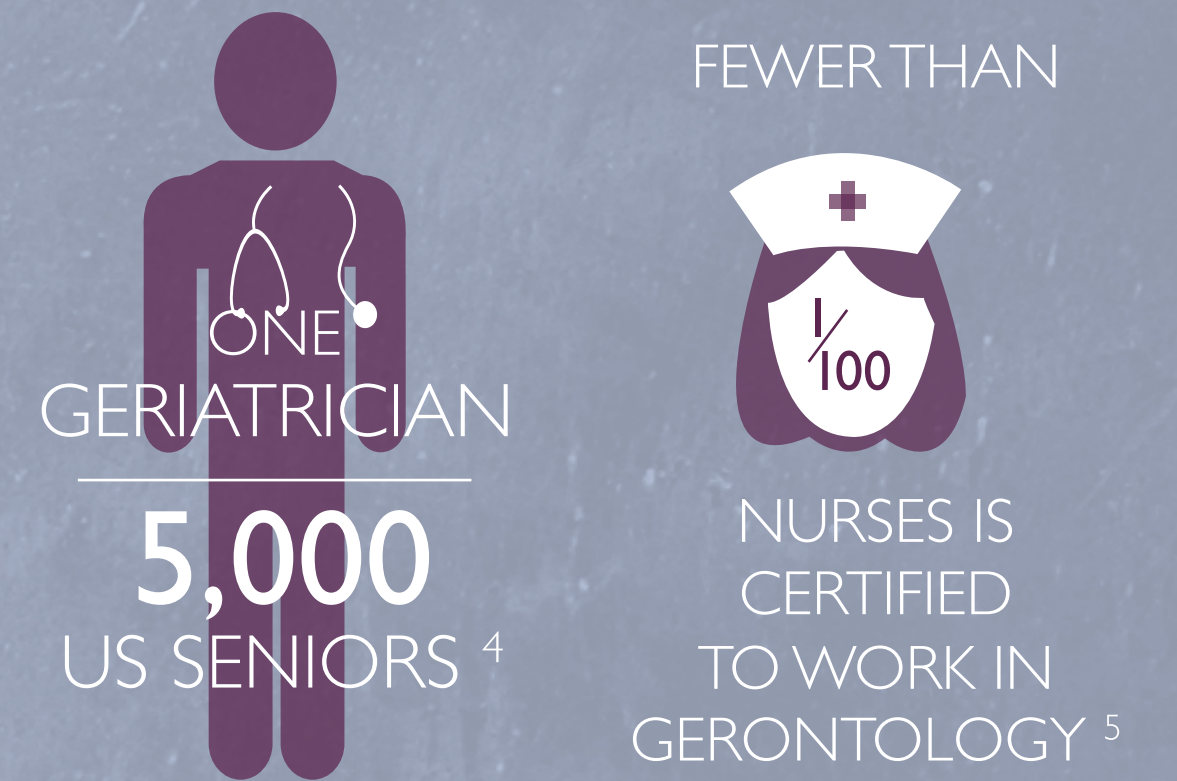
THE BURDEN OF DEMENTIA



RAPIDLY INCREASING COSTS



SHORTAGE OF MEDICAL CARE FOR SENIORS



ALMOST **15 MILLION** AMERICANS PROVIDE
UNPAID CARE FOR A PERSON WITH ALZHEIMER'S
DISEASE OR OTHER DEMENTIA. ⁶

60% OF FAMILY AND OTHER UNPAID CAREGIVERS
OF PEOPLE WITH ALZHEIMER'S DISEASE AND
OTHER DEMENTIAS ARE WOMEN. ⁶

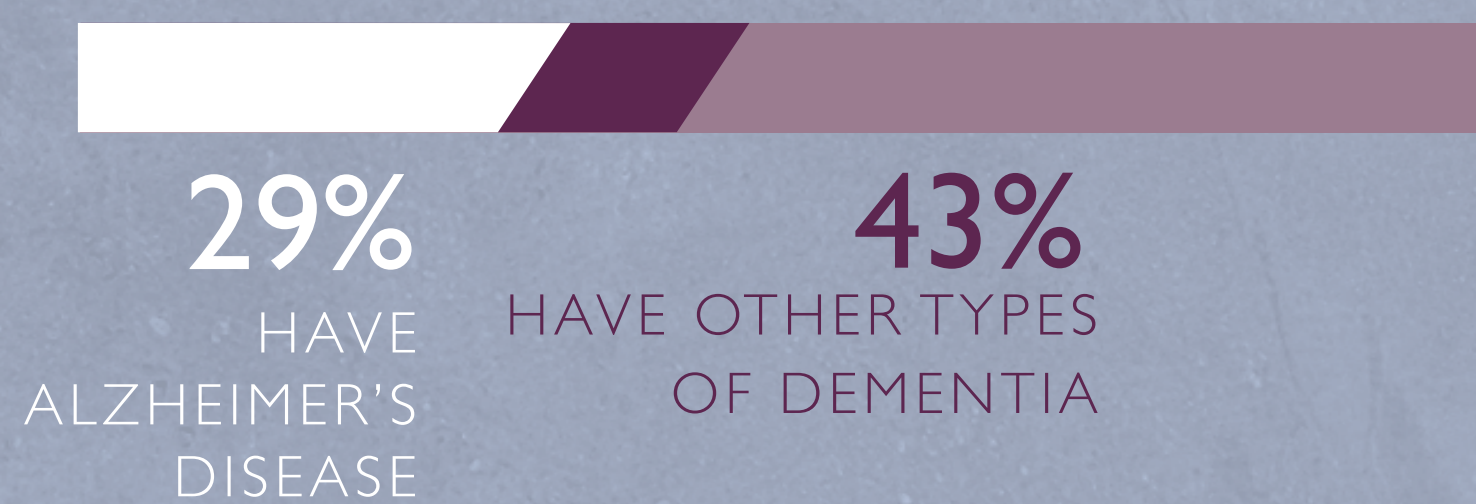
