



# EXHIBIT D

## A PUBLIC HEALTH APPROACH TO BRAIN HEALTH: *The HBI Road Map Series*

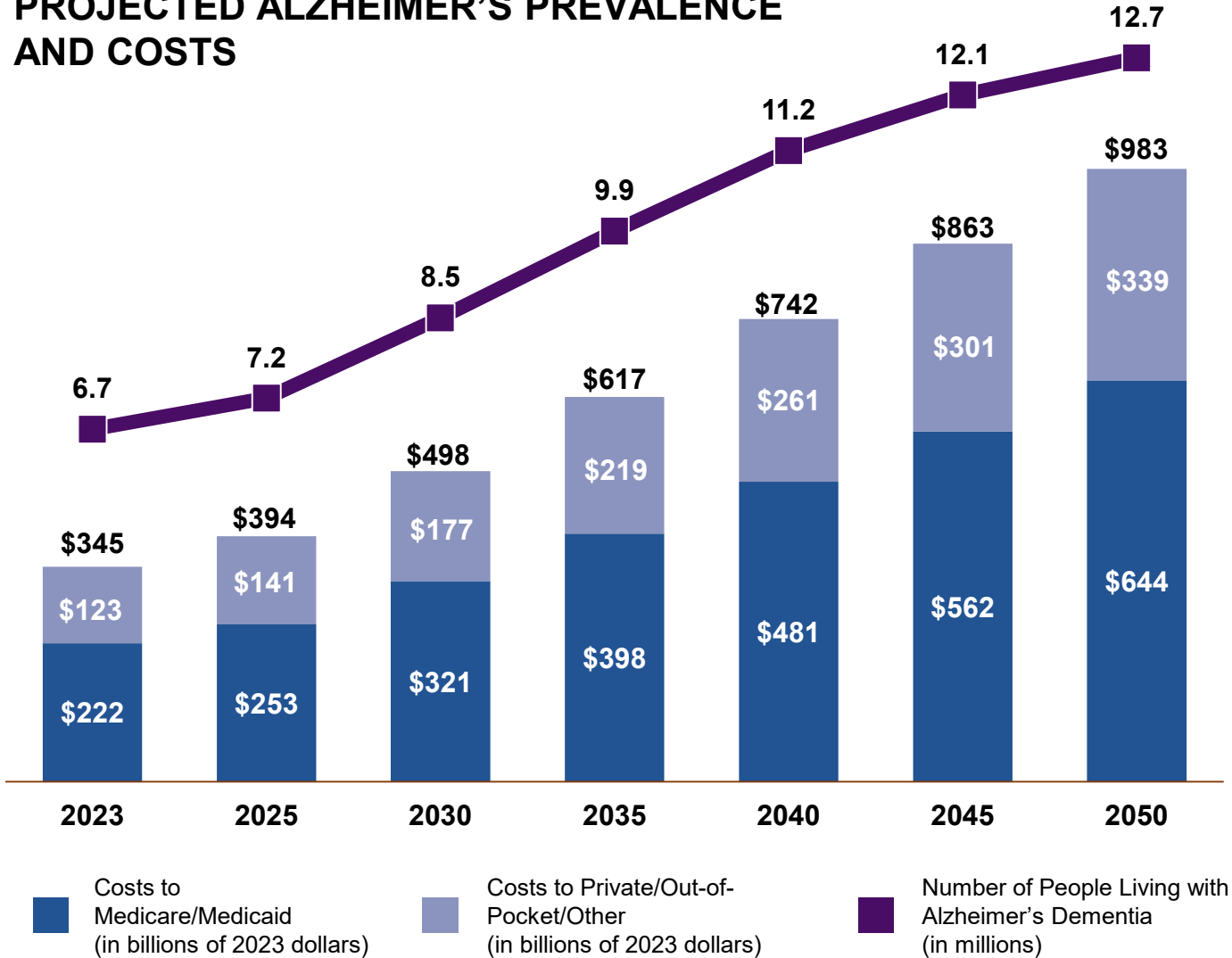


**EVERYONE  
DESERVES A  
LIFE WITH THE  
HEALTHIEST BRAIN  
POSSIBLE**



# PUBLIC HEALTH MUST ACT NOW

## PROJECTED ALZHEIMER'S PREVALENCE AND COSTS



THE NUMBER OF PEOPLE LIVING WITH COGNITIVE DECLINE INCREASES WITH AGE.

