LEGISLATIVE COMMITTEE MINUTES

SB234

Bill as Introduced

SB 234-FN-A - AS INTRODUCED

2023 SESSION

23-0948 05/08

SENATE BILL 234-FN-A

AN ACT directing the department of health and human services to develop a public

awareness campaign on brain health, Alzheimer's disease, and related dementias

and making an appropriation therefor.

SPONSORS: Sen. Avard, Dist 12; Sen. Birdsell, Dist 19; Sen. Bradley, Dist 3; Sen. Rosenwald,

Dist 13; Sen. Carson, Dist 14; Sen. Prentiss, Dist 5; Rep. Mooney, Hills. 12; Rep.

N. Murphy, Hills. 12; Rep. W. MacDonald, Rock. 16

COMMITTEE: Health and Human Services

ANALYSIS

This bill directs the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and makes an appropriation to the department for this purpose.

Explanation:

Matter added to current law appears in bold italics.

Matter removed from current law appears [in-brackets and struckthrough.]

Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Twenty Three

AN ACT

directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Be it Enacted by the Senate and House of Representatives in General Court convened:

- 1 Public Awareness Campaign on Brain Health, Alzheimer's Disease, and Related Dementias. The department of health and human services, in partnership with the state commission on aging, the subcommittee on Alzheimer's and other related dementia, and the Alzheimer's Association, shall develop a public awareness campaign on brain health, Alzheimer's disease and related dementias, and incorporate the campaign into its existing, relevant public health outreach programs on an ongoing basis. The public awareness campaign shall:
- I. Educate health care providers on the importance of early detection and timely diagnosis of cognitive impairment, validated cognitive assessment tools, the value of a Medicare Annual Wellness visit for cognitive health, and the Medicare care planning billing code for individuals with cognitive impairment; and
- II. Increase public understanding and awareness of early warning signs of Alzheimer's disease and other types of dementia, the value of early detection and diagnosis, and how to reduce the risk of cognitive decline, particularly among persons in diverse communities who are at greater risk of developing Alzheimer's disease and other types of dementia; and
- III. Inform health care professionals and the general public of dementia care coordination services for those living with Alzheimer's disease and related dementias and other resources and services available to individuals living with dementia and their families and caregivers, in partnership with the state commission on aging, the subcommittee on Alzheimer's and other related dementia, and the Alzheimer's Association.
- 2 Appropriation. The sum of \$500,000 for the fiscal year ending June 30, 2023, is hereby appropriated to the department of health and human services for the purposes of developing the public awareness campaign on brain health, Alzheimer's disease and related dementias. The governor is authorized to draw a warrant for said sum out of any money in the treasury not otherwise appropriated.
- 3 Report. At the conclusion of the public awareness campaign, the department of health and human services shall submit a report to the speaker of the house of representatives, the president of the senate, the house clerk, the senate clerk, the governor, the state library, the state commission on aging, the subcommittee on Alzheimer's and other related dementia, the senate committee on health and human services, and the house committee on health, human services and elderly affairs,

SB 234-FN-A - AS INTRODUCED - Page 2 -

- 1 outlining the impact of the campaign and any related findings or recommendations for legislation on
- 2 or before November 1, 2024.
- 3 4 Effective Date.

4

- I. Section 2 of this act shall take effect June 30, 2023.
- 5 II. The remainder of this act shall take effect upon its passage.

LBA 23-0948 1/17/23

SB 234-FN-A- FISCAL NOTE AS INTRODUCED

AN ACT

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FISCAL IMPACT:

Due to time constraints, the Office of Legislative Budget Assistant is unable to provide a fiscal note for this bill, <u>as introduced</u>, at this time. When completed, the fiscal note will be forwarded to the Senate Clerk's Office.

AGENCIES CONTACTED:

Department of Health and Human Services

SB 234-FN-A FISCAL NOTE AS INTRODUCED

AN ACT

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FISCAL IMPACT:

[X] State

[] County

[] Local

[] None

	Estimated Increase / (Decrease)				
STATE:	FY 2023	FY 2024	FY 2025	FY 2026	
Appropriation	\$500,000	\$0	\$0	\$0	
Revenue	\$0	\$0	\$0	\$0	
Expenditures	\$0	\$500,000	\$0	\$0	
Funding Source:	[X] General	[] Education	[] Highway	[] Other	

METHODOLOGY:

This bill requires the Department of Health and Human Services to coordinate with the Alzheimer's Association and the State Commission on Aging to create a public awareness campaign regarding Alzheimer's Disease and related dementias. The Department expects to contract with an outside firm to conduct the campaign, at an estimated cost of \$500,000. The Department anticipates that it will incur the costs of the campaign in FY24. The bill contains a \$500,000 general fund appropriation for the fiscal year ending June 30, 2023, which is effective June 30, 2023, for the purpose of this bill. However, the appropriation will lapse back to the general fund the same day it is made as the appropriation is not nonlapsing.