IN 2010, THE **14.9 MILLION** UNPAID CAREGIVERS
OF ADULTS WITH ALZHEIMER'S AND OTHER
DEMENTIAS PROVIDED **17 BILLION HOURS** OF
CARE VALUED AT **\$202 BILLION**. ⁶

PART OF THE SOLUTION

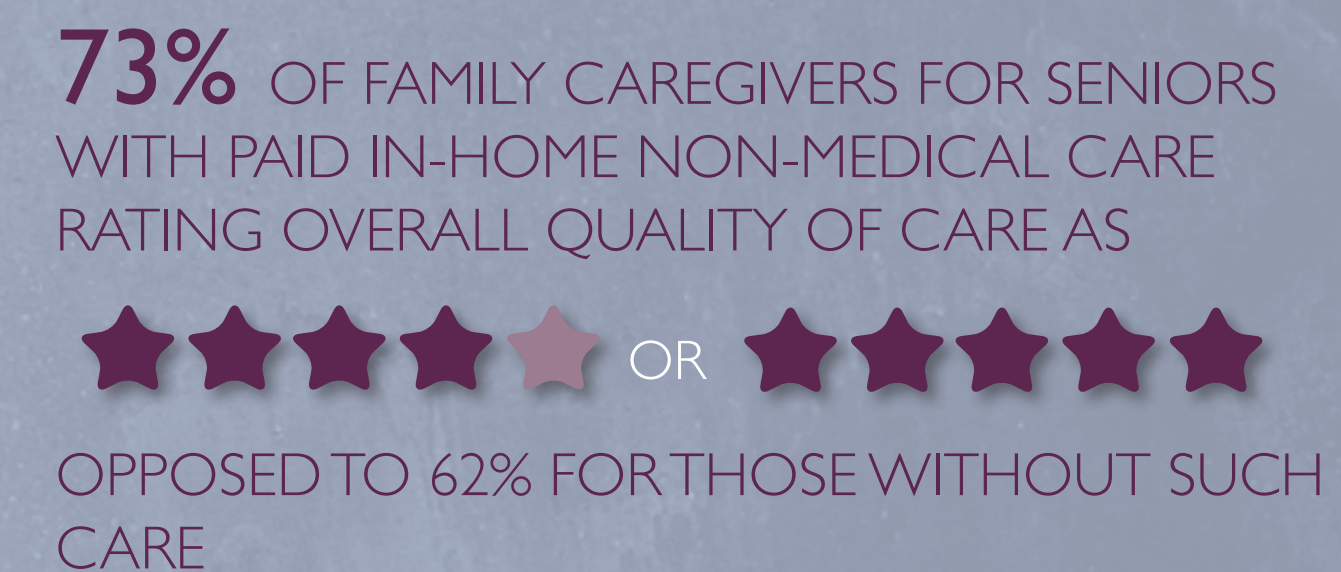
PROFESSIONAL IN-HOME, NON-MEDICAL CARE



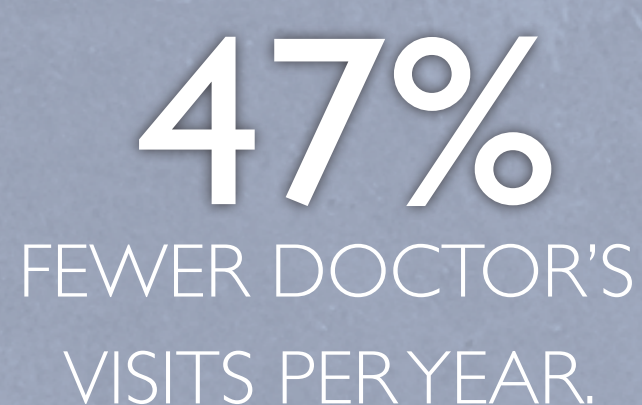
SENIORS USING PROFESSIONAL IN-HOME NON-MEDICAL CARE



