

FOR IMMEDIATE RELEASE

[Date]

CONTACT:

[Staff Media Contact Name]

[Title]

[Phone Number]

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[AAA Name] Announces Free Dementia Support Program

[City, State] — [AAA Name] is now offering the Centers for Medicare & Medicaid- approved Guiding an Improved Dementia Experience (GUIDE) program, a free service for individuals living alone with dementia or with a caregiver in [Region]. GUIDE provides comprehensive services and support, both clinical and social, to enable people with dementia to remain safely in their homes and communities by preventing or delaying nursing home placement, preventing costlier interventions, and improving quality of life for patients and caregivers.

Through the program, patients and caregivers receive ongoing evidence-based guidance from a dedicated care team, including a Nurse Practitioner and an Aging Brain Center-Certified Care Navigator. The GUIDE Care Team empowers participants wherever they are in their dementia journey with dementia-specific support.

GUIDE helps families navigate the challenges of dementia by offering:

- Dementia diagnosis and symptom management
- Improved coordination with doctors and providers
- Personalized support to help the individual with dementia stay at home
- Ongoing caregiver education, connection to resources, and assessment

“[Insert quote from AAA leader, healthcare partner, or staff member about the importance of supporting caregivers and individuals living with dementia],” said [Name, Title].

Individuals may qualify for the GUIDE program if they have a diagnosis of dementia or are experiencing memory concerns and are enrolled in Medicare Part A and B. A caregiver is not required to participate. The program is not currently available to individuals enrolled in Medicare Advantage (Part C), PACE, or Hospice services.

[Insert contact information for individuals to learn more or check their eligibility.]

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[Insert 2–3 sentence description of the Area Agency on Aging, including service area and mission.]