AGENCIES CONTACTED:

Department of Health and Human Services

SB 234-FN-A - AS AMENDED BY THE SENATE

02/22/2023 0585s

2023 SESSION

23-0948 05/08

SENATE BILL

234-FN-A

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N. Murphy, Hills. 12; Rep. W. MacDonald, Rock. 16

COMMITTEE:

Health and Human Services

ANALYSIS

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SB 234-FN-A - AS AMENDED BY THE SENATE - Page 2 -

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- 2 or before November 1, 2024.
- 3 4 Effective Date.
- 4 I. Section 2 of this act shall take effect June 30, 2023.
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SB 234-FN-A- FISCAL NOTE

AS AMENDED BY THE SENATE (AMENDMENT #2023-0585s)

AN ACT

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FISCAL IMPACT: [X] State [] County [] Local [] None

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AGENCIES CONTACTED:

Department of Health and Human Services

SB 234-FN-A - AS AMENDED BY THE SENATE

02/22/2023 0585s

2023 SESSION

23-0948 05/08

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COMMITTEE:

Health and Human Services

QTP/A 5-0 CONSENT

ANALYSIS

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AGENCIES CONTACTED:

Department of Health and Human Services

SB 234-FN-A FISCAL NOTE AS AMENDED BY THE SENATE (AMENDMENT #2023-0585s)

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AGENCIES CONTACTED:

Department of Health and Human Services

Amendments

Health and Human Services February 16, 2023 2023-0585s 05/08

Amendment to SB 234-FN-A

1 Amend the bill by replacing section 2 with the following:

2 3

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5 6

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2 Appropriation. The sum of \$500,000 for the fiscal year ending June 30, 2023, is hereby appropriated to the department of health and human services for the purposes of developing the public awareness campaign on brain health, Alzheimer's disease and related dementias. This appropriation shall be nonlapsing. The governor is authorized to draw a warrant for said sum out of any money in the treasury not otherwise appropriated.

Committee Minutes

SENATE CALENDAR NOTICE Health and Human Services

Sen Regina Birdsell, Chair Sen Kevin Avard, Vice Chair Sen Jeb Bradley, Member Sen Rebecca Whitley, Member Sen Suzanne Prentiss, Member

Date: February 8, 2023

HEARINGS

	Thursday	02/16/2023		
	(Day)	(Date)		
Health and	l Human Services	Legislative Office Building 101	9:00 a.m.	
(Name of C	Committee)	(Place)	(Time)	
9:00 a.m.	SB 241-FN	relative to graduated public assistance programs.		
9:15 a.m.	SB 239-FN	relative to the use of harm reduction services to tre substance abuse.	at alcohol and	
9:45 a.m.	SB 240	relative to conditions for genetic testing.		
10:00 a.m.	SB 234-FN-A	directing the department of health and human serv public awareness campaign on brain health, Alzhei related dementias and making an appropriation th	mer's disease, and	
10:15 a.m.	SB 265-FN-A	making an appropriation for the multi-tiered syste	m of support for	

EXECUTIVE SESSION MAY FOLLOW

Sponsors: SB 241-FN Sen. Lang

Sen. Murphy

Rep. Moffett

SB 239-FN

Sen. Watters

Sen. Soucy

Rep. Meuse

SB 240

Sen. Prentiss Rep. Cormen Sen. Perkins Kwoka

Rep. Morse

Sen. Watters

Sen. Fenton

SB 234-FN-A

Sen. Avard Sen. Carson Rep. W. MacDonald Sen. Birdsell Sen. Prentiss Sen. Bradley Rep. Mooney Sen. Rosenwald Rep. N. Murphy

SB 265-FN-A

Sen. Whitley Sen. Prentiss Rep. Myler Sen. Carson Sen. Rosenwald Rep. Luneau Sen. Chandley Sen. Soucy Sen. Fenton Sen. Watters

Cameron Lapine 271-2104

Regina Birdsell Chairman

Senate Health and Human Services Committee

Cameron Lapine 271-2104

SB 234-FN-A, directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Hearing Date: Fe

February 16, 2023

Time Opened:

10:10 a.m.

Time Closed:

10:31 a.m.

Members of the Committee Present: Senators Birdsell, Avard, Bradley, Whitley

and Prentiss

Members of the Committee Absent: None

Bill Analysis: This bill directs the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and makes an appropriation to the department for this purpose.