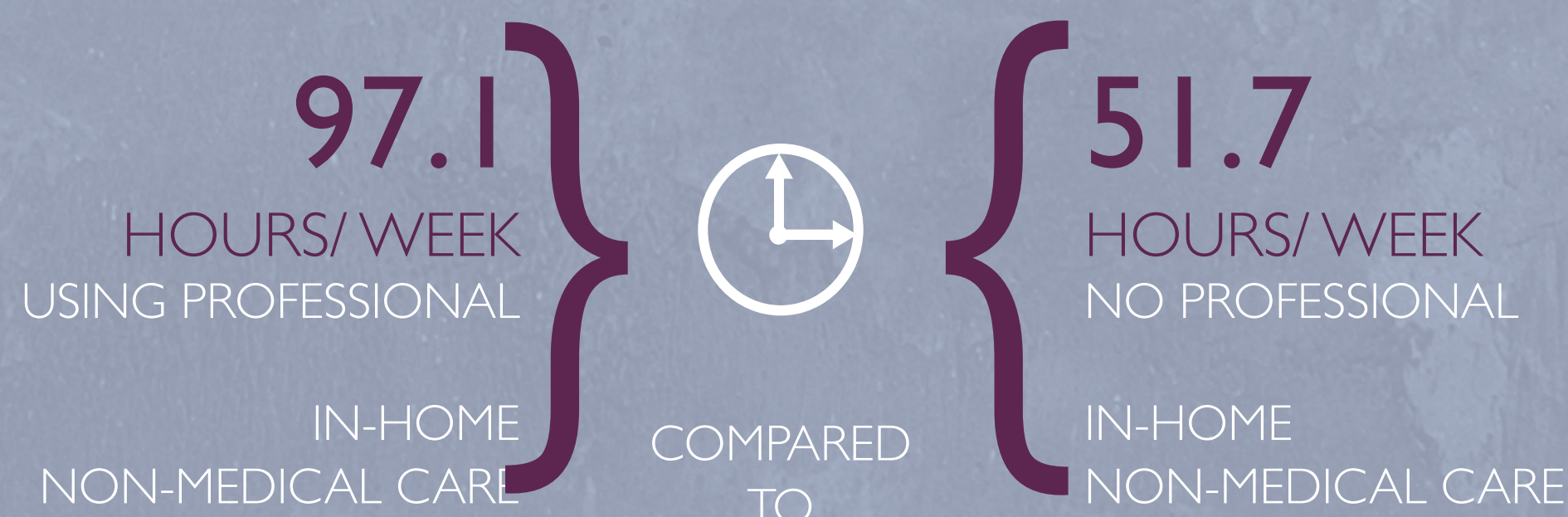
FOR SENIORS WITH MORE-SERIOUS DEMENTIA:



THE BENEFITS



FOR SENIORS WITH "MORE SERIOUS" DEMENTIA
RECIPIENTS OF PROFESSIONAL IN-HOME
NON-MEDICAL CARE TYPICALLY RECEIVE MORE HOURS
OF CARE PER WEEK



PROFESSIONAL
IN-HOME, NON-
MEDICAL CARE MAY
HELP MAINTAIN AND IMPROVE
RELATIONSHIPS BETWEEN
FAMILY CAREGIVERS AND THEIR
SENIOR LOVED ONES.

TO LEARN MORE CONTACT: HomeInstead.com/281 or call **503.335.0626**

**Home
Instead**
SENIOR CARE[®]
To us, it's personal.

SOURCES
1. Online at http://alz.org/news_and_events_19623.asp
2,3. Online at <http://www.healthreform.gov/reports/seniors/index.html>

4. Online at http://www.americangeriatrics.org/about_us/who_we_are/fqo_fact_sheet/
5. Online at http://www.waging.senate.gov/hearing_detail.cfm?id=3066508
6. "2011 Alzheimer's Disease Facts and Figures," reprinted with permission from the Alzheimer's Association*, online at http://www.alz.org/downloads/Facts_Figures_2011.pdf