

FACTS

About memory loss

There are many causes

While memory loss is often associated with Alzheimer's disease, many other common conditions also cause memory loss.

Treatment works

Almost every cause of memory loss, including Alzheimer's disease, is treatable. Appropriate treatment can make the difference between an individual spending their last years in a care facility instead of living independently at home.

Delay in seeking treatment can result in irreversible damage

For some causes of memory loss, each month that passes without appropriate treatment can cause irreversible brain damage.

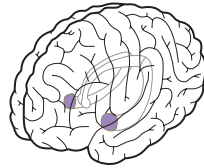
Early intervention is critical

Just like conditions such as diabetes and heart disease, the treatment of memory disorders works best when problems are detected and intervention is begun early.

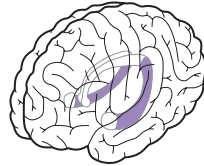


Medical Care Corporation
Simple and accurate memory assessment
www.mccare.com

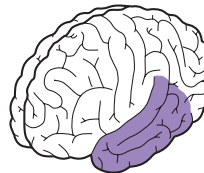
Brain Function Reference Chart



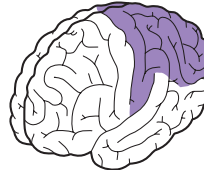
Entorhinal Cortex
Gathers and packages information



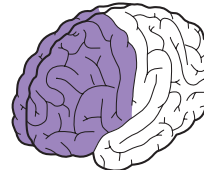
Hippocampus
Controls short-term memory



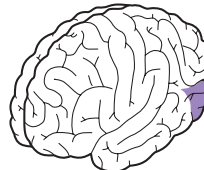
Lateral Temporal Lobe
Controls object orientation, hearing, and language



Parietal Lobe
Controls object tracking, sensation and comprehension



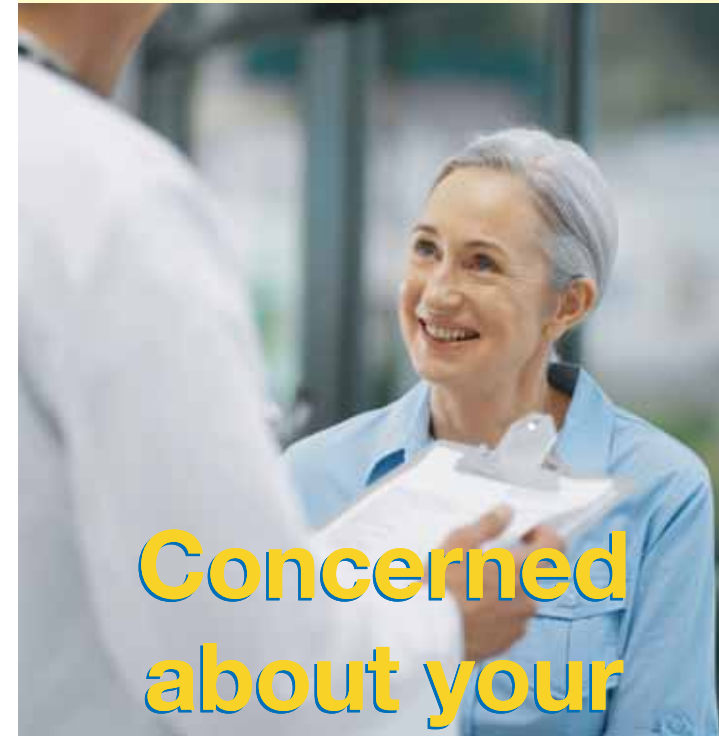
Frontal Lobe
Controls personality, mood, movement, and executive function



Occipital Lobe
Controls vision

Memory Testing Services Provided by _____

About Memory Loss



**Concerned
about your
(or a loved one's)
memory?**

**Make an appointment
to get your memory checked**

About the Memory Check

We will check your memory using a short, accurate and non-invasive memory test. The test typically lasts 10 minutes and measures your performance on a series of memory and judgment tasks. Your responses are analyzed by the computer and the results are sent to the physician instantly.

What the test determines

The memory test is 97% accurate in identifying mild cognitive impairment. If any memory loss is detected, the physician will diagnose and treat the underlying problem.

Mild Cognitive Impairment

An individual with mild cognitive impairment has subtle, yet measurable memory loss but is still able to manage daily activities on their own. However, when left untreated, mild cognitive impairment can progress to dementia and rob a person of the ability to care for themselves.

Cost and Insurance

Most insurers (including Medicare) pay for the cost of the memory check.

Who Should Get Tested?

Anyone who suspects changes in their memory should be checked. Since memory loss can be a part of normal aging, a memory check often allows concerned individuals to stop unnecessary worrying. If some memory loss is detected, your physician will investigate the cause so that treatment can begin as soon as possible.

For individuals with a family history of dementia, annual memory checks are recommended starting at the age of 50.

Types of Memory

Working memory is commonly referred to as attention span and lasts less than a minute before being erased. It is a function of the frontal lobe of the brain.

Short-term memory lasts for minutes to weeks and is a function of the hippocampus.

Long-term memory can last a lifetime. It is not yet known which brain area activates memories older than a few weeks.

Common Causes of Memory Loss

Stress

Anxiety

Attention deficit hyperactivity disorder (ADHD)

Depression

Metabolic diseases such as thyroid gland diseases, diabetes, and lung, liver, or kidney failure

Alcohol Dependence

Chemical Dependence

Vitamin B-12 deficiency

Infections, most notably meningitis and encephalitis, which affect the nerves surrounding the brain

Drugs, both prescription and over-the-counter

Alzheimer's disease and related disorders

Fatigue

Head Injury

Other