



June 21, 2023



147

Activated Dementia Expert Sites

[Find a Dementia Site](#)



122

Activated PET Imaging Facilities

[Find an Imaging Facility](#)



4,306

Total Patient Registrations:

49% Black/African American

43% Hispanic/Latinx

82% All Other Race/Ethnicities

The Importance of Community Building Around New IDEAS With Community-Based Organizations

Research sites often rely on internal recruitment teams to recruit patients for research studies. However, community organizations and community leaders are just as important in helping recruit patients for a study. We encourage your team to build collaborative relationships with community groups and identify local leaders to speak about New IDEAS at local events. Attending and hosting community-based events around memory loss is an ongoing effort to enhance access to New IDEAS and dementia care in general. If you are

interested in hosting your own event or attending a local community-based event, contact newideas@acr.org for presentation-ready resources and recruitment materials.

Become a Study Champion

Do you have a patient, colleague, friend or family member who would be interested in becoming a New IDEAS Study Champion? Study Champions are trained volunteers who partner with community organizations within their regions to spread information about the New IDEAS Study and are compensated up to \$500 per year. Activities include:

- Conducting community outreach.
- Partnering with local organizations.
- Hosting events for information sharing and providing education.
- Receiving training on New IDEAS.
- Learning how to build strong community relationships and cultural humility.

Find upcoming events on the Facebook page: [New IDEAS Study Champion Community Engagement Events](#). Note: Champions must live in or near one of the following metropolitan areas — Chicago, Dallas, Houston, Los Angeles, Miami, Philadelphia/New Jersey, San Diego and the Washington, DC metropolitan area.

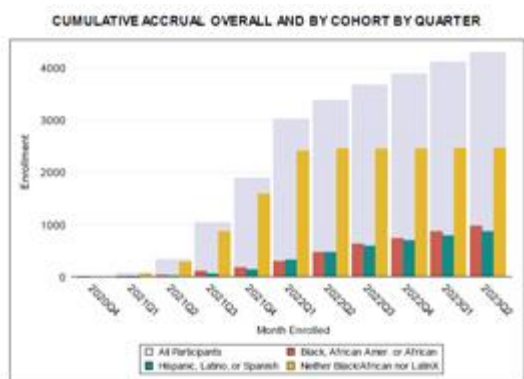
Email Newideasstudy.ces@med.unc.edu to learn more about becoming a Study Champion.



New IDEAS Study Champions attended the Delta Sigma Theta Sorority Health & Wellness Expo near Dallas in March to share information about the study and the importance of memory care. Study Champions also frequently attend the play, "Unforgettable," which showcases the importance of early detection and the effects of caring for a loved one with Alzheimer's. [Attend a performance in a city near you](#) and help spread the word about New IDEAS.

New IDEAS Surpasses 4,300 Patient Registrations

Thanks to activated dementia practices and PET imaging facilities, more than 3,400 registered participants have now received amyloid PET scans.



Study to Launch Social Media Campaign in Miami and Washington, DC

Thanks to our partnership with the Alzheimer's Association, from January to April 2023, the New IDEAS Study launched its first social media pilot campaign in Houston and Chicago. The campaign performed exceptionally well, garnering more than 2.5 million impressions. In particular, the "click to call" campaign with calls to the New IDEAS helpline resulted in a 178% higher call volume than the fiscal year average in January, 160% higher in February and 58% higher in April. The Study Team is looking forward to launching another campaign in Washington, DC and Miami this summer.

PET Facility Guidance for Increasing Number of Participating Dementia Practices

Participating PET imaging facilities are encouraged to identify new dementia specialists to participate in the study, particularly providers that serve patients who self-identify as Black/African American and/or Hispanic/Latinx, to increase amyloid PET scan referrals in your area. You can help the study by completing the following:

- Download, edit and email the study's **email template for dementia specialists** to invite the neurologists, psychiatrists and geriatric medicine physicians in your community to participate.
- Connect our team to the physicians in your community. Email **newideas@acr.org** and introduce your physician contacts to our team. We will reach out to your colleagues to establish new relationships and expand access to care.
- Submit physician marketing material requests to the New IDEAS Operations Team (**newideas@acr.org**) for review and approval to share with local providers.
- Build new relationships with physicians already participating in the study. See which sites are participating **in your area**.
- Share the names of participating practices with local primary care providers (PCPs) to highlight the pathway for patients to gain access to memory care and amyloid PET.
- Set up a call with our New IDEAS Operations Team (**newideas@acr.org**) to discuss opportunities for increasing patient referrals.