IN 2023, AN ESTIMATED 6.7 MILLION AMERICANS ARE LIVING WITH ALZHEIMER'S. BY 2060, IT IS EXPECTED TO DOUBLE.

ALZHEIMER'S KILLS MORE PEOPLE THAN BREAST CANCER AND PROSTATE CANCER COMBINED.

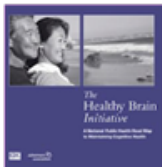
# HBI & NATIONAL POLICY

## 20 YEARS OF PROGRESS

Healthy Brain Initiative established with Congressional support

2005

A National Public Health Road Map to Maintaining Cognitive Health published



BRFSS adds Cognitive Decline & Caregiver Modules

2009

Healthy People 2020 includes "Dementia" objectives

National Alzheimer's Project Act (NAPA) signed into law (Public Law 111-375)

2011

National Plan to Address Alzheimer's Disease published



The Public Health Road Map for State and National Partnerships, 2013-2018 published

2013

Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act signed into law (Public Law 115-406)



State and Local Public Health Partnerships to Address Dementia, the 2018-2023 Road Map published



Road Map for Indian Country published

2019

Healthy People 2030 continues and expands "Dementia" objectives

BOLD awards distributed Programs Center of Excellence



Formation of the HBI Collaborative

NAPA adds goal on risk reduction

2021

State and Local Road Map for Public Health, 2023-2027 published



2023

Second Road Map for Indian Country release  
BOLD Infrastructure for Alzheimer's Act reauthorization

