



## BUSINESS COLLABORATIVE FOR BRAIN HEALTH

UsAgainstAlzheimer's



### MISSION

Our mission is to build brain health capital by advancing measurably effective brain healthy **workplaces, communities, and product and service innovations.**

### THE NEED FOR A BUSINESS COLLABORATIVE FOR BRAIN HEALTH

Promoting brain health is essential to growing our economy, strengthening national security, and improving health and wellbeing. Our nation relies on brain power more than ever before to solve critical challenges and drive innovation.

Profound demographic and technological shifts have resulted not only in labor and skill shortages, but an older workforce in an increasingly knowledge-based economy. Brain health and performance must be a national priority if we are to thrive. Promoting brain health and mitigating cognitive decline also offers us an opportunity to build prosperous, more inclusive, multigenerational communities and workplaces—if we can ensure that we are not just living longer but living *healthier* longer—both physically and cognitively.

Brain health is enhanced by addressing other chronic conditions that increase risk of cognitive impairment, such as obesity, diabetes, hypertension, and hearing loss, which is why the U.S. Government has established a national goal to “promote healthy aging and reduce the risk factors for dementia.”

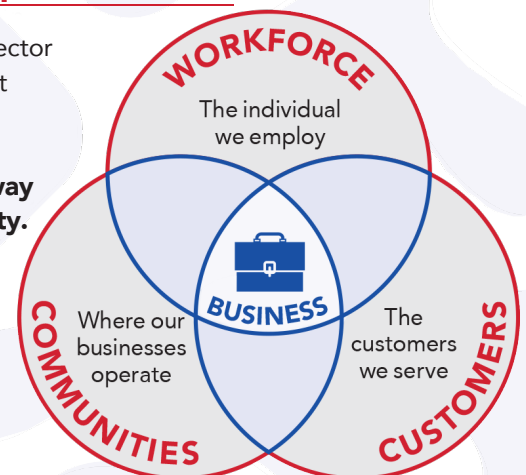
We aim not only to achieve this goal, but to bring about a world where brain health is viewed and supported as a critical asset that can not only build healthy longevity, but also generate greater economic competitiveness, empowerment, and societal resilience.

### ABOUT THE BUSINESS COLLABORATIVE FOR BRAIN HEALTH

The **Business Collaborative for Brain Health** is a collaborative of private sector partners developing innovative solutions to optimize cognitive health throughout the lifespan, but particularly into our older years.

**Business and employers can be a positive force to drive change at scale in a way that is good for employees, for the bottom line, and for the broader community.**

- **Workforce:** A larger, more resilient, productive, and creative workforce.
- **Communities:** People actively contributing to society for longer periods of time.
- **Consumers:** Increasing demand for innovative products and services to extend healthy lifespan.



## FOUNDING PARTNER BENEFITS

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### SHORT TERM

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#### Leadership

- Be among the first to chart effective solutions to an aging workforce and rising health costs.
- Opportunities to contribute to collaborative work streams.

#### Insights

- Access data and knowledge that can help your organization better understand and address customer and stakeholder needs.
- Keep your pulse on the latest innovations and science in brain health and aging.
- Content that supports your business objectives, including Roundtable Briefs.

#### Connections

- Build relationships with experts and innovative corporate and policy leaders.
- Engage through virtual monthly roundtable meetings, yearly in-person gatherings, and invitation-only sessions to facilitate an open exchange of ideas.

#### Recognition and Sales

- Founding Partners are recognized as such on all public facing digital and print materials, including website, media outreach, events and papers.
- Speak at public roundtables and other events.
- Promote your company's work, products and impact during private and public meetings and events.
- Regular e-updates on advances and news in the field with opportunities to share information and be featured.

### LONG TERM

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#### Financial Return

- Reduce health costs and increase revenue by ensuring a healthy and productive workforce and capitalizing on significant market opportunities.
- Increase business value.

#### Brain Capital

- Tap into the knowledge and skills of a more cognitively resilient aging population.
- Improve work force diversity and neurodiversity.

#### Employee Engagement

- Accelerate your existing employee wellness and engagement initiatives, increasing retention and improving recruitment.

#### Economic Resilience

- Operate in a more prosperous, inclusive, knowledge-based economy.

## HOW TO JOIN

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### PROCESS

By Invitation Only

### FOUNDING PARTNER CONTRIBUTION

- \$100,000 for large companies (>\$50 million)
  - \$25,000 for small companies (<\$50 million)
- \*Contact us to discuss other levels of support*

### CONTACTS

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