

imagine

MEMORY GALA TWENTY FIVE

On March 1, 2019 the Alzheimer’s Association Memory Gala will celebrate its **25th** anniversary. In contemplating both the impact and opportunity around this milestone, the Chairs and the Association are inspired by Tulsa’s growing impact on the nation’s goal – *to prevent and effectively treat Alzheimer’s disease and related dementias by 2025.*

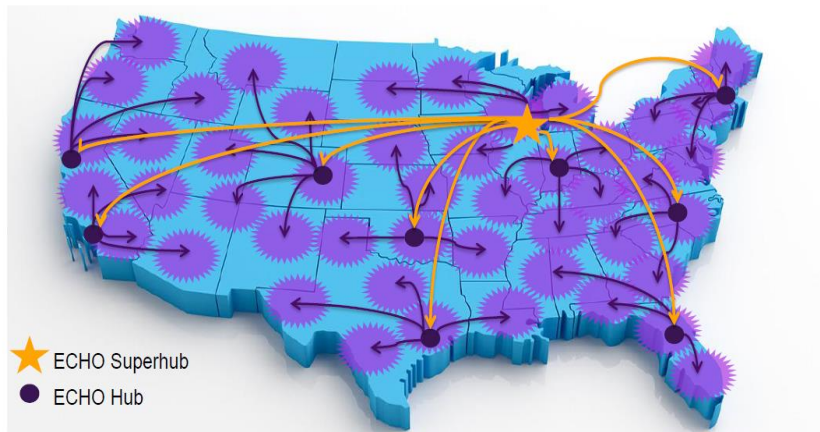
“IMAGINE 25”

This campaign began with an idea...*Can we take an already special Memory Gala and in its 25th year, vault it into something that commands national attention, while significantly increasing concern and awareness of the disease?* For the past few weeks we have quietly shared these ideas with a wide range of Tulsa leaders. They are answering with a resounding ‘Yes’ and have led us to a two-year funding concept to ensure lasting strength. We are now 90%+ on our way to achieving these vitally important goals. We hope you will **IMAGINE 25** with us.

Patron Levels	2019	2020	Guests
Presenting	\$ 125,000	\$ 75,000	20
Diamond	75,000	50,000	20
Gold	50,000	25,000	20
Silver	25,000	15,000	10
Emerald	12,500	10,000	10
Ruby	7,500	5,000	2
Amethyst	2,500	2,500	2
GOAL	\$ 2,025,000	\$ 1,302,025	

All proceeds for 2019 and 2020 will be full-mission focused, except that in 2019 all funding in excess of \$1.3 million will be restricted for a special venture called Alzheimer’s ECHO.

Alzheimer's ECHO: *Vision 2025*



The Alzheimer's Association...

Through

- Network of **40+** ECHO series
- QI and learning collaboratives
- Promotion of Dementia Care Practice Recommendations

Will influence

- More than **150,000** physicians
- Over **75%** of primary care practices
- Over **75%** of long-term care communities

To increase

- Accurate and timely diagnosis to **90%**
- Adoption of quality care recommendations

Project ECHO is a new learning system largely progressing in the medical field, which can greatly enhance the opportunity for specialty proficiency at the Primary Care Physician level. It originated 15 years ago in New Mexico. It has now reached 51 disease and specialty groups and is utilized in part by MD Anderson, John Hopkins and the Mayo Clinic, among many systems across the country.

Alzheimer's Association ECHO

A strategic objective of the Alzheimer's Association is to improve the nation's Alzheimer's-related public health infrastructure by providing access to best practices in risk reduction, diagnosis and care plans. The Association is partnering with the New York Academy of Medicine (NYAM) to evaluate an initial six-month pilot, which started in September 2018. The pilot is targeted toward primary care physicians and assisted living communities.

Tulsa's **25th** Anniversary special funding is perfectly timed to launch the next stage of Alzheimer's Echo. *IMAGINE 25!*