2024

Second cohort of BOLD awards distributed

Road Maps

CDC

Data

Federal Interventions

# THE HBI ROAD MAP IS A PUBLIC HEALTH STRATEGY ►



 **HEALTHYBRAIN  
INITIATIVE**

State and Local Road Map  
for Public Health, 2023–2027

 **ALZHEIMER'S  
ASSOCIATION**

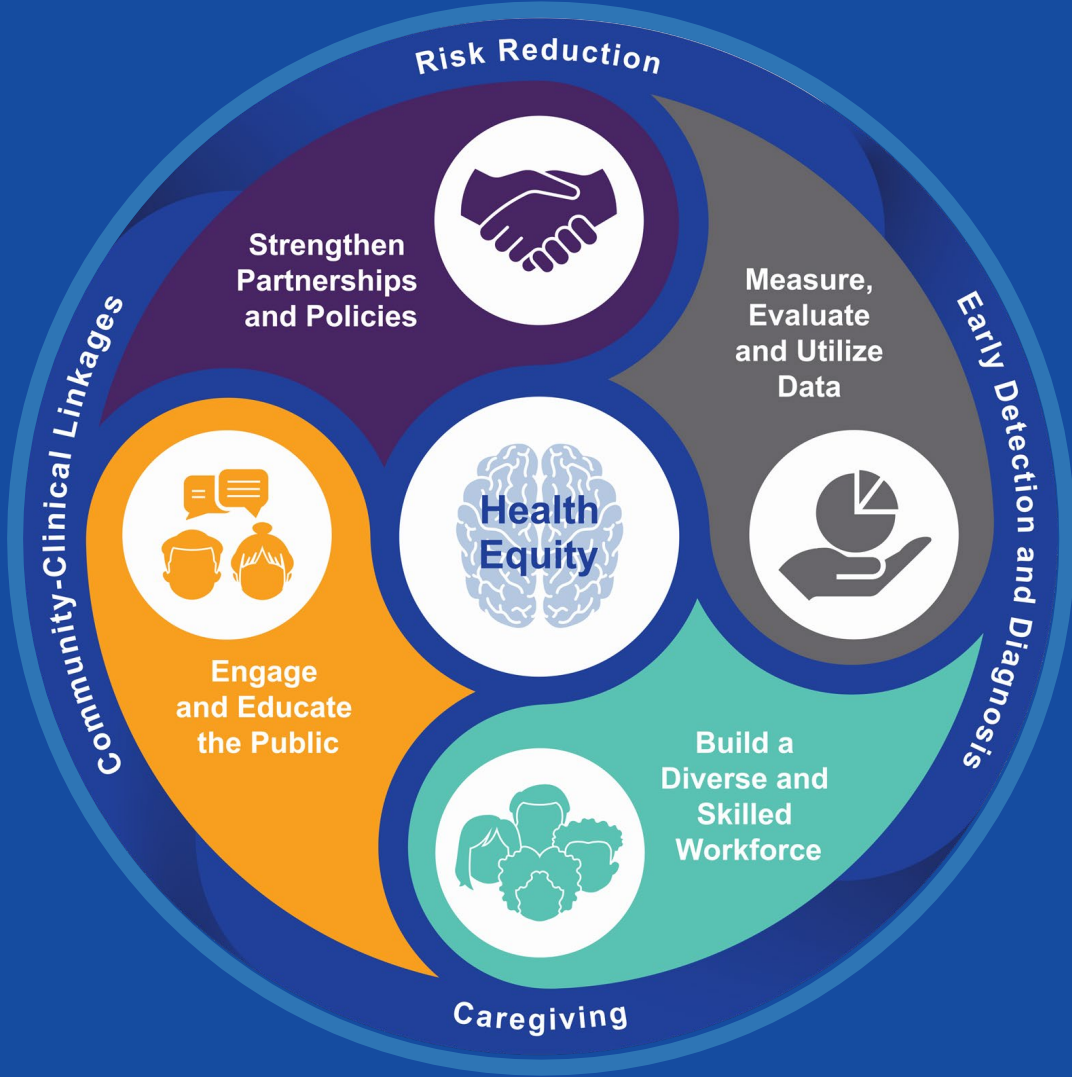
  
CENTERS FOR DISEASE  
CONTROL AND PREVENTION



# ACTION FRAMEWORK



The framework of the HBI Road Map consists of four domains built from the Essential Public Health Services. The framework is centered by the principles of health equity and surrounded by the areas of practice across the life course.



# OPPORTUNITIES FOR PUBLIC HEALTH INTERVENTENTION ACROSS THE DEMENTIA LIFE COURSE



## RISK REDUCTION | Primary Prevention



## EARLY DETECTION AND DIAGNOSIS | Secondary Prevention



## SAFETY AND QUALITY OF CARE | Tertiary Prevention



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**THE HBI ROAP MAP IS FOCUSED ON  
REDUCING THE RISK AND IMPACT OF  
DEMENTIA FOR THE GREATEST NUMBER OF  
PEOPLE POSSIBLE**



**COMMUNITY PARTNERSHIPS ARE  
ESSENTIAL  
AND FOUNDATIONAL**



**HEALTH EQUITY IS  
FULLY INTEGRATED INTO  
ALL ACTIONS**



**EVALUATION TOOL ENSURES  
MEASURABLE ACTION**



**HEALTHYBRAIN  
INITIATIVE**

**State and Local Road Map  
for Public Health, 2023–2027**





# ARKANSAS

## 2023 ALZHEIMER'S STATISTICS

NUMBER OF PEOPLE  
AGED 65 AND OLDER  
WITH ALZHEIMER'S

YEAR	TOTAL
2020	58,000
2025	67,000

ESTIMATED % INCREASE

# 15.5%

PREVALENCE

**55** # OF  
GERIATRICIANS  
IN 2021

**143.6%** INCREASE  
NEEDED TO  
MEET DEMAND  
IN 2050

**21,900** # OF HOME  
HEALTH AND  
PERSONAL CARE  
AIDES IN 2020

**29.5%** INCREASE  
NEEDED TO  
MEET DEMAND  
IN 2030

WORKFORCE



UNPAID CAREGIVERS (2022)

**154,000** # OF CAREGIVERS

**268,000,000** TOTAL HOURS  
OF UNPAID CARE

**\$4,423,000,000** TOTAL VALUE  
OF UNPAID CARE

CAREGIVING

CAREGIVER HEALTH (2021)

