DETECT EARLY

Presented by Andrew Mills
General Manager – Marketing & Communications
Alzheimer’s Australia NSW
To inspire GPs to believe they will make a difference to a patient’s future.
Convincing GPs of the benefits of diagnosing dementia early through an evidence based approach.

**PROPOSITION:**
Early diagnosis benefits all

**TONE OF VOICE:**
Motivating, honest, supportive
BACKGROUND

• Early diagnosis of dementia and the role of GPs is a significant and complex issue

• There is an average of 1.2 years between first consultation and a diagnosis (ADI Sept 12)
WHY DETECT EARLY?

• Beneficial for GPs, patients, their carers and families
• Starting early on medication may help slow down the disease progression
• Maintain quality of life for a bit longer
• Plan ahead whilst they still have the capacity to make important decisions
• Ease the burden in the future care of the patient
CAMPAIGN TACTICS

• Advertise in trusted GP publication - Australian Family Practice

• Email & online activation

• New website

• Campaign commenced 1 Oct 2012
DETECT EARLY: GP AWARENESS CAMPAIGN

Memory loss is one of the early signs of dementia.

Signs of dementia may appear more than three years before a firm diagnosis is made but the earlier a diagnosis of dementia is made, the better.

The benefits of early diagnosis:
- Early diagnosis and intervention have positive effects on the quality of life of people with dementia and their family or carers.1,5
- Early diagnosis allows the patient and their carer to plan for the future before judgement is impaired.2
- Early diagnosis may alleviate anxiety by explaining symptoms, thus empowering patients to get help and community support to improve self-sufficiency.8
- Early access to treatments may help to slow disease progression and may even improve cognitive function.2

Early intervention with GPCOG:
- The GPCOG is a screening tool specially tailored for use in GP settings that cuts down testing time — it takes less than 5 minutes for patient assessment and only 2 minutes to interview the caregiver.
- By completing the GPCOG web tutorial, assessing at least two patients with the tool and conducting a post-assessment review, eligible GPs may apply for points in the Self Recorded Activities category (1 point for 1 hour of activity from the RACGP Quality Improvement and Continuing Professional Development (QIMPD) Program or equivalent ACRRM category).
- The test is also available in various languages and is not affected by cultural or linguistic background, making it suitable for use in many patient settings.

Alzheimer’s Australia helps doctors as well as patients.
Alzheimer’s Australia represents the interests of people living with all types of dementia. We provide a range of information, practical advice and support services to meet the needs of people living with dementia, their families and carers. Most services of Alzheimer’s Australia are provided at no cost, including the early intervention service. Memory Loss program, carer education and training, counselling and the National Dementia Helpline 1800 600 590.

Visit detectearly.org.au
- Download practical resources
- Gain access to the GPCOG
- View helpful videos about the GPCOG and the benefits of early intervention.

RECOGNISE THE SIGNS OF DEMENTIA EARLY
WELCOME TO DETECTEARYL.ORG.AU, THE WEBSITE DESIGNED TO HELP GPs MAKE A REAL DIFFERENCE TO THE LIVES OF PEOPLE WITH DEMENTIA AND THEIR CARERS.

BENEFITS OF EARLY INTERVENTION
Professor Henry Brodaly discusses the benefits of early intervention for people with dementia, their carers and their healthcare practitioners.

Early diagnosis allows people with dementia – and their carers – to plan ahead and make crucial decisions about their future care.

With early intervention, patients can benefit not only from drug treatments that may improve cognition, but also receive practical information and support to help enhance their quality of life.

As the primary healthcare provider for most Australians, GPs are crucial in diagnosing and managing dementia. This site provides you with useful information about the GPCOG, a screening tool specially designed for use in general practice, as well as a tailored suite of resources to assist with early intervention.

REGISTER TO HEAR MORE FROM US
If you would like to receive further information on the latest news and events from Alzheimer's Australia, please fill in your details below.

