

# Prevention ROI

ROI = Return on Investment  
*“An Ounce of Prevention is Worth  
 250 Pounds of Cure!”*



According to the Alzheimer’s Association, the average costs for long-term care in the U.S. are: \$80,000/years for a nursing home and \$42,000/year for assisted living. For most middle-class Americans, the financial burden rests with the individual until they are “Medicaid eligible.” This is

equivalent to a net worth of \$2000.

Clearly Alzheimer’s is devastating both emotional and financially. Considering the average nursing home stay for an AD patient is 4 years, the cost to families exceed \$300,000.

## Paul’s Loss

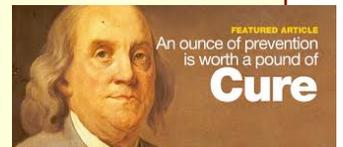
Paul is an entrepreneur whose business succumb to technology and competition. He had one last hope for a tranquil retirement, his inheritance from his mother.

She developed Alzheimer’s and was nursing home-bound for 6 years prior to her death. Her entire \$640,000 in saving was consumed by care costs.

Today, at the age of 72, Paul is working to reinvent himself. He sells newspapers on the weekends and works daily to obtain consulting opportunities. He says that social security just doesn’t provide enough for his family where 3 generations live together under one roof and employment for all is difficult.

His biggest loss? The matriarch of his family.

The financial loss - measurable. The loss of a fine women’s essence to Alzheimer’s - Immeasurable.



## Alzheimer’s - The Cruellest of Diseases

According to the Alzheimer’s Association, most people survive an average of four to eight years after a diagnosis, but many live as long as 20 years with the disease. This prolonged duration often places increasingly intensive care demands on family members and friends who provide care.



The ROI = (Gain - Cost)/ Cost. For Alzheimer’s disease, the cost of prevention and treatment is \$10,000 but the gain over 5 years (avoided nursing home costs) is \$400,000. Thus the ROI of Alzheimer’s prevention is 3900%. Not bad

considering a CD will give you about 1%. In this case an ounce of prevention = 250 pounds of cure.