Hello (insert PCP name/practice here),

The Alzheimer’s Association and the scientific leaders of New IDEAS (Imaging Dementia Evidence For Amyloid Scanning) want you and your eligible patients to be involved in the New IDEAS study. We are looking for Primary Care Physicians and care providers of other disciplines like you to partner with us and disseminate information about the New IDEAS study to your patient population. After reading about the study below please contact UNC Research Manager, Shikira Flounory via email (shikira\_flounory@med.unc.edu) or by calling (919) 695-7461. A response will be provided within 24hrs-48hrs.

**What is the goal of the New IDEAS Study?** The goal of the study is to determine if using a brain amyloid PET scan can help inform a patient’s memory care plan and improve their health outcomes. More specifically, the study aims to understand these outcomes in a diverse population, specifically Black/African American and Hispanic/Latinx populations who were underrepresented in the original IDEAS Study and bear the greatest burden of dementia. To learn more about New IDEAS, visit our [website](https://www.ideas-study.org/).

**Why is the study important?** Once enrolled in the New IDEAS study, your eligible patients may get a brain amyloid PET scan that is reimbursed by Medicare coverage with evidence development (CED). An accurate diagnosis will help your patients receive the best care, including medication, lifestyle management, safety counseling and treatment of co-morbid conditions to improve patients’ quality of life.

**How can you help and become a part of the study?**

1. [**Complete the New IDEAS PCP Partnership Form**](https://redcap.link/pcpcontactsurvey)**.** To become a study partner, select if you would like to:
* **Share New IDEAS study informational materials with your patients.** To have New IDEAS study recruitment materials sent to your office, complete our partnership enrollment form. If you have any questions about being a partner in the study, please contact UNC Research Manager, Shikira Flounory via email (shikira\_flounory@med.unc.edu) or by calling (919) 695-7461. A response will be provided within 24hrs-48hrs.
* **Add the New IDEAS patient-facing website to your practice website** or email the link to interested patients <https://www.ideas-study.org/For-Patients>.
1. **Identify a participating dementia expert site in your area for your patients.** Primary care clinicians​ are encouraged to discuss the study with potentially eligible patients and refer them to participating specialists. Refer to the study’s website, [Find a Site](http://www.ideas-study.org/Find-a-Site), ​to find a participating dementia specialist near you. If you know of a specialist who may be interested in becoming a participating site, please have them complete the [Dementia Expert Referring Site Questionnaire](https://www.surveymonkey.com/r/RSKCZQG)

**How will we stay in contact with you if you agree to become a partner in New IDEAS?**

* A New IDEAS Study Champion will be in touch with you to provide more information about the New IDEAS Study. Champions are on-the-ground partners in the study and lead local communication with the community through sharing study information flyers to PCP offices and other community organizations.

We welcome and need your support to gain more information on dementia and Alzheimer's in diverse populations using amyloid PET scans and biomarkers to diagnose and treat Alzheimer's disease. Again, please contact UNC Research Manager, Shikira Flounory via email (shikira\_flounory@med.unc.edu) or by calling (919) 695-7461 for more information. A response will be provided within 24hrs-48hrs.

Sincerely,

(Insert name here)