**72.8%** OF CAREGIVERS  
WITH CHRONIC  
HEALTH CONDITIONS

**38.0%** OF CAREGIVERS  
WITH DEPRESSION

**25.0%** OF CAREGIVERS  
IN POOR PHYSICAL  
HEALTH

HOSPICE (2017)

**3,133** # OF PEOPLE IN HOSPICE  
WITH A PRIMARY  
DIAGNOSIS OF DEMENTIA

**18%** HOSPICE RESIDENTS  
WITH A PRIMARY  
DIAGNOSIS OF DEMENTIA

HOSPITALS (2018)

**1,530** # OF EMERGENCY  
DEPARTMENT VISITS PER  
1,000 PEOPLE WITH DEMENTIA

**21.5%** DEMENTIA PATIENT  
HOSPITAL READMISSION  
RATE

MEDICAID

**\$396M** MEDICAID COSTS OF  
CARING FOR PEOPLE  
WITH ALZHEIMER'S (2020)

**14.6%** PROJECTED CHANGE  
IN COSTS FROM 2020  
TO 2025

MEDICARE

**\$24,951** PER CAPITA MEDICARE SPENDING ON PEOPLE  
WITH DEMENTIA (IN 2022 DOLLARS)

HEALTH CARE

# OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

**1,507** **250.5%**  
INCREASE IN ALZHEIMER'S  
DEATHS 2000-2019

MORTALITY

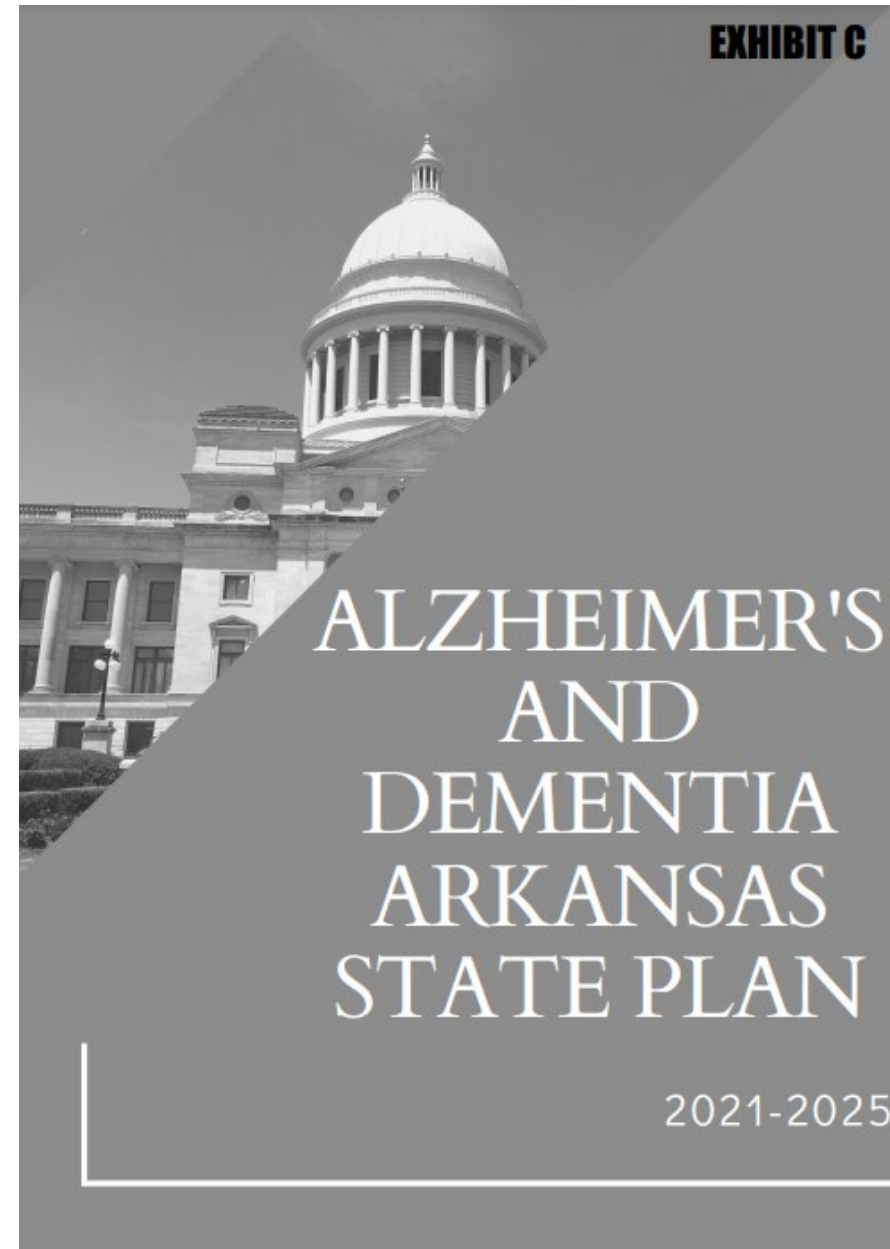
More than **6 million** Americans are living with Alzheimer's, and over **11.5 million** provide their unpaid care. The cost of caring for those with Alzheimer's and other dementias is estimated to total **\$345 billion** in 2023, increasing to nearly **\$1 trillion** (in today's dollars) by mid-century.

