



Cognitive Aging Research and Education Center

Project Brief

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Part 1: Project Pitch

Within the rural and small communities in the state of Georgia, there are only 100 practicing geriatricians which means information about dementia and brain health can often be misunderstood or difficult to find. On top of this, the number of Alzheimer's Disease and related dementias (ADRD) cases is increasing. As this number rises, the need for access to education, diagnosis, and support grows.

The Cognitive Aging Research and Education (CARE) Center at the University of Georgia exists to ensure that everyone in the state, including rural Georgians, has access to ADRD education, diagnosis, and support. As of right now, the CARE Center's reach is 11 rural counties, but CARE knows how important it is to have a digital footprint that brings resources to the remaining 107 rural counties in Georgia. To address this need, the CARE Center in collaboration with the New Media Institute is creating a digital footprint that includes a custom made website, an original Brain Health Video series and a social media strategy.

With these digital tools conveniently accessible to anyone with internet access, the CARE Center will expand their reach throughout the state. Acting as an all-in-one platform for information on brain health and ADRD, the website will have an intuitive, welcoming design that guides users through the website's landing page to the different areas of CARE's expertise and services. In that same vein, the original educational video series' tone reiterates the welcoming, relatable design of the website. Drawing directly from CARE's official research, the videos' language and style positions the CARE Center as a voice of knowledge in the often confusing world of health. The final component consists of a strategy to help expand CARE's social media presence – through platforms like TikTok, Instagram and YouTube – to rural Georgians and to further promote ADRD education.

With these new media avenues for outreach available, the CARE Center will serve as a beacon of support and knowledge for rural Georgians entering a new phase of life.



Part 2: Definition, Justification + Exploratory Research

Part 1

Our purpose is to help show how rural Georgian communities and those affected by Alzheimer's and related dementias can "see dementia differently." In partnership with the Cognitive Aging Research and Education Center (CARE), we are creating resources that provide access to brain health education through emerging media solutions.

Through the creation of CARE's website, a video series, and social media, we will help the CARE Center efficiently provide research, diagnosis, and support to its patients and users throughout the state of Georgia. While many people are unaware of the signs and treatment options available, this project will help educate the public, remove stigmas, and give access to information to patients, caregivers, medical professionals, community members, and students.



Part 2

The CARE Center reached out to collaborate with us on this project because they know that in order to expand their impact and reach to rural Georgians that they need to increase their digital footprint. Their current reach only includes in-person brain health presentations to 11 of 118 rural counties. That isn't enough considering that since 2018 there has been a 37.5% increase in Alzheimer's disease and related dementias. In addition to the increase in ADRD incidents, the 118 rural counties have only a total of 100 practicing geriatricians as of 2022.

In order to expand their reach to the remaining counties, we are building a website, video library and creating a social media strategy that promotes dementia education, diagnosis and support. The target audience for these resources is patients, community members, professionals and care providers. The video library consists of a 7-Part Brain Health Video series that includes topics ranging from defining what Alzheimer's Diseases and related dementias are to how a healthy diet can improve your brain health.

The social media strategy will include user interviews that will inform platform selection and content creation on future social media channels.

While creating their digital footprint, it is important to note statistics surrounding internet use in Georgia. According to Statista, in July 2022, nearly 80% of Georgia's population had used the internet in the three previous months. This statistic makes it clear that these products solve CARE's problem of limited reach by giving anyone with access to the internet a chance to learn or receive support.



Part 3

The CARE Center is the first of its kind in the country. It targets rural areas of Georgia and its mission is “to serve as a hub for education, dementia diagnosis, provider- and caregiver-oriented support, and research to establish best practices for representing the needs of rural Georgians in clinical research.” The CARE Center’s goal is to create in-depth educational products for those living with dementia, including caregivers and doctors. While similar centers exist, there are no comparable competitors. There are existing Rural Health Clinics (RHCs) and brain health clinics, but no other centers exist that are interdisciplinary designed to educate those living with dementia.

In Georgia, there are few existing brain health clinics:

- [Georgia Memory Net](#)
- [Brain Health Clinic - Psychology Clinic Georgia State University](#)
- [Emory Brain Health Center, Atlanta Emory Healthcare](#)

These existing clinics are different from CARE in a variety of ways. Georgia Memory Net has only five locations, all in cities across the state. The Emory Brain Health Center, while having more locations, is focused primarily on surgery and the physical health of the brain. The Brain Health Clinic at Georgia State is more of a screening service, and does not focus on patient and caregiver education.

