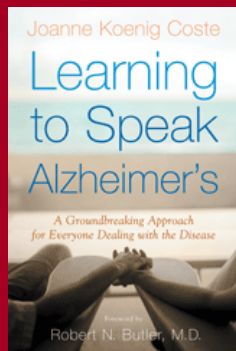




“No one is better suited to ‘speak alzheimer’s’ than Joanne Koenig-Coste.”

-Dennis J. Selkoe, M.D.,
Harvard Medical School



SPEAKING TOPICS

What is Habilitation?

How does it impact the quality of life for a patient with Alzheimer's disease.

Habilitation and benefits for the Care Partner.

CAREGIVER

Thirty years ago, pregnant with her fourth child, Joanne Koenig's 44 year old husband Charles begin showing the symptoms of Alzheimer's disease. While Joanne had no medical expertise she devoted the next four years to his care, inventing her own methods and developing a system she now calls "habilitation." After her husband's death in 1976, Joanne shared her methods in nursing homes and now serves as a nationally recognized consultant and an advocate for patient and family care.

“A true godsend to anyone caring for those afflicted with dementia ... [from] the definitive voice on dealing loved ones who have Alzheimer's disease.”

-Rudolj Tanzi, coauthor of *Decoding Darkness: The Search for the Genetic Causes for Alzheimer's Disease*

Joanne has been featured on NBC Nightly News with Tom Brokaw where she was included in his list of Women to Watch in the 21st Century. She has appeared on Dateline and been quoted in a number of national news publications including Newsweek, Reader's Digest, The New York Times, The Wall Street Journal, Women's Health Magazine as well as Healthcare Magazine, National Journal of Alzheimer Care, and Nursing Home Magazine. She is in demand for her lectures which are delivered with compassion and humor and are based upon her common experience with her audiences.

LEARNING TO SPEAK

With more than 5 million people in the United States living with Alzheimer's, the direct and indirect costs of it and other dementias amount to more than \$148 billion annually. Every 72 seconds, someone develops Alzheimer's. These statistics define the national discussion of Alzheimer's Disease that has just barely begun. Joanne Koenig-Coste puts a very human face on the disease: one that embraces how best to accommodate the changing needs of the patient: Habilitation. Her book **Learning to Speak Alzheimer's** goes through her five tenets of habilitation, of joining those with Alzheimer's in their current sense of place and time, practical tips of living, and more.

Folio Literary Management, LLC

505 8th Ave Suite 603 | New York, NY 10018 | Main: 212.400.1494 Fax: 212.967.0977

Contact: Patty@foliolit.com