



## News Release

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## **Fit Body -- Fit Brain: New Website Provides Information about Alzheimer's Disease Prevention and Brain Health**

**Irvine, CA, Jan. 19, 2005**—Medical Care Corporation, a company specializing in Alzheimer's Disease diagnostic technologies announced the launch of its new consumer education site: PreventAD.com. The site is an expansion of the company's existing mission to provide Alzheimer's Disease diagnostic and care technology to health care providers.

Melding validated scientific information and a graceful use of technology, the company has set out to change how health care professionals and the general public think about Alzheimer's disease, and other forms of memory loss. Instead of relegating memory problems to the category of "unpreventable" and "incurable", information about how lifestyle impacts brain health now and into the future is presented in a positive, motivational way. As with monitoring blood pressure and cholesterol levels, the importance of tracking memory function is an emerging and critical health message. While there is currently no "cure" for Alzheimer's disease, much is known about preventable risk factors, and there is strong evidence that current treatments are more effective when the disease is diagnosed at the earliest stages.

The PreventAD.com website provides help for keeping the most important, and unfortunately, most ignored, organ of the human body healthy throughout the lifespan. Articles, online assessments, customized reports, carefully selected books and the latest medical news are presented in an easy to follow, readable format. Visitors can learn how physical fitness, diet, and other lifestyle factors can be modified to not only prevent disease, but optimize brain function. The site is excellent for family members needing help for a cognitively impaired loved one.

While not everyone is at risk for developing Alzheimer's disease, everyone can benefit from tips on keeping the brain healthy. Visitors can also opt-in to receive monthly newsletter containing the latest information about brain health.

### About Medical Care Corporation:

Medical Care Corporation (MCC) specializes in the development of medical technologies that enable healthcare providers to deliver improved levels of care in the field of dementia. MCC's electronic Dementia Care System gathers, organizes, and synthesizes patient and treatment information so that healthcare providers are equipped to provide care at the highest possible level. Among MCC's proprietary technologies, the Mental Skills Test is the most sensitive tool available for the detection of early stage memory loss. This highly sensitive test allows healthcare providers to identify and manage Alzheimer's disease and related disorders at the earliest stages and use currently approved treatment modalities more effectively. The company is also a leader in communicating the value of prevention and early detection to patients and caregivers through its website and educational materials. Additional information about the company is available at two websites: Health care providers: [www.mccare.com](http://www.mccare.com); Patients and Caregivers: [www.preventad.com](http://www.preventad.com)