

Alzheimer's Disease: A New Hope through Understanding

Mission and Goal of our Project:

Alzheimer's Disease: A New Hope through Understanding was developed to motivate seniors to learn the warning signs of Alzheimer's Disease (AD) and seek early intervention either for a family member or for themselves. The goal of the videotape is to disseminate important information on AD to as many seniors as possible in this country.

[We would request that AARP consider a joint venture with Models of Hope Media to make this credible and motivational program available to members of their association.] {Description of the Program and the Benefit to AARP Members:}

This is the first program to be developed with the cooperation of the Alzheimer's Association, Northern California-Nevada and the American Society of Consultant Pharmacists. **Alzheimer's Disease: A New Hope through Understanding** emphasizes the merit of physicians and pharmacists partnering with the Alzheimer's Association to provide more accurate information about the disease to patients and their families. Viewers of the program will be encouraged to learn that help is available to improve the quality of life for those who have AD. We have included the following information in the program.

Alzheimer's Disease: A New Hope through Understanding:

- Conveys the importance of getting a diagnosis through the interviews of two people, Peter and Irene who have AD.
- Presents the ten warning signs that help determine if the patient should seek a medical professional.
- Explains the pathology of the disease with the use simple animation.
- Describes some of the diagnostic tests associated with early diagnosis.
- Helps families of those who have the AD and those who may suspect they have AD overcome their fears
- Promotes confidence to those with AD in that they can maintain their dignity and self-respect as they understand how to cope with Alzheimer's.
- Demonstrates for those who are in denial, that there is no stigma in having the disease, and that it is natural to seek help and a variety of resources are available.
- Empowers all viewers to seek the best help possible for family members or for themselves who have AD.

- Illustrates the positive consequences of getting diagnosed and starting the medication treatment early in the AD process.

Distribution Proposal

We are open for discussion on various methods of working cooperatively together to maximize the effectiveness of distribution and return to both organizations. Since, our company has the capability of performing duplication and fulfillment AARP would not have the responsibility of distribution.

If AARP desires to handle this responsibility we then would offer the rights to distribute exclusively, broadly or on a limited basis, or the rights to an exclusive or non-exclusive licensing agreement. Our goal is to disseminate this information to as broad a market as possible. We believe that the product can be sold at a very reasonable price so that the information contained within **Alzheimer's Disease: A New Hope through Understanding** can benefit as many of our senior population as possible. We believe strongly in the programs message of early diagnosis, treatment and leading as fulfilling as life as possible.

Models of Hope Media

Models of Hope Media is a cost efficient full-service marketing, multi-media and communication firm. We specialize in the creation, coordination, and production of enduring materials for the healthcare industry and general public. Our services include the production video programs, DVD, CD-ROM, print, power point, web-based content, and multi-image programs for live audiences. Our materials are utilized by healthcare professionals, associations, patient groups and the general public. We also have significant experience in working with senior level product and marketing leaders. These relationships ensure premium production to enhance the educational experience and promote the client's positioning in their industry. Duplication and fulfillment capability is available for all products. Our history of production and distribution of educational and theatrical films includes:

Over 3.5 million dollars in sales and distribution for "CPR" program developed in cooperation the Red Cross and the American Heart Association.

Over 2 million dollars in sales and distribution for "Epidemic in Fear" program developed in cooperation with the San Francisco AIDS Foundation.

Over 130 thousand copies of the "Changing of Face of AIDS" program

developed with Levi Strauss & Company and the United Nations AIDS program and translated in 17 languages.

Half a million copies sold on " Documentary on the Making of Ninja Turtles," with New Line Cinema and 20th Century Fox.

1.3 Million Copies sold of the Godfather documentary "The Godfather Family, A look inside," with Zoetrope Studios and Paramount Pictures.

Over 7000 long-term Care facilities are utilizing our continuing educational video programs.

Client Listing Include:

American Society Consultant Pharmacists, American Medical Directors Association, Academy Managed Care Pharmacy, CibaGeneva Pharmaceuticals, Marion Merrell Dow, Novartis, The Zitter Group, Vidamed. University of California San Francisco, Stanford University, NASA, AIDS Foundation, Red Cross, American Heart Association, and the National Institutes of Health.