



PREPARE —

Getting the Conversation Started:

The Latest Data and Guidelines on the Integration of Cognitive Health Screening into Clinical Practice



Initiating Meaningful Conversations on Cognitive Health in Primary Care



<p>Stigma</p>	<p>Normalizing patient-provider discussions on brain health and cognitive risk reduction can reduce stigma</p>
<p>Perceived limited benefits of early detection</p>	<p>Understanding early treatment benefits through training resources is key for clinicians and patients</p>
<p>Insufficient time for cognitive assessments or follow-up</p>	<p>Early detection is achievable by training staff in cognitive testing and using interprofessional approaches for primary care follow-up</p>



Framing cognitive health as part of overall wellness reduces stigma and opens doors to early detection, care planning, and support for patients and caregivers

When to initiate the conversation?

- Annual Wellness Visit
- Warning Signs expressed by patient and/or family member
- Patient who forgets appointments or is noncompliant with medications
- Upon observation by a healthcare professional during a scheduled office visit

How to initiate the conversation?

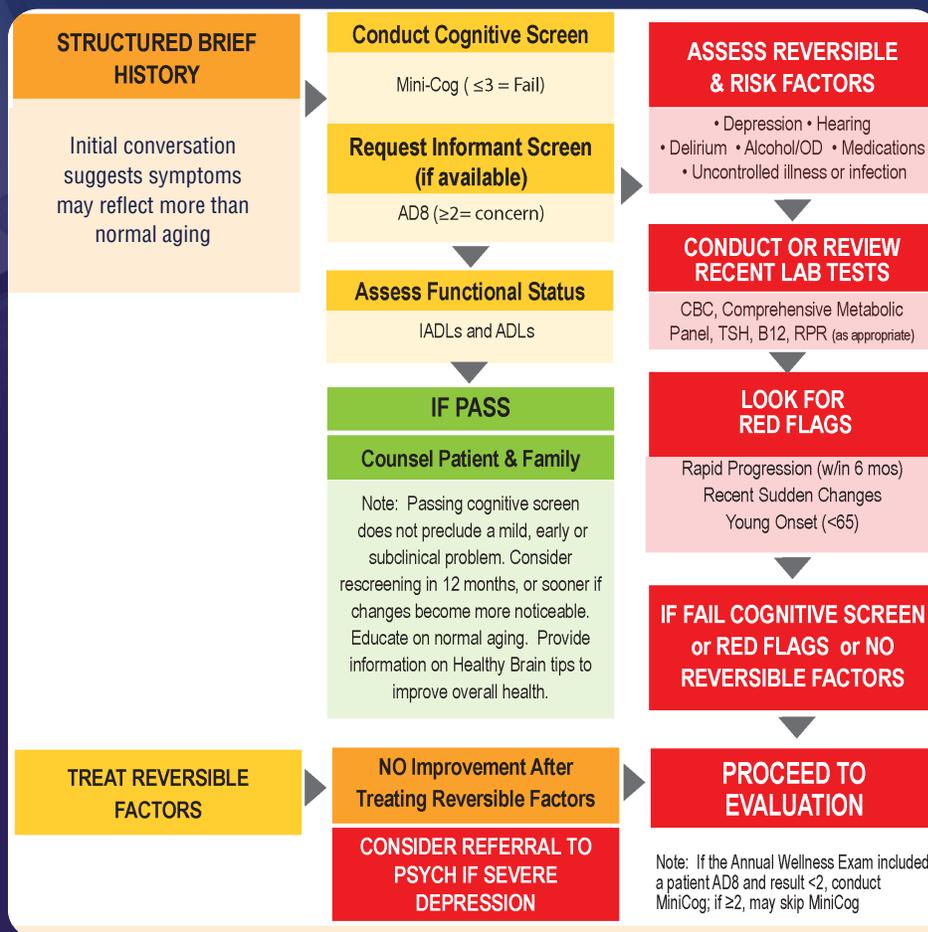
- “Are you worried about your memory?”
- “Have you or your loved ones noticed a change in your memory that concerns you?”
- “During the past few months, have you had any increasing problems with your memory?”

Clinicians should pay particular attention to changes in function or abilities over the past six months to two years.

What key messages should be included in the conversation?

- The brain ages, just like other parts of the body
- Cognitive aging is not a disease and is not the same as Alzheimer’s disease or other dementias
- It is a natural, lifelong process that varies for everyone
- There are steps individuals can take to promote and support cognitive health

What should I do if responses suggest that it’s not normal aging?



SOURCE

The Alzheimer’s Project. Physician Guidelines for the Screening, Evaluation, and Management of Alzheimer’s Disease and Related Dementias. 4th Edition. June 2024 (<https://championsforhealth.org/wp-content/uploads/2024/06/Alzheimers-Clinical-Guidelines-2024-Booklet-WEB.pdf>) Accessed November 4, 2025

START THE CONVERSATION TODAY - LET’S INTEGRATE COGNITIVE TALKS INTO EVERY VISIT