Because the CARE Center’s needs are unique, we decided to look for inspiration from sources both inside the healthcare sphere and outside of it. For our website design, we took inspiration from a variety of healthcare and non-healthcare sources: Healthy Brains by the Cleveland Clinic, the Center for BrainHealth by the University of Texas at Dallas, MD Anderson, Mayo Clinic, Harvard and various sources on Propublica.

We designed and created our video series using inspiration from TED videos, the structure from healthcare education videos and existing video trends featuring experts. We found the tone of these videos to be relatable while still being professional and direct. All of the videos we found as inspiration explain complicated concepts with the approach of being informative without shaming the viewer for looking up information. We kept these key features in mind while creating the scripts and storyboards for the videos in our video series.



Part 4

Our client is the University of Georgia's CARE Center. CARE is a clinical, research and outreach hub that offers education on dementia risk reduction, conducts cutting-edge research, provides planning and support for persons with dementia and their care partners. Their goal is to ensure that everyone in Georgia, including rural Georgians, has access to ADRD education, diagnosis and support. More specifically and in their words, the CARE Center works in these ways:

- We spread the word.
We deliver state-wide education about dementia, how it affects our communities, and why getting a diagnosis is vital.
- We help provide a diagnosis.
Our assessments include comprehensive diagnostic interviewing, physical examination, cognitive assessment, pharmacological review, laboratory testing, and neuroimaging.
- We deliver support.
We deliver support groups, care planning, and behavioral health interventions.
- We train the next generation of professionals.
We train gerontological workers, including public health professionals, social workers, healthcare providers, and researchers.
- We advance the world's understanding of dementia.
We conduct cutting-edge research aimed at reducing dementia risk and improving quality of life for persons with dementia and their care partners.

Their team includes faculty and staff from departments and colleges at UGA, faculty from the Augusta University-UGA Medical Partnership and us, the NMI EMO team.



Part 4 Cont.

They currently have a presence in 11 rural counties including McDuffie, Washington, Grady, Bulloch, and Elbert. This is a great start, but the CARE Center wants to do more. In collaboration with our team, the CARE Center is expanding their reach into every part of rural Georgia through:

- Creating videos from their existing educational presentations that will be housed on a YouTube channel and therefore widely available
- Expanding the center's digital footprint with an accessible website that reflects the wants and needs of community members, healthcare providers and academics
- A social media strategy that will be a guide for future NMI masters students to begin crafting a social media presence for CARE

Part 5

In order to raise awareness and provide education on ADRD, we must ensure that we use technology designed to share information for users throughout the state. By building out a feature-rich website, a library of informative videos, and a social media plan, we can help Georgians, especially in rural areas, gain awareness on brain health and ADRD.

With a one-page website as a starting point, we are building a website to be an informational hub for the CARE Center. We are aiming to make an accessible, and insightful way for Georgians to seek support and education on ADRD. On the website, users will be able to navigate to pages such as:

- About Us: Learn more about the CARE Center team and their partnerships.
- Support: Resources that aid caregivers in helping their loved one with ADRD.
- Diagnosis: Helpful information on behaviors pre-diagnosis, tips after diagnosis, and frequently asked questions.



Part 5 Cont.

- Education: Useful materials that provide valuable information on maintaining a healthy well-being, managing diet and exercise, and safety for a person with ADRD. This also serves as the home for the 7-part video series on the website.
- News: Featured stories and articles highlighting those living with ADRD and the CARE Center.
- Contact Us: A breakdown of the different CARE Center communities throughout Georgia and a portal to donate to the three university-ran funds.

As well, we are using social media as a way to spread information on ADRD to a range of different users throughout the state. Leveraging both long and short-form content, we can tailor each piece of content to a particular audience based off of the app being used.

Living in a truly connected world, it has become increasingly more important to make sure that we are using these platforms to easily spread awareness on brain health.



Part 6

Website Features: A website is any organization's online home base. It is where users go to learn more about the organization, find locations and more. The website is mobile friendly and designed with accessibility in mind. The CARE Center website features different sections with information and tools for patients and caregivers including:

- Information about the CARE Center
- Education for patients and caregivers
- Information about diagnosis
- Support for patients and caregivers
- News about the CARE Center
- Contact information and a list of counties the CARE Center has presence in

Video Features: The videos are created in a talking-head style format with each video featuring experts from the CARE Center topics include:

- The umbrella of Alzheimer's disease and related dementias
- Risk Factors
- Cognitive Novelty
- Sleep & Hygiene
- Stress Management
- Physical Exercise & Activity
- Healthy Diet

To maintain consistency throughout the video series, we filmed all of the experts in front of a green screen that will be edited to reflect CARE's branding. We utilized stock footage and info-graphics on screen to display the information to make the information in each video digestible for the viewer.