New IDEAS Made Easier for Participants

The New IDEAS Study Team is excited about recent efforts to make New IDEAS easier for patients and their families.

1. **New Blood Draw Information Sheet** — To answer frequently asked questions about the blood draw and make patients more comfortable donating blood for memory loss research. The document will be made available on the New IDEAS website and in your CIRBI Portal after IRB review is complete.
2. **Patient Navigation Assistance Cards** — To help patients understand what to expect when they visit a specific dementia practice and simplify the process for accessing healthcare. [View available cards or request a card for your practice.](#)
3. **Transportation Assistance to the Amyloid PET Scan Appointment** — In March 2023, the study received IRB approval for a Transportation Assistance Program to help patients travel to their amyloid PET scan. Practice staff should encourage patients to call 866-507-7254 or email newideas-participant@alz.org to learn about transportation options in New IDEAS.
4. **Optional In-Home Blood Collection Services** — In March 2023, the study received IRB approval for an optional in-home blood draw that patients may choose instead of going into a local Quest Lab.
5. **Patients Can Participate in New IDEAS Regardless of Spoken Language** — Inclusion criterion “English or Spanish speaking” for the purposes of informed consent was removed effective the date of IRB approval for the associated protocol amendment. To request an informed consent form (ICF) in a language other than English or Spanish, contact the New IDEAS Regulatory Specialist at newideas-regulatory@acr.org.

10 Ways to Increase Accrual at Your Site

1. **Request additional printed recruitment materials using the [New IDEAS Printed Recruitment Materials Request Form](#):**
 - The New IDEAS Recruitment and Community Engagement Team developed a comprehensive suite of recruitment and informational materials to help promote diversity and inclusion, and to authentically reach the study’s underrepresented patient populations.
 - Multiple versions ensure the study materials are both culturally sensitive and easily understood by all patients.
2. **Obtain Patient Navigation Assistance Card for your site ([See example](#)):**
 - Patient Navigation Assistance Cards help new patients understand what to expect when they visit a dementia practice and simplify the process for accessing healthcare.
 - Complete the [patient navigation assistance survey](#) for your site. Study Champions will disseminate your practice’s card into the community to answer common questions about your practice.
3. **Complete a site interview with the New IDEAS Recruitment Support Team.** Email newideas_recruitment@vumc.org to request assistance with enhancing minority recruitment efforts at your site.
4. **Learn best practices for minority recruitment and engagement by viewing resources in our [Recruitment Toolkit](#).**
5. **Ensure that your site has a copy of your ICF translated into Spanish.**

- All participating dementia practices should have received a translated version of their IRB-approved ICF. This translation was paid for by the study, free of charge.
 - Please log in to your site's [Advara IRB CIRBI Portal](#) to access and download the translated, approved document. If you have not received a translated version or need a copy of the ICF in a language other than English or Spanish, please contact the New IDEAS Regulatory Specialist at newideas-regulatory@acr.org.
- 6. Help increase awareness among PCPs in your area about dementia disparities among Black and Latinx patients and the potential value of amyloid PET imaging.**
- Share PCP contacts with the Study Team to let them do the outreach for you. Complete a brief [PCP Engagement Survey](#) to share information with the team about PCPs who may be interested in learning more about New IDEAS.
 - Contact PCPs in your area directly using the following email templates:
 - [Template 1](#)
 - [Template 2](#)
- 7. Refer volunteers to New IDEAS Study Community Engagement Specialists by providing them with this email address: Newideasstudy.ces@med.unc.edu.** Volunteers can serve as Study Champions in the community-engaged metropolitan areas as defined in the [Study Protocol](#) and [Study Champion FAQ sheet](#).
- 8. Share the names of local community organizations or businesses with the Study Team to help us identify potential partnerships or locations for increasing study awareness.** Have an organization in mind? Complete this [short form](#).
- 9. Connect with your local Alzheimer's Association chapter and attend community meetings.** Email newideas@acr.org to learn how to obtain support from your local chapter.
- The New IDEAS Study Team is leveraging a robust national network of the Alzheimer's Association and partnering with chapters involved in minority communities to form local, community-based recruitment teams.
 - Local, community-based recruitment teams will disseminate recruitment materials to trusted churches, social, civic and cultural groups in Black and Latinx communities.
- 10. Share your feedback for additional Study Team support.** Feedback from participating sites, facilities and community stakeholders is important to our team. We invite you to connect with the New IDEAS Operations Team to discuss new, innovative ways to meet our study goals and increase access to care. Email us at newideas@acr.org.

