

## MOPEAD Project Press Release

7 May 2019

### MOPEAD PROJECT TO BE PUBLISHED IN ALZHEIMER'S & DEMENTIA: THE JOURNAL OF THE ALZHEIMER'S ASSOCIATION

Today, the renowned journal Alzheimer's & Dementia: The Journal of the Alzheimer's Association published an article on the foundations and the structure of the MOPEAD (Models Of Patient Engagement for Alzheimer's Disease) project. [Read it: <https://bit.ly/2V4Kn11>]

MOPEAD is a 33-month project that aims to deliver a step-change in Alzheimer's disease (AD) patient engagement strategies and a paradigm shift from late-stage diagnosis to early-stage diagnosis. It is funded by the European Federation of Pharmaceutical Industries and Associations (EFPIA) and the European Union through the Innovative Medicines Initiative (IMI), a European Public Private Partnership supporting health research and innovation for unmet medical needs.

The article presents an in-depth analysis of the mechanisms of the project for promoting active participation of the citizen in the early diagnosis of AD.

Five regional project sites across Europe (Germany, Slovenia, Spain, Sweden and the Netherlands) have been selected to identify and test four models of efficient early identification of mild AD dementia and prodromal AD patients. These models (Open House, Citizen Science, Primary and Tertiary care settings) are being compared in the current phase of the project.

Researchers are contrasting those models to identify ways to improve early detection

and diagnosis of AD. The findings aim to enable models of patient access to be established and used in the broader AD community. At the end of the project, policy recommendations are going to be made to call for a supportive patient engagement environment.

Ultimately, MOPEAD responds to the urgency of finding interventions to halt AD by stimulating a faster recruitment of patients into clinical trials. MOPEAD contributes to the imperative to finding interventions to halt AD.

#### ABOUT DEMENTIA AS A HEALTH PRIORITY

Dementia affects over 35 million people globally, a figure set to rise to over 115 million by 2050 due to the ageing of the population. AD has a huge and growing burden on health and social systems, the families and carers of those affected by it.

Despite decades of research, there is still no treatment or cure for the disease. It is, therefore, crucial to determine interventions that will help identify hidden cases of AD through patient engagement and provide new insights for therapeutic interventions in clearly identified populations.

MOPEAD partners are Fundació ACE Barcelona Alzheimer Treatment & Research Center, Eli Lilly and Company Ltd, ASDM Consulting, AstraZeneca AB, European Institute of Women's Health, GMV Soluciones Globales Internet S.A.U., Karolinska Institutet, KITE Innovation (Europe) Ltd, Spomincica—Alzheimer Slovenia, University Hospital of Cologne, University Medical Centre Ljubljana, Fundacio Hospital Universitari Vall D'Hebron—Institut de Recerca, Stichting VUmc, Alzheimer Europe.

[www.mopead.eu](http://www.mopead.eu)

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#### Disclaimer

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This communication reflects the author's view and that neither IMI nor the European Union, EFPIA, or any Associated Partners are responsible for any use that may be made of the information contained therein.

### Notes to Editors

#### About Innovative Medicines Initiative

The Innovative Medicines Initiative (IMI) is working to improve health by speeding up the development of, and patient access to, the next generation of medicines, particularly in areas where there is an unmet medical or social need. It does this by facilitating collaboration between the key players involved in healthcare research, including universities, pharmaceutical companies, other companies active in healthcare research, small and medium-sized enterprises (SMEs), patient organisations, and medicines regulators. This approach has proven highly successful, and IMI projects are delivering exciting results that are helping to advance the development of urgently- needed new treatments in diverse areas.

IMI is a partnership between the European Union and the European pharmaceutical industry, represented by the European Federation of Pharmaceutical Industries and Associations (EFPIA). Through the IMI 2 programme, IMI has a budget of €3.3 billion for the period 2014-2024. Half of this comes from the EU's research and innovation programme, Horizon 2020. The other half comes from large companies, mostly from the pharmaceutical sector; these do not receive any EU funding, but contribute to the projects 'in kind', for example by donating their researchers' time or providing access to research facilities or resources.

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