

A photograph of two men sitting on a white wicker porch. The man on the left is younger, wearing a blue striped polo shirt and glasses, looking towards the older man. The man on the right is older, with white hair and a beard, wearing a red and white striped shirt, looking back. They are outdoors on a sunny day with a green lawn and a white fence in the background.

MEMORY LOSS IS
A DISEASE. AGE HAS
NO IMPACT ON GETTING
FORGETFUL.

MEMORY LOSS IS NOT A NORMAL PART OF AGING

IDENTIFYING ALZHEIMER'S DISEASE EARLY IS THE KEY TO TREATMENT.



JEFF'S STORY

Jeff Borghoff was a software architect and developer responsible for the design, implementation and project management of technical solutions to help companies solve document-intensive business challenges.

In March of 2016, at the age of 51, Jeff was diagnosed with younger-onset / Early-State Alzheimer's disease — a type of dementia that causes issues with memory and thinking, which worsens over time.

Jeff felt his life as he knew it just ended. He asked his doctor what his life expectancy was, and her answer inspired what would redefine his life's work. She told him that the scientific community was very close to a cure. She felt that within the next four to five years a cure would be available to stop Alzheimer's and possibly reverse the damage. He quickly realized he had new purpose: raising awareness and improving the lives of people with Alzheimer's and similar diseases.

"I wanted to do something right away to help. I got involved with the Alzheimer's Association to advocate for research, funding and awareness. But I also wanted to be involved with the clinical trial process as well. That is how I got involved with AMRINJ."

ABOUT CLINICAL RESEARCH

Every 65 seconds, someone in the United States is diagnosed with Alzheimer's disease (AD) and it causes more deaths than prostate cancer and breast cancer combined. Unfortunately, most Americans believe that memory loss is a normal part of aging. This misconception can lead people to ignore early signs of dementia, mild cognitive impairment (MCI), or AD.

64% of family members said they initially mistook behavioral symptoms as normal aging. In fact, there are almost no symptoms in the early stages of AD. By the time you have your first symptom, you would have had the disease for about 7 or 8 years.

One in ten Americans is predisposed to memory loss. Detecting early symptoms is key to effective treatment. The people who are going to have this disease already have it.

Currently, our goal in clinical research and Alzheimer's is to preserve the memory that is still there. We cannot bring back what is already lost, but we can try to slow this cognitive decline. Getting patients into clinical research trials as early as possible to target this core cause of the disease is very beneficial to successful treatment.

GETTING TREATMENT

The team at AMRINJ has more than 50 years of combined experience conducting clinical trials. We specialize in the most innovative study options in every stage of cognitive decline.

Do you or someone you know have concerns about memory loss? At AMRINJ, we are dedicated to preventing your loved one's memories from fading away. We stand by our work and invite you to our center for a free consultation. This 45-minute evaluation will look at the patient's general memory health and recallability. One of our doctors will then provide a detailed analysis of those findings. All our services are free of charge. If you are concerned about yourself or a loved one, call AMRINJ today and put your mind at ease.



SANJIV SHARMA, MD, CPI
Founder & Principal
Investigator - AMRINJ

"We now have amyloid PET imaging – which can diagnose patients before they even know they have this disease. 90% of the clinical research protocols are focused on these early patients."



To learn more about memory evaluations or clinical trials, call AMRINJ at 732.341.9500 or visit amrinj.com

AMRI ADVANCED MEMORY
RESEARCH INSTITUTE OF NJ