Social Media Features: The social media plan will include using paid/promoted posts to reach target audiences while the CARE Center grows their audiences. Short-form content on Tik Tok, Instagram, and Facebook will be used to drive traffic to social pages as well as the website for resources and information.



Part 6 Cont.

Communications Plan: The CARE Center communications plan is an evolution of the social media strategy that was initially requested of the NMI team. The communications plan focuses on establishing and building audiences for social media accounts and a podcast series. We suggest these tactics be executed by future NMI teams:

- Social Media
- Podcast
- Radio placements

The social media tactic includes platform placements based on user research and suggestions for content to be used on those platforms. These social media platforms include Facebook, Instagram and TikTok. The plan also includes suggestions for content types to reach each platform's target audience to help grow the CARE Center's audiences. Short-form content on TikTok, Instagram and Facebook is suggested to drive traffic to social pages as well as the website for resources and information.

During user interviews, we heard many instances of users listening to podcasts or the radio for information when they do not have time to sit down to read or watch a video. Because of this, we suggest creating a podcast as a complimentary medium to the website and video series. The podcast can be structured similarly to the videos with each guest being a subject matter expert who shares helpful tips and information with listeners. The primary audience for the podcast would be caregivers or those with risk of early onset. The podcast would also serve as a template for getting experts placed on local radio spots to help build credibility within the rural communities. the website for resources and information.



Part 3: Competitive Advantage Report (CAR)

Market Justification

There are 462 memory care facilities in Georgia, according to the U.S. News and World Reports. These facilities are designed for people with ADRD to live in as part of a community, and these are primarily located in the Metro Atlanta Area. These are largely inaccessible to the people living in the 118 rural counties in Georgia. In the small communities, there are only 100 geriatricians, causing further strain on the care of rural Georgians with ADRD.

The CARE Center is embedded in rural communities throughout the state and provides diagnosis and post-diagnosis support to patients, conducts translational research involving persons living with ADRD and their care partners, and trains the next generation of Georgia's workforce. The CARE Center website will be the online hub for patient and physician resources. The educational video series will position the CARE Center as a voice of knowledge and authority in the world of ADRD health care. Finally, the Center's social media strategy will position the Center on the best platforms to reach rural Georgians and develop guidelines for creating content.



Competitor Research

Two competitors for CARE are the Georgia Memory Net and the Georgia State University Brain Health Center.

1. [Georgia Memory Net](#)

It is a statewide program started in 2018 and is funded by Georgia legislators. The program helps in early diagnosis and then makes a treatment plan specific to the person who was diagnosed. Their online resources include a resource library that is mostly PDFs and links to programs, research, and clinical trials. Their website has an FAQ section with basic information.

The program's physical locations are called Memory Assessment Clinics. Patients are referred by their primary care provider (PCP). There are locations in Atlanta, Albany, Augusta, and Macon, with planned locations in Savannah, Vidalia, and Gainesville. Telehealth locations include Swainsboro, Vienna, and Burnsville.

Their target audience is Georgians with concerns about ADRD, PCPs who see patients over 65, and Georgians over 65.

Marketing strategies they use are partnering with academic institutions, community organizations, professional associations and state networks.

To find and access the website the keywords and search terms Early Diagnosis, Georgia, Alzheimer's Treatment, Cognitive Impairment or assessment could be used.

The website uses clear, simple graphics. Brand colors are blue, light blue, and green. There is some use of red in their PDF that talks about resources for people referred to their services. Their logo mimics a brain synopsis. Their website overall is very simple to use.



Competitor Research Cont.

Information about the program is distributed through PCP Referral and partnerships with academic institutions, community organizations, professional associations and state networks. The program works off of referrals.

2. [Georgia State University Brain Health Clinic](#)

The clinic is housed in the Georgia State University Psychology Clinic that was started in 1965. It offers assessment services and educational information for middle-aged to older adults. Their main services are comprehensive neuropsychological evaluations and brief memory screenings. However, they do also provide brain health information in verbal and written format. They are located in the GSU Psychology Clinic in Atlanta, Georgia.

Their target market is middle-aged to older adults in Georgia, but a focus on those connected to the GSU or Atlanta community.