Medicare Reimbursement and Billing Guidance

Facilities will be expected to complete the New IDEAS Claim Checklist prior to submitting a request for assistance from the New IDEAS Study's billing specialist. Download the [Claim Checklist](#).

- **Important Amyloid PET Scan Exclusion Criteria Clarification**
 - Patients with histories of amyloid PET scans or who received scans in the original IDEAS Study are not eligible to participate in New IDEAS. The current

CMS coverage limit for amyloid PET is one scan per patient lifetime.

- **Prior Authorization and/or Medicare Reimbursement Issues**
 - If your facility is currently experiencing issues with prior authorization requests or Medicare reimbursement for amyloid PET scans, please contact the New IDEAS Operations Team at newideas@acr.org.
 - Detailed instructions on proper Medicare billing processes are on the [study website](#). Reminder: The study offers a [template letter](#) to communicate with Medicare Advantage Plans. This resource has proven successful in obtaining prior authorization for coverage.
- **Facilities Denying Medicare Advantage Plans**
 - Imaging facilities must accept the referral for a Medicare Advantage (MA) participant if the facility is contracted with that patient's plan. In general, providers who accept Medicare cannot add restrictions that would discriminate against Medicare beneficiaries (42 CFR § 489.53).
 - If a provider accepts an MA plan, it cannot discriminate by selectively accepting referrals for Medicare patients. However, providers are not required to accept all MA plans. Any provider who violates this condition of participation can be reported to CMS and their respective MA plan.
- **Coinsurance Reimbursement Program**
 - Please review full program details in the [Coinsurance Reimbursement Training Module](#), and find answers to frequently asked questions in the [Coinsurance Reimbursement Program FAQ](#).

Support Services

A large multicenter national study such as New IDEAS requires compartmentalized communication streams to respond in a timely, accurate manner. Below is a summary of study email addresses, accompanied by a description of support services.

- newideas@acr.org — Primary study email direct to the ACR Operations Team for topics and questions related to protocol specifics, trainings and IT operations.
- newideas-data@acr.org — Data-management-related topics and questions, such as data change requests and navigating the case report forms within the study portal.
- newideas-contracts@acr.org — Contracting topics and questions specifically related to legal agreements for study participation.
- newideas-regulatory@acr.org — Regulatory topics and questions, such as informed consent review, assistance with Advarra IRB submissions, protocol deviations, etc.
- newideas_recruitment@vumc.org — Direct email to the Recruitment and Community Engagement Team for topics such as best practices and support with recruitment efforts.
- newideasstudy.ces@med.unc.edu — Study Champion inquiries, New IDEAS events and community engagement support.
- triad-support@acr.org — TRIAD image upload questions and/or requests for assistance.

Top Accruing Sites

Total Registrations to Date

Underrepresented Minority Participant

(URMP) Registrations to Date

- | | |
|---|---|
| 1) Alok Bhattacharyya, MD (Fremont, CA) | 1) Alok Bhattacharyya, MD (Fremont, CA) |
| 2) Baylor AT&T Memory Center (Dallas, TX) | 2) Center for Comprehensive Care and Research on Memory Disorders (Chicago, IL) |
| 3) Center for Comprehensive Care and Research on Memory Disorders (Chicago, IL) | 3) Andrew Lerman, MD (Miami, FL) |

New IDEAS - Imaging Dementia - Evidence for Amyloid Scanning

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