Sponsors:

Sen. Avard Sen. Birdsell Sen. Bradley Sen. Rosenwald Sen. Carson Sen. Prentiss

Rep. Mooney

Rep. N. Murphy

Rep. W. MacDonald

Who supports the bill: In total, 65 individuals signed in in support of SB 234-FN-A. The full sign in sheets are available upon request to the Legislative Aide, Cameron Lapine (cameron.lapine@leg.state.nh.us).

Who opposes the bill: In total, 1 individual signed in in opposition to SB 234-FN-A. The full sign in sheets are available upon request to the Legislative Aide, Cameron Lapine (cameron.lapine@leg.state.nh.us).

Who is neutral on the bill: In total, 2 individuals signed in as neutral on SB 234-FN-A. The full sign in sheets are available upon request to the Legislative Aide, Cameron Lapine (cameron.lapine@leg.state.nh.us).

Summary of testimony presented in support:

Senator Kevin Avard

Senate District 12

- Senator Avard said 26,000 Granite Staters had Alzheimer's disease in 2020. He said that number was expected to grow by 23% by 2025. He said Alzheimer's diagnoses were catching people off guard.
- Sen. Avard said SB 234-FN-A has a small appropriation to have the Department of Health and Human Services (DHHS) conduct a public awareness campaign.

- Sen. Avard said it is important for people to be aware that Alzheimer's disease is a growing problem in an aging state.
- Sen. Avard referenced the film The Notebook.

Jessica Eskeland and Melissa Grenier

Senior Public Policy Manager; Regional Manager, Alzheimer's Association

- Ms. Eskeland said people are aware of Alzheimer's disease but often misunderstand it
 until they or a loved one live with it. She pointed out that Alzheimer's disease is not
 part of the normal aging process and is a degenerative brain disease.
- Ms. Eskeland said there are 6,000,000 people nationally living with Alzheimer's
 disease. She said there is expected to be 32,000 people in New Hampshire by 2025, as
 the second oldest state.
- Ms. Eskeland said Alzheimer's disease is an expensive disease to manage, due to the types of treatment and the longevity of the disease. She said in 2020 Medicaid paid \$254,000,000 on Alzheimer's-disease-related expenses.
- Ms. Eskeland said there is not cure for Alzheimer's disease but there are drugs that can slow the disease's progression. She said there is groundbreaking research ongoing and there is reason for hope.
- Ms. Eskeland said early detection of Alzheimer's disease is critical, as it leads to the best health outcomes and allows families to plan for the future.
- Ms. Eskeland said 2,000 adults in New Hampshire aged 65-years and older with moderate cognitive decline advance each year to a stage where they would not longer benefit from interventions.
- Ms. Eskeland said SB 234-FN-A would have DHHS administer a public awareness campaign for education and create a new Medicaid billing code to allow for care planning services.
- Ms. Eskeland said people need support when facing a diagnosis of Alzheimer's disease or helping a family member.
- Ms. Eskeland said the appropriation in SB 234-FN-A is \$500,000 in one-time funding.
 She said the bill is intentionally not prescriptive in what the campaign should look like.
- Ms. Grenier said she has been with the Alzheimer's Association for 11 years and has
 heard regularly that there is a lack of awareness. She said the lack of awareness leads
 to a lack of understanding for the symptoms of Alzheimer's disease. She said that lack
 of understanding leads to later diagnoses, increasing pressure on the medical system
 and increasing costs of care.
- Ms. Grenier said people are entering the system at a more compromised level of disease progression.
- Ms. Grenier said people are only finding the Alzheimer's Association five or ten years into their disease progression.
- Senator Avard asked what the return on investment was for early intervention.
 - Ms. Eskeland said she would provide that research to the Committee.

Kathy Harvard

- Ms. Harvard is an Alzheimer's Association volunteer.
- Ms. Harvard shared her personal story of her husband, who developed symptoms of Alzheimer's disease in his early 50s but they were not properly diagnosed until after he lost his job for difficulties related to the disease.
- Ms. Harvard said it is an age of scientific discovery for Alzheimer's Disease and there
 will soon be low-cost tools to diagnose, delay, and even treat Alzheimer's Disease.
- Ms. Harvard said there needs to be a change in attitude around Alzheimer's Disease.
- Ms. Harvard said families need awareness, support, and resources.

Summary of testimony presented in opposition: None.

