



PROMOTING ALZHEIMER'S DISEASE  
CARE, RESEARCH, AND EDUCATION

Dear friends,

As a dedicated supporter of the McKeown Foundation and our mission specific to Alzheimer's care, research and education, I would like to inform you about the **PENN Memory Center** and my personal undertakings at the **Penn Center for Executive Health**.

At PENN Memory Center, researchers work to translate research advances into improved care and diagnosis for Alzheimer's patients while, at the same time, focusing on the program's long term goal — finding a way to cure and possibly prevent Alzheimer's disease.

As part of the PENN Memory Center, individuals and families can undergo an evaluation and treatment of symptoms specific to age-related memory loss. The goal of PENN Memory Center is to provide a thorough evaluation for individuals who have memory loss, confusion, personality change, or other signs of a dementing illness.

On a personal note, I would like to let you know that I have accepted the position of senior account executive for the **Penn Center for Executive Health**. I am excited about this Executive Health program because of its roots in preventive medicine and wellness.

As a part of a health assessment at the Center for Executive Health, you may choose to have an evaluation with a specialist at PENN Memory Center to determine if you are at risk for Alzheimer's or other degenerative memory disease. This exam would be just a portion of a larger more comprehensive medical evaluation that takes place in one day and covers a variety of health tests and screenings. At the end of the day you leave with a personalized wellness plan that includes follow-up recommendations should any health conditions be suspected or diagnosed.

**Learn More** about the Penn Center for Executive Health

I'd be happy to talk to you about my work here with the **Penn Center for Executive Health** as well as the McKeown Foundation's interaction with the **PENN Memory Center**.

Your continued support of the McKeown Foundation means so much to us and to families managing this disease and is only successful because of the individual volunteers and benefactors who make it all possible. Please feel free to contact us any time at 215-669-7999 or visit the **McKeown Foundation website**.

Best regards,

Joe McKeown