

Site Instructions for Patient Facing Recruitment and Informational Materials

Study Brochure 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. flyers, 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
Brochure	Includes specific information about the study tailored to the participant's needs. Brochure refers to companion informational materials as indicated below**	Acts as a detailed reference of the "who, what, when, where, why, and how" of the study	• Place printed brochures on waiting/ exam room tables. • Post for download on your practice's website. • Send as email attachment to patients/loved ones. • Share print and electronic copies with your practice's community partners and local primary care providers.

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.

Contents

General audience.....	pages 2 and 3
Black/African American audience	pages 4 and 5
Hispanic/Latino audience (Spanish language)	pages 6 and 7

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

** Indicates informational sheets referred to in the brochure - Amyloid PET Info and Memory & Thinking Evaluation

Why should I join?

- 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.



To learn more about the New IDEAS Study,

please contact:



866-507-7254

newideas-participant@alz.org

or visit us at:



Ideas-Study.org/PatientHome

Scan here with



smartphone camera

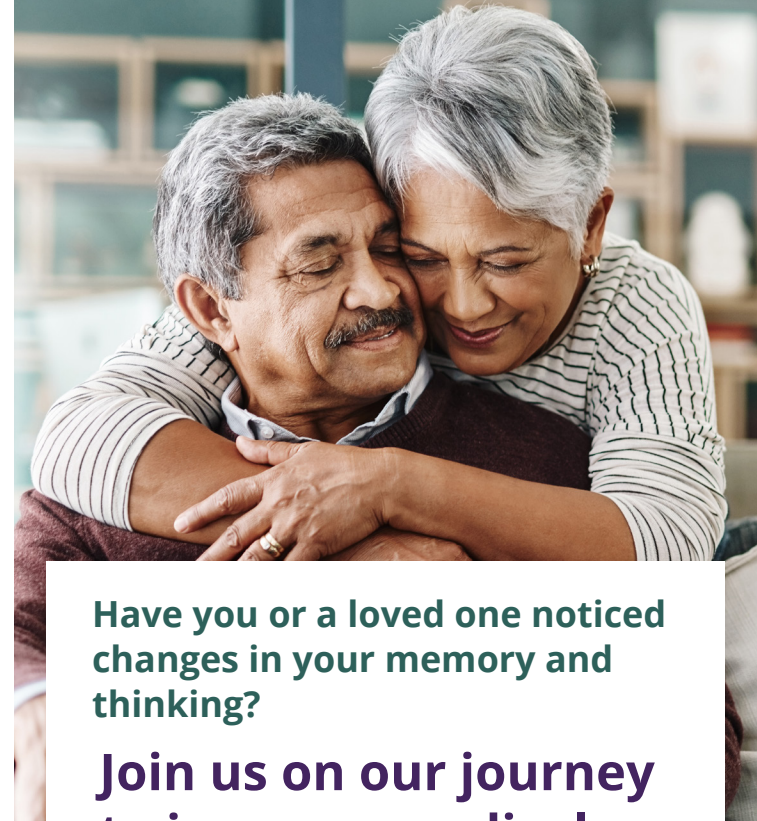
Directed by:

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



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**
Brain Imaging Study
for Memory Loss

What is the New IDEAS Study?

New IDEAS is a nationwide research study for people who have memory loss. The study is looking at a type of FDA-approved brain imaging called an amyloid PET scan. It is a safe, non-invasive test that takes pictures of your brain.

New IDEAS is trying to find out if your PET scan results help guide your doctor in diagnosing and treating your memory condition. We want to see if this leads to better health for you.



Find out what to expect during an amyloid PET scan and a memory and thinking evaluation at Ideas-Study.org/PatientExpect

What happens during the study?

First, you will need to be seen by a memory care doctor who is part of the **New IDEAS** Study. A memory care doctor is a physician who has been trained in assessing memory loss. Your doctor will help you decide if the study is right for you.

If you join the study, you will:

- give one saliva sample,
- be scheduled for one amyloid PET scan, and
- have one follow-up visit with your memory care doctor.

There is also one optional blood draw. This blood will be stored for future research.

You will be compensated \$75 only if you have the small blood draw.

Is there a cost?

If you join **New IDEAS**, Medicare will cover the primary cost of your amyloid PET scan. Any copay costs for the PET scan will be covered by the study.

You will pay for:

- your deductible for the PET scan
- any copays for visits with your memory care doctor

Can I join?

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 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.

To find a New IDEAS memory care doctor near you, visit Ideas-Study.org/PatientSites



Why should I join?

- 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.