Marketing strategies include their web page and association with the psychology department at the university.

In order to find the web page the search terms would be: Georgia State University, Atlanta Alzheimer's, dementia assessment, memory loss, memory screening, and brain health.

As far as appearance, the clinic is one page of text. It has basic information on what they do and how to get in touch with them. The branding is in compliance with GSU's branding including their logo and brand colors.



Consumer Research

Gender

Alzheimer's disease and related dementias can affect all genders. However, women are more likely to be affected by ADRD than men. For the 6.7 million people, in the United States, age 65 and older with ADRD, 4.1 million are women. This is believed because studies show that women tend to live longer than men on average, with older age being the biggest risk for Alzheimer's Disease. According to the [World Health Organization](#), women encounter more dementia-related deaths and higher disability-adjusted life years. However, women also provide 70% of the care hours for people living with dementia.

Race

While Alzheimer's Disease and related dementias can affect people of all races and ethnicities, studies show that ADRD more often occurs with people of color. According to the [Alzheimer's Association](#), the difference in risk is most likely due to the disparities and marginalization of Black and Hispanic people in the United States. In the U.S., non-Hispanic Black and Hispanic older adults are disproportionately more likely than White older adults to have Alzheimer's or other dementias.

Age

Age is the biggest risk factor for Alzheimer's disease and related dementias. There were 150,000 cases of Alzheimer's disease in Georgia in 2020, and the number is expected to increase to 190,000 by 2025. Typically, ADRD affects adults ages 65 and older, but there is a possibility of early-onset disease, or younger disease. Early onset can occur in a person's 30s, 40s, and even 50s.



Consumer Research Cont.

Education

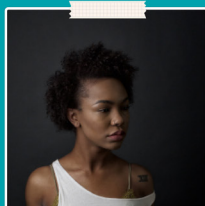
According to the [Alzheimer's Association](#), increasing education can help reduce the risk of ADRD. In a 2016 report, 13% of Georgians over the age of 45 reported symptoms of cognitive impairment. That percentage is higher in Georgians with lower levels of education and lower access to healthcare.

Location

The CARE Center strives to promote education, diagnosis, and support about ADRD to Georgian communities. There are 118 counties in Georgia that are designated as rural or with populations below 50,000. Alzheimer's disease and related dementias incidences have increased by 37.5% since 2018.



User Personas



Camille Wallace

- 35 years old
- Programmer
- Wrightsboro, Georgia
- Lower middle class
- Marital Status: Single

Bio

Camille is a 35-year-old programmer, living in Wrightsboro, Georgia. She just returned to work after taking some time off to honor the anniversary of her grandmother's death. Her grandmother passed away from Alzheimer's disease a year prior, and Camille had a close relationship with her. Her family has a history Alzheimer's and dementia-related cases.

Lately, Camille has had trouble concentrating and often forgets important information. Her parents have been urging her to see a specialist, but Camille insists that she's just trying to cope with losing her grandmother. When Camille randomly lashes out at work, she decides to schedule an appointment through the CARE Center website.

Interests

- Computer programming
- Social Media
- Music
- Reading

Goals

- To seek diagnosis for her lack of concentration and forgetfulness
- To learn more about ADRD and how her family history affects her
- Find a CARE Center nearby and schedule an appointment

Quote

"After seeing what my grandmother went through, I want to learn more about Alzheimer's and related dementias."...

Technology and Social Media Usage/Habits

Camille utilizes technology daily, due to her career and personal interests. She reads all her news and updates through her computer and phone. She watches her favorite content through streaming, instead of paying for cable. Camille would rather schedule her appointments online, rather than over the phone. She loves keeping up with all social media platforms.



Melinda Barnes

- 57 years old
- Secretary for Cox Elementary School
- Colquitt County, Georgia
- Lower middle class
- Martial Status: Single

Bio

Melinda was born and raised in Colquitt County. She spent most of her life living in the community. She has been working as a secretary at the local elementary school and takes pride in helping others in this position. Her job at the school allows her to stay close to her grandson - who lives with her and is in 3rd grade - while also giving her time to fulfill her commitment as caregiver to her father. He began to show symptoms of Alzheimer's Disease and dementia when her mother was still alive.

After her mother passed away, Melinda made the difficult decision to move her father into her home. She has always been very involved in taking care of her family and has taken interest in learning about ways to help improve her father's brain health. However, she doesn't know where to start.