Neutral Information Presented:

Wendi Aultman,

Chief, Bureau of Elderly and Adult Services, DHHS

- Ms. Aultman said that if SB 234-FN-A is passed and funded, DHHS would coordinate
 with the State Commission on Aging and the Alzheimer's Association on a public
 awareness campaign. She said they would also prepare and submit a report on the
 return on investment and impact of the campaign.
- Ms. Aultman said she expected DHHS would contract out for the campaign, using a roadmap from the Public Health Division.
- Ms. Aultman said SB 234-FN-A ties into the goals and objectives of the State Plan on Aging, to support older people stay active and healthy for longer.
- Ms. Aultman asked the Committee to amend Page 1, Line 20 to say "biennium" instead
 of "fiscal year" and replace "2023" with "2024". She said this was needed because the
 efforts associated with the appropriation would take place after the fiscal year. She
 said this change would indicate the funds are nonlapsing in order for DHHS to carry
 out the work.
- Senator Bradley said it would be easier to just say "this appropriation shall be nonlapsing".
 - Ms. Aultman said that would probably work.

cml

Date Hearing Report completed: February 21, 2023

Speakers

Senate Health & Human Services Committee SIGN-IN SHEET

Date: Thursday February 16th, 2023 Tin

Time: 10:00 a.m.

SB 234-FN-A AN ACT directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias

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	Name/Representing (please print ne	eatly)					
		Support	Neutral	Oppose	Speaking?	Yes	No
	faula Munehan Hasp. Assoc	Ø				_	
	Dawn Mcking WHegul Asso Stan	Support	Neutral	Oppose	Speaking?	Yes	No
	11 11 11 11 11 11 11 11 11 11 11 11 11	1 1					5
	Salprina Dunlap Anthem	Support	Neutral	Oppose	Speaking?	Yes	No
	General Post Hospital	7 Z					X
	Heather Carrol NAMian Box	Support	Neutral	Oppose	Speaking?	Yes	No
	THE TOTAL CANON (NATIONAL REPORT			<u> </u>			4
	Bob Dunn Roman Catholic	Support	Neutral	Oppose	Speaking?	Yes	No
. سر	Bishop of Marchesto	<u> </u>					X
	Milissa Graner & Jessia	Support	Neutral	Oppose	Speaking?	Yes	No
,	Althemers Assoc Estelland	<u> </u>				M	
	Lisa Honderson/Leading Age of	Support	Neutral	Oppose	Speaking?	Yes	No
	Maine & New Hampshine	Ŋ.					
	Gina Balkus/Granik State Home	Support	Neutral	Oppose	Speaking?	Yes	No
	Health & Hospice Assn	Ž					
	Karry Harvard, Self	Support	Neutral	Oppose	Speaking?	Yes	No
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,	Wend: Aultman DHHS	Support	Neutral	Oppose	Speaking?	Yes	No
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	0 M = 1 CD = M	Support	Neutral	Oppose	Speaking?	Yes	No
	Rep. Maureen Mooney	b					₫′
	, '	Support	Neutral	Oppose	Speaking?	Yes	No
W	Sentor Avard	<u> </u>	· <u> </u>			4	
	- \	Support	Neutral	Oppose	Speaking?	Yes	No
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Senate Health & Human Services Committee SIGN-IN SHEET

Date: Thursday February 16th, 2023 Time: 10:00 a.m.

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Rep Jeanine Notter Melissa White	2					凶
200-1: 4 . 1	Support	Neutral	Oppose	Speaking?	Yes	No
11/Clissa White						
	Support	Neutral	Oppose	Speaking?	Yes	No
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	Support	Neutral	Oppose	Speaking?	Yes	No
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	Support	Neutral	Oppose	Speaking?	Yes	No
	Support	Neutral	Oppose	Speaking?	Yes	No
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	Support	Neutral	Oppose	Speaking?	Yes	No
	Support	Neutral	Oppose	Speaking?	Yes	No
	Support	Neutral	Oppose	Speaking?	Yes	No
	Support	Neutral	Oppose	Speaking?	Yes	No
1	Support	Neutral	Oppose	Speaking?	Yes	No
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Senate Remote Testify

Health and Human Services Committee Testify List for Bill SB234 on 2023-02-Support: 53 Oppose: 3