For more information, view the 2023 Alzheimer's Disease Facts and Figures report at [alz.org/facts](http://alz.org/facts).  
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# ALZHEIMER'S DISEASE AND DEMENTIA IN ARKANSAS

# State Plan Strategies to Advance the HBI

- **Public Health Awareness**
- **Ensure BRFSS is inclusive of Cog. and Caregiver Modules.**
- **Dementia Training Standards**
- **Early Detection and Diagnosis Campaigns**

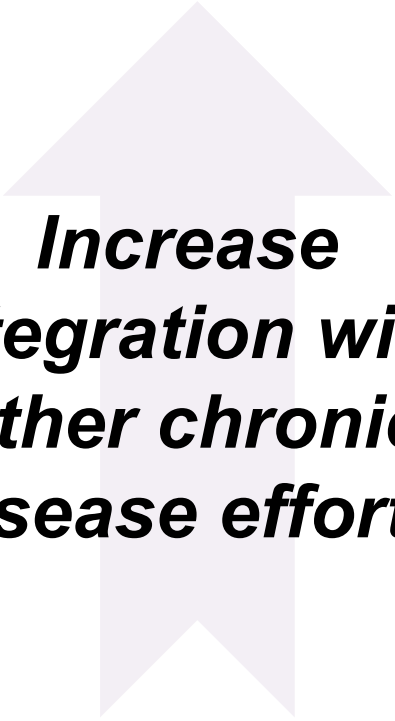





# STRENGTHEN PARTNERSHIPS AND POLICIES



***Increase  
community  
partnerships***



***Increase  
integration with  
other chronic  
disease efforts***



***Increase policy  
action and  
implementation***



# MEASURE, EVALUATE, AND UTILIZE DATA

***Increase data  
availability,  
quality and  
utilization***

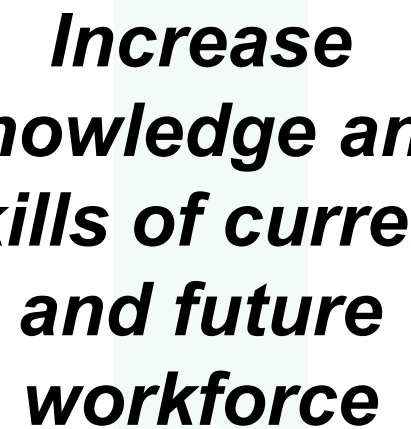
***Increase data-  
informed  
decision making  
and action***



# BUILD A DIVERSE AND SKILLED WORKFORCE



***Reduce  
stigma and  
bias about  
cognitive  
decline***



***Increase  
knowledge and  
skills of current  
and future  
workforce***



***Increase public knowledge about brain health, risk factors for dementia and benefits of early detection and diagnosis***