Your name:

Your email address:

Practice address:

http://www.detectearly.org.au/
EARLY INTERVENTION WITH GPCOG

Find out how to use the GPCOG, a screening tool that cuts down testing time specially tailored for use in GP settings.

HOW TO USE THE GPCOG

Professor Henry Brodaty introduces the benefits of the GPCOG, followed by a demonstration of its use in practice.

Press the play button to start the video.

TO ACCESS THE TEST, VISIT GPCOG.COM.AU

It takes less than 4 minutes to administer the patient assessment component of the test and only 2 minutes to interview the caregiver.

Results from the online tool are printable for easy record-keeping.

By completing the GPCOG web tutorial, assessing at least two patients with the tool and conducting a post-assessment review, eligible GPs may apply for points in the Self Recorded Activities category (1 point for 1 hour of activity) from the RACGP Quality Improvement & Continuing Professional Development (QI&CPD) Program or equivalent ACRRM category.

The test is also available in various languages and is not affected by cultural or linguistic background, making it suitable for use in most patient settings.

GP POLL

Tell us what you think – please look at the site and then take our quick poll.

Do you intend to use the GPCOG in your practice to help detect dementia early?

- Yes
- No

VOTE View Results
Helping you to help dementia patients and their carers

Download a range of useful materials for you to discuss with dementia patients and their carers. The materials are available in several languages.

**Before Diagnosis**

What is dementia?

Language:

- English

Diagnosis: Informing the person with dementia

Language:

- English only

Diagnosing dementia

Language:

- English

The importance of a timely dementia diagnosis

Language:

- English only

Dementia with Lewy bodies

Language:

- English only

Younger onset dementia

Language:

- English only

Vascular dementia

Language:

- English only

Frontotemporal dementia

Language:

- English only

Call the National Dementia Helpline:

1800 100 500

This campaign is supported by financial assistance from the Australian Government and the NSW Government.

Visit FightDementia.org.au
# Useful Resources

A list of clinical papers and websites which you may find useful in your research.

## Websites

### For Healthcare Professionals

- **Alzheimer's Australia**
  National website of the dementia peak body

- **Alzheimer's Australia NSW**
  Services and resources for NSW practitioners, patients and carers

- **cdmNET**
  Chronic disease management website connecting healthcare professionals with their patients and allied health providers.

- **Dementia Collaborative Research Centres**
  A comprehensive research site packed with information.

- **GPCOG**
  Website dedicated to the GPCOG dementia test, including the test itself, National Guidelines for dementia and standard investigations.

- **Royal Australian College of General Practitioners**
  Log in to record your CPD points after using the GPCOG.

- **Australian College of Rural and Remote Medicine**
  Log in to record your CPD points after using the GPCOG.

- **Dementia Behaviour Management Advisory Service (DBMAS)**

- **14 Essentials for Good Dementia Care in General Practice**

### For Patients and Carers

### Clinical Papers

#### Banerjee S, Wittenberg R.
Clinical and cost effectiveness of services for early diagnosis and intervention in dementia.

#### Basic D et al.
Rowland Universal Dementia Assessment Scale. Mini-Mental State Examination and General Practitioner Assessment of Cognition in a multicultural cohort of community-dwelling older persons with early dementia.

#### Brodaty H et al.
A survey of dementia carers: doctors’ communications, problem behaviours and institutional care.
*Aust NZ J Psychiatry [This link will open in a new tab or window]*

#### Brodaty H et al.
General practice and dementia: A national survey of Australian GPs.
*Med J Aust 1994; 160: 10–14*

#### Brodaty H et al.
The GPCOG: A New Screening Test for Dementia Designed for General Practice.

#### Brodaty H et al.
What is the best dementia screening instrument for general practitioners to use?
CAMPAGN OUTCOMES

- Circulation: AFP magazine approx. 10,000 copies for October

- Detect Early website hits:
  - Visits by GPs = 787 over Oct/Nov.
  - Equating to approx 10% of all N.S.W. GPs
TIMELY DIAGNOSIS: GP CAMPAIGN

