

## Site Instructions for Patient Facing Recruitment and Informational Materials

### Study Flyer Packet

The New IDEAS Recruitment and Community Engagement Team developed the following materials for use at your site to help with the recruitment of patients in the New IDEAS Study. The comprehensive suite of recruitment and informational materials are currently available on the study's website - <https://www.ideas-study.org/During-Study/Marketing-Toolkit>.

#### Why are there multiple versions of the same document?

The study team recognizes the importance of designing New IDEAS study recruitment and informational materials that promote diversity and inclusion to authentically reach the study's underrepresented patient populations. The recruitment and informational materials contained in this packet were reviewed by community members and experts from underrepresented race and ethnicity cohorts participating in the New IDEAS Study\*. Their feedback helped the study team develop multiple versions of the materials that will be both culturally sensitive and easily understood by all patients at your practice.

#### How should I use these materials at my practice?

We recommend that your team makes all versions of this material available to your patient population. **Items in this packet are meant to be used in combination with the other types of recruitment materials available for your use** (i.e. brochures, posters, amyloid PET scan FAQ sheet, and study information sheet/consent guide). Please see the table below for a brief description of the recruitment material in this packet, its purpose, and suggestions for use.

Material Type	Description	Purpose	Suggested Use / Placement
<b>Flyer</b>	Includes: brief study description, who can participate, reasons to participate, study website link, and contact information	To draw attention to study – includes concise message that can be communicated quickly	<ul style="list-style-type: none"> <li>• Post printed flyers on waiting and/or exam room walls/information boards in high-traffic areas where people will come into close contact with them (by elevators, stairwells, door entrance ways, cafeterias).</li> <li>• Share print and electronic copies with your practice's community partners and local primary care providers.</li> </ul>

#### Who should I contact if I have questions about recruitment materials and resources?

If you have any additional questions about recruitment materials and resources, contact the New IDEAS Recruitment and Community Engagement Team [newideas\\_recruitment@vumc.org](mailto:newideas_recruitment@vumc.org).

## Contents

General audience.....	<a href="#">page 2</a>
Black/African American audience .....	<a href="#">page 3</a>
Hispanic/Latino audience (Spanish language).....	<a href="#">page 4</a>

\* All materials except the Memory & Thinking Evaluation information sheet (created by the Alzheimer's Association)



## Have you or a loved one noticed changes in your memory and thinking?

**Join us on our journey to improve medical care for people with memory loss.**

New IDEAS is a research study looking for better ways to diagnose and care for people with memory loss by using FDA-approved brain imaging.

### You may be able to join if:

- you or a loved one has noticed changes in your memory and thinking,
- you are seeing a memory care doctor who is part of the study, and
- you have Medicare as your primary insurance.

*Taking part in New IDEAS is up to you. If you join, you can leave the study at any time.*

### Potential benefits:

- Your memory care doctor can use your amyloid PET scan results to help diagnose and treat your memory condition.
- Your participation could lead to better care for you. It could also help your family and many others with memory loss in the future.
- Joining New IDEAS gives you the opportunity to have Medicare cover the cost of your amyloid PET scan.

**For more information,  
please contact:**

866-507-7254

[newideas-participant@alz.org](mailto:newideas-participant@alz.org)

**or visit us at:**

[Ideas-Study.org/PatientHome](https://Ideas-Study.org/PatientHome)



Scan here with  
smartphone camera

**NEW  
iDEAS**  
Brain Imaging Study  
for Memory Loss

Directed by:

alzheimer's   
association®

Sponsored and Managed by:

**ACR**®  
AMERICAN COLLEGE OF  
RADIOLOGY

Advised by: Centers for Medicare & Medicaid Services (CMS)



## Have you or a loved one noticed changes in your memory and thinking?

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New IDEAS is a research study looking for better ways to diagnose and care for people with memory loss by using FDA-approved brain imaging.

### You may be able to join if:

- You or a loved one has noticed some changes in your memory and thinking.
- You are seeing a doctor who is participating in the New IDEAS Study.
- You have Medicare as your primary insurance.

*Taking part in New IDEAS is up to you. If you join, you can leave the study at any time.*

### Potential benefits:

- Joining New IDEAS could lead to better care for you, your family, and many others dealing with memory loss.
- With the PET scan, your doctor can better diagnose and treat your memory loss or that of your loved one.
- The New IDEAS Study gives you the opportunity to have Medicare cover the cost of your amyloid PET scan.

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please contact:**

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## ¿Cree que usted o alguno de sus seres queridos están sufriendo de la memoria?

**Ayúdenos a mejorar la atención médica para las personas que sufren de la pérdida de la memoria.**

Nuevas IDEAS es un estudio que está usando una avanzada tecnología aprobada por la FDA, mediante la cual se toman fotos de su cerebro. A través del estudio se busca encontrar mejores formas de diagnosticar y ofrecer tratamiento para las personas que sufren de la pérdida de la memoria.

### Usted puede participar en el estudio si:

- Nota cambios en la memoria.
- Esta viendo a un especialista de la memoria que es parte del estudio de Nuevas IDEAS.
- Tiene Medicare como seguro de salud primario.

*Su participación es voluntaria, usted puede dejar el estudio en cualquier momento.*

### Para más información, por favor llame al:

866-507-7254

[newideas-participant@alz.org](mailto:newideas-participant@alz.org)

### Beneficios potenciales por participar en el estudio:

- Su especialista de la memoria usará los resultados de su TEP/PET Scan para mejorar el diagnóstico y tratamiento de su pérdida de la memoria.
- Mejorar las opciones de tratamiento para usted y para otras personas que sufren de la pérdida de la memoria.
- Si usted participa en el estudio de Nuevas IDEAS, Medicare cubra los costos del Amiloide TEP/PET Scan.

**O visítenos en el siguiente enlace:**  
[EstudioNuevasIdeas.org/PacienteInicio](https://EstudioNuevasIdeas.org/PacienteInicio)



Con la cámara de su teléfono  
haga un escan aquí

**NUEVAS  
iDEAS**  
Estudio de Imágenes Cerebrales  
para Determinar la Pérdida  
de Memoria

Dirigido por:

**alzheimer's**   
**association®**

Patrocinado y administrado por:

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AMERICAN COLLEGE OF  
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Aconsejado por: Los Centros de Servicios de Medicare & Medicaid (CMS)