***Increase public knowledge and use of services for people living with dementia and their caregivers***

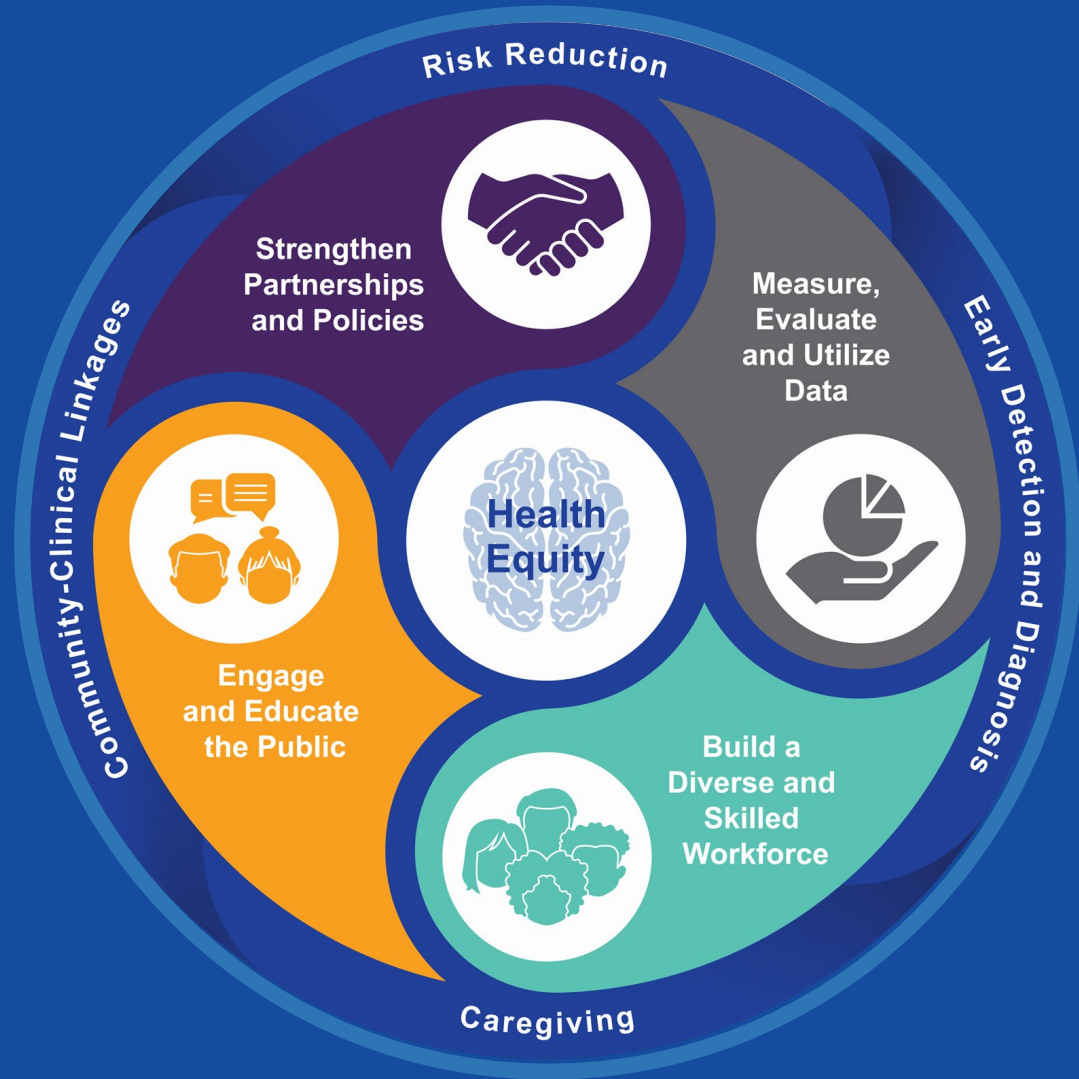




# ACTION FRAMEWORK



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# *Thank you!*

***Healthy Brain Initiative***

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*Sign Up for our Monthly Alzheimer's Public  
Health Newsletter*