Interests

- Education
- Cooking
- Family
- Community Involvement

Goals

- To learn about ways to improve her father's brain health
- Find straight-forward and easy ways to support her family
- Learn more about getting her father a diagnosis
- Become part of a supportive community of caregivers

Quote

"If there's a problem, I'll do whatever I can to help solve it."

Technology and Social Media Usage/Habits

Melinda does not use social media or other forms of technology on a daily basis. Her iPhone is the main way she browses the internet. Although, she is familiar with using Google as a search engine to learn about new topics. While she's always interested in learning new things, social media is one thing she has never taken a keen interest in using.

Often times Melinda finds the internet difficult to navigate, but when she has help or guidance she can quickly learn how to move through websites.



Joseph Smith

- 43 years old
- Pastor
- Watkinsville, Georgia
- Lower middle class
- Martial Status: Married

Bio

Joseph is a pastor in Watkinsville, Ga. He takes pride in his community and wants the best for the people around him.

After church services on day, Joseph had a conversation with Greg, a member of his congregation. Greg was visibly upset and revealed he was diagnosed with ADRD and he didn't have any family nearby to support him.

Joseph wants to know how he can help his congregation and those who don't have any other support system.

Interests

- Church
- Hiking/Camping
- Community Involvement
- Bible Studies

Goals

- Wants to know what resources are best for his community
- Wants to learn but is wary of outsiders coming in to "fix" his small town

Quote

"My congregation is my family."

Technology and Social Media Usage/Habits

Joseph is fairly tech-savvy, but he is very distrusting of social media. He uses the internet regularly and even runs a blog for the church. Joseph is distrusting of social media because of misinformation and how easily things can get misconstrued through the internet.



Rose Tuttle

- 68 years old
- Administrative Assistant
- Cairo, Georgia
- Lower middle class
- Martial Status: Married

Bio

Rose is 68-year-old woman based out of Cairo, GA who has worked her adult life as an administrative assistant making an honest living. She has the support of her family and her two dogs, and is facing a recent diagnosis of Dementia.

Though daunting, Rose is trying to keep her spirits high and wants to understand truly what her diagnosis is before facing the fight herself. With the aid of her children she is scared but is taking things one day at a time, learning as much as she can about the road ahead of her.

To look for what is ahead of her, her children point her in the direction of the CARE Center in order to use a Georgian focused organization to provide her the best and most fitting information they can receive.

Interests

- Church
- Walking her dogs
- Watching the Dawgs
- Gardening

Goals

- Wants to gain more information about this disease after diagnosis
- Wants to prepare herself about the ailment they are facing.

Quote

"I'm nervous but know I have the support of my family behind me."

Technology and Social Media Usage/Habits

Rose is not much for technology or social media outside what her kids have shown her or the antiquated computer she uses for work. Most of her information is either learned watching TV, or down after her local church services.



Product Comparison

When looking at the current landscape of information and research centers in Georgia focusing primarily on Alzheimer's disease and related dementias, we found that there are not many options — especially outside of Metro Atlanta. Through various avenues of research, we were able to find four main options, outside of the CARE Center, that specialized in ADRD research and education. These four main programs consist of:

- [Goizueta Alzheimer's Disease Research Center at Emory University](#)
- [Georgia State University Brain Health Clinic](#)
- [Memory Matters Glynn](#)
- [Georgia Memory Net](#)

Much like the CARE Center, both Emory and Georgia State are affiliated with universities and have comprehensive brain health centers dedicated to various aspects of the brain health space such as research and clinical screenings, respectively. Mainly for the Goizueta Center at Emory, the clinic is focused primarily on the research aspect. They've been successful in establishing a presence as a leading researcher in the state of Georgia and are helping spread the correct information on ADRD. As well, Georgia State's brain health clinic stands as a useful resource for members primarily in the Metro Atlanta area to be able to screen for ADRD.

Outside of the research centers based in academia, both Memory Matter Glynn and Georgia Memory Net provide excellent platforms for Georgians to be able to learn more about ADRD for people who may have been recently diagnosed, to that of a caretaker's role to be able to plan out treatments. What both of these programs do well is their outreach to all of Georgia, and not just the Metro Atlanta area.

The CARE Center sets itself apart from its peers by providing helpful resources backed by in-house research to the entire state of Georgia. It is their mission to be able to provide proper education to those seeking information on ADRD. By providing correct information and with the support of the University of Georgia, the CARE Center stands out as a premier source for those living with, or recently diagnosed with ADRD.



carecenter.uga.edu