Who can tell me more about the New IDEAS Study?

please contact:



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newideas-participant@alz.org

or visit us at:



Ideas-Study.org/PatientHome

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smartphone camera

Directed by:

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Centers for Medicare &
Medicaid Services (CMS)



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

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



What is the New IDEAS Study?

- **New IDEAS** is a nationwide research study for people dealing with memory loss.
- The study includes a safe, non-invasive FDA-approved brain scan called an amyloid positron emission tomography (PET) scan.
- PET scan results help your doctor diagnose and treat memory loss to see if this leads to better health for you or your loved ones.

To learn more about what will happen during an amyloid PET scan and memory loss evaluation, visit Ideas-Study.org/PatientExpect for more information.

What happens during the study?

- You and your doctor will partner to decide if the study is right for you.
- You will be seen by a participating New IDEAS doctor who specializes in memory care.

What happens if I decide to participate?

- You will give one saliva sample.
- You will be scheduled for one amyloid PET scan.
- You will have one follow-up visit with your memory care doctor.

Will I be compensated for my participation?

You will be compensated \$75 if you choose to have one optional small blood draw. The blood will be stored for future research.

Is there a cost?

- If you join New IDEAS, Medicare will cover the primary cost of your amyloid PET scan.
- Any copay costs for the PET scan will be covered by the study.

You will be expected to pay:

- The deductible for the amyloid PET scan.
- Any copays for visits with your memory care doctor.

Can I join?

You may be able to participate 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.

Your participation and involvement in the New IDEAS Study is completely your decision. You are free to leave the study at any time.

If you need help finding a memory care doctor participating in the NEW IDEAS Study, visit Ideas-Study.org/PatientSites. For help, call (866) 507-7254 or email newideas-participant@alz.org.



¿Por qué es importante participar?

- Porque participando en el estudio de Nuevas IDEAS Medicare cubrirá el costo de su Tomografía por emisión de positrones amiloide (TEP/PET Scan).
- Su especialista de la memoria usaría los resultados del TEP/PET Scan para diagnosticar y hacer un plan de tratamiento para su condición de la memoria.
- Su participación ayudará a mejorar el cuidado de salud para usted y sus seres queridos que sufren de la pérdida de la memoria.



**Para más información,
por favor llame y deje un mensaje al:**



**866-507-7254
newideas-participant@alz.org**

O haga clic en el siguiente enlace:



**EstudioNuevasIdeas.org/
Pacientelnicio**



Con la cámara de su
teléfono haga un escan aquí

Dirigido por:
alzheimer's association®

Patrocinado y Administrado por:



Asesorado por:
El Centro de Servicios de
Medicare & Medicaid (CMS)

**¿Cree que usted o alguno de sus
seres queridos están perdiendo
la memoria?**

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



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

¿Qué es Nuevas IDEAS?

Es un estudio de investigación científica a nivel nacional para personas que sufren de pérdida de la memoria. El estudio está usando una tecnología que toma fotos de su cerebro, es segura, no invasiva, y aprobada por la Administración de Medicinas y Alimentos (FDA).

Nuevas IDEAS busca estudiar si a través de los resultados de su TEP/PET Scan se puede ayudar a su doctor a mejorar el diagnóstico y tratamiento de su pérdida de la memoria.

Para encontrar información sobre un TEP/PET Scan y una evaluación de la memoria visite: EstudioNuevasIdeas.org/PacienteEsperar.



Usted o su ser querido puede participar si:

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

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

Para encontrar la lista de especialistas inscritos en el estudio Nuevas IDEAS cerca a usted visite: EstudioNuevasIdeas.org/PacienteSitio.

¿Qué pasa durante el estudio?

Primero debe ser visto por un especialista de la memoria (Neurólogo, Siquiatra, o Geriatra) que sea parte del grupo de especialistas de Nuevas IDEAS. El especialista le ayudara a decidir si este estudio es la mejor opción para usted.

Para participar en el estudio usted debe hacer lo siguiente:

- Dar una muestra de saliva.
- Hacer una cita para un TEP/PET Scan.
- Hacer una cita de seguimiento con su especialista de la memoria.

También le tomaremos una muestra de sangre, la cual es opcional, si usted decide dar la muestra recibirá una compensación de \$75.

¿Hay algún costo?

Actualmente Medicare no cubre el costo del TEP/PET Scan como parte del cuidado de salud estándar, pero si usted participa en el estudio de Nuevas IDEAS, Medicare pagara por su TEP/PET Scan.

Usted pagara lo siguiente:

- El deducible por el TEP/PET Scan.
- La porción del costo de las visitas con su especialista de la memoria.

