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Push for early Alzheimer's detection poises Louisville company for success

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The AD Screening Discussion Group has recommended early detection of Alzheimer's Disease through memory screening for newly eligible Medicare patients.

Companies developing new Alzheimer's screening procedures should be poised to reap the benefits of the early detection push, including Louisville-based **Neuronetrix Inc.**'s new Cognision System.

The patent-pending Cognision System classifies patients' brainwave responses based on similarities to known neurological disease profiles.

K.C. Fadem, Neuronetrix founder and inventor of the new system, said in a news release that the system will, "for the first time, directly detect the cognitive deficits associated with Alzheimer's disease."

The system is expected to enable earlier and more accurate diagnoses than are currently available, and tests can be performed in a doctor's office.

Direct Medicare/Medicaid costs for Alzheimer's patients exceed \$50 billion per year, and Neuronetrix president and CEO Mike Reid said a 5 percent penetration rate for Cognision screening would represent nearly \$7 billion per year that Americans would save in Alzheimer's care costs.

About 5.1 million Americans have Alzheimer's disease, according to 2007 estimates by the Alzheimer's Association. More than 96 percent of those with the disease are age 65 or older.

The Neuronetrix technology soon will begin clinical trials and, upon validation, will be used to identify patients who could benefit from available drug treatments. The Cognision system also is capable of monitoring the efficacy of prescribed therapies.

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