

A world first that will make a significant contribution towards furthering research into Alzheimer's disease

Greenfield Park, September 21, 2015 - As part of the World Alzheimer's Day on September 21st, Dr Ziad Nasreddine, of the MoCA Clinic and Institute, has formally launched Alzheimer.tv, a web TV channel and website entirely dedicated to the broadcasting of credible scientific information on Alzheimer disease. This innovative and large-scale project deals with the disease in the manner of a crime scene investigation where each piece of evidence and possible solution is meticulously broken down and analysed by renowned experts. 50 players in this field of expertise were gathered to launch this unique initiative.

« Every day throughout the world, new studies, research and findings are made on Alzheimer's », explained Dr Nasreddine. Unfortunately, much of this information remains in oblivion for lack of access. Thanks to Alzheimer.tv, we will be able to broadcast this information in an innovative, concise and easily accessible way through our news reports. Our team of experts will also analyse the news and help us better understand its meaning and significance. All this information will be collected on our website, growing over time into a true collective scientific encyclopaedia dedicated to Alzheimer's disease. »

Alzheimer.tv is a world first and aims to mobilize the international medical and scientific communities. Renowned experts from all over the world have already confirmed their participation in the project. Many partners in our field have welcomed this initiative for its significant contribution to research into this complex

disease.

It has taken 10 years for Dr Nasreddine's dream to materialize. Entirely financed by The MoCA Clinic and Institute, a Greenfield Park based NPO founded by Dr Nasreddine, the project was made possible thanks to a \$200,000 investment. The recording studio that hosts the news reports was created within the Greenfield Park memory clinic's offices, and recordings take place in front of patients and their families.

Dr Nasreddine revealed that the success of Alzheimer.tv hinges on the knowledge and expertise of the world's leading experts: «so we call on them to become Alzheimer.tv's investigators. »

The neurologist also called on universities, research centers, foundations, associations and private companies to offer financial support.

He concludes: «We anticipate that the production of English and French news reports and the sustainability of the project will require a \$500 000 yearly budget.»

About Dr Ziad Nasreddine

Dr Ziad Nasreddine is the Founder and Director at the MoCA Clinic and Institute in Greenfield Park. Formerly known as CEDRA, the institute treats patients with different types of dementia, and predominantly Alzheimer's disease. Efforts are focussed on early diagnosis and prevention, and the clinic is involved in both development and research.

Dr Nasreddine is also affiliated with the Charles-Lemoyne Hospital, The Jewish General Hospital and Neuro Rive-Sud. He created the MoCA test published in 2005, a cognitive screening test capable of detecting mild cognitive impairment. The MoCA test is currently used in over 100 countries and features among the innovations in

Alzheimer's disease research, according to the Canadian Institute of Health Research.

Information

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