Audience Overview

715 people visited this site

- Visits: 1,097
- Unique Visitors: 715
- Pageviews: 2,801
- Pages / Visit: 2.37
- Avg Visit Duration: 00:02:11
- Bounce Rate: 48.88%
- % New Visits: 65.18%

Demographics

Language

1. on-us: 1,012 (92.25%)
2. en-gb: 71 (6.47%)
3. on-au: 5 (0.46%)
4. en: 3 (0.27%)
5. it-it: 2 (0.18%)
6. ca: 1 (0.09%)
7. fr: 1 (0.09%)

Country / Territory

City

System

Browser

Operating System

Service Provider
TIMELY DIAGNOSIS: GP CAMPAIGN
Around 50% of all visitors to Detect Early site visited GPCOG
Detect Early became the 2\textsuperscript{nd} highest referral site to GPCOG after Wikipedia
GPCOG (The General Practitioner assessment of Cognition) is a screening tool for cognitive impairment.
Designed for the primary care setting
Available in different languages
Welcome to the official website of the GPCOG (The General Practitioner assessment of Cognition). The GPCOG is a screening tool for cognitive impairment. It has been designed for the primary care setting (i.e. general practitioners, primary care physicians, family doctors, etc.). This website is available in different languages. To select your language please use the drop down menu at the top of the start page.

Start test
Start informant interview
Learn more about the test
Read national guidelines for dementia and standard investigations

Disclaimer: Every attempt is made to ensure that all information is correct. However responsibility for investigations and further management remains in the clinician's responsibility. The GPCOG website is copyright. © The University of New South Wales as represented by the Dementia Collaborative Research Centre – Assessment and Better Care (2009)
Visits from referring sites (Oct/Nov 2012)

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<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
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<td>98.18%</td>
<td>49.09%</td>
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</table>
Top 4 referring site since its launch:

1. en.wikipedia.org
2. dementia-assessment.com.au
3. cks.nhs.uk
4. detectearly.org.au

©UNSW as represented by the DCRC-ABC (2013)
Detectearly.org.au compared to top referring site (Wikipedia)

Total number of referrals

- **total number of referrals**
- **Wikipedia**
- **detectearly.org.au**

©UNSW as represented by the DCRC-ABC (2013)
Referrals from detectearly.org.au

by month

Visits: 375 (4.76% of total 8,140)
Pages / Visit: 7.35 (5.48%)
Avg. Visit Duration: 00:02:55 (10.05%)
% New Visits: 56.53% (30.65%)
Bounce Rate: 31.20% (25.67%)

by week

Visits

by day

Translating dementia research into practice

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PHASE 2 CAMPAIGN

• New advertisement launches in *Australian Family Physician* magazine in June 2013

• Theme focusses on ‘repetitive behaviours’

• Adds links to new GP educational resources: RACGP ‘check’ program, Active Learning & e-learning Modules, ‘Case of the month’, YBM
DETECT EARLY: PHASE 2

Repetition is one of the early signs of dementia
GP CLINIC CAMPAIGN
GP CLINIC CAMPAIGN

OBJECTIVE:
Health consumers will have access to information on dementia, risk reduction factors and where to get help through GP clinics and retail pharmacies (demand led)

TACTIC:
Brochures and information distributed to 700 larger GP clinics and approx. 300 smaller GP clinics and pharmacies in NSW
GP CLINIC CAMPAIGN

Monthly Brochure Uptake

<table>
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<td>Nov-12</td>
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WORRIED ABOUT YOUR MEMORY? HERE'S WHAT YOU CAN DO...
GP CLINIC CAMPAIGN

OUTCOMES
Partnerships to help disseminate information with:
• Dementia Advisory Service
• Clinical Nurse Consultants
• Carer Support Groups

Result: approx. 770 sites in campaign = 23% NSW GP clinic coverage and 60 carer support groups involved in the campaign across NSW
detectearly.org.au