			D 141
<u>Name</u>	<u>Title</u>	Representing	Position
Rosenwald, Cindy	An Elected Official	SD 13	Support
Worsowicz, Paul	A Lobbyist	Life Coping	Support
Coon, Kate	A Member of the Public	Myself	Support
Damon, Claudia	A Member of the Public	Myself	Support
Mooney, Rep. Maureen	An Elected Official	Hills 12	Support
Hackmann, Kent	A Member of the Public	Myself	Support
Spielman, Kathy Sue	A Member of the Public	Myself	Support
Bergin, Robert	A Member of the Public	Myself	Support
Jones, Andrew	A Member of the Public	Myself	Support
Devore, Gary	A Member of the Public	Myself	Support
Durbin, Greg	A Member of the Public	Myself	Support
Keegan, John	A Member of the Public	Myself	Support
Walker, Deborah Klein	A Member of the Public	Myself	Support
Allen, Mary Grace	A Member of the Public	Myself	Support
Bissex, Hannah	A Member of the Public	Myself	Support
Wessels, Susan	A Member of the Public	Myself	Support
Thomas, A	A Member of the Public	Myself	Support
Hershey, Jane	A Member of the Public	-Myself	Support
Aartin, Patricia	A Member of the Public	Myself	Support
√oore, Susan	A Member of the Public	Myself	Support
Durbin, Linda	A Member of the Public	Myself	Support
Campion, Polly	A Member of the Public	Myself	Support
Murphy, Rep. Nancy	An Elected Official	Myself	Support
MacGregor, Leslie	A Member of the Public	Myself	Support
Koch, Helmut	A Member of the Public	Myself	Support
Richman, Susan	A Member of the Public	Myself	Support
Phillips, Betsey	A Member of the Public	Myself	Support
Phillips, Chuck	A Member of the Public	Myself	Support
Raspiller, Cindy	A Member of the Public	Myself	Support
Brown, Howard	An Elected Official	Myself	Support
Padmore, Michael	A Lobbyist	NH Medical Society	Support
Torpey, Jeanne	A Member of the Public	Myself	Support
perencevich, ruth	A Member of the Public	Myself	Support
Bishop, Nancy	A Member of the Public	Myself	Support
Liscord, Barbara McKusick	A Member of the Public	Myself	Support
Webb, Nancy	A Member of the Public	Myself	Support
Desrosiers, Halie	A Member of the Public	Myself	Support
Antkowiak, Susan	A Member of the Public	Myself	Support
Dion, Jenna	A Member of the Public	Myself	Support
Brennan, Nancy	A Member of the Public	Myself	Support
Grenier, Melissa	A Member of the Public	Myself	Support
RIEDRICH, ED	A Member of the Public	Myself	Support
stel, Claudia	A Member of the Public	Myself	Support
Kroll, Heidi	A Lobbyist	NH Chapter of the National Academy of Elder Law Attorneys (NAELA)	Support
Reed, Barbara	A Member of the Public	Myself	Support
Maldonado, Tamra	A Member of the Public	Myself	Support
Koch, Laurie	A Member of the Public	Myself	Support
			4.4

Senate Remote Testify

Ruka, Sue	A Member of the Public	NH State Commission on Aging	Support
Lamphier, Regan	An Elected Official	Myself	Support
Hinebauch, Mel	A Member of the Public	Myself	Support
Carson, Sen. Sharon	An Elected Official	Myself	Support
DeMark, Richard	A Member of the Public	Myself	Suppo
boudman, roberta	A Member of the Public	Myself	Suppo:
Howland, Curtis	A Member of the Public	Myself	Oppose
Hardy, Maureen	A Member of the Public	Myself	Oppose
Medeiros, Jesse	A Member of the Public	Myself	Oppose

intra01/senate/remoteComMgt/

Testimony

Kathy Harvard February 16, 2023 Senate Health and Human Services Committee

Testimony IN FAVOR of SB 234, directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Thank you, Madam Chair, and members of the committee.

For the record, my name is Kathy Harvard, and I am a resident of Hanover, NH. I am pleased to appear before you today and thank you for the opportunity to testify in support of SB 234.

I speak to you today not only as a longtime advocate with the Alzheimer's Association, but as a care partner for my husband, Andy Harvard, who lost his battle with Younger Onset Alzheimer's disease four years ago. For more than a decade, my husband and I navigated the harsh realities of Alzheimer's disease, often wondering where to find answers and help. What a difference better community awareness and understanding of Alzheimer's and other dementia could have made for us and so many others.

Our story began when my husband, Andy, was in his fifties. We had three young children; he had a job he loved and we were excited about our future. Andy was fit, he had climbed on many of the world's highest mountains and showed no obvious signs of illness. However, unbeknownst to me or his employer, Andy was already experiencing some of the subtle mood and behavior changes that are associated with earliest signs of Alzheimer's and these ultimately resulted in him being fired. No one in the workplace recognized the early signs of Alzheimer's or the possibility of an underlying medical condition and it was only nine months later, when Andy was diagnosed with cognitive impairment, likely early onset Alzheimer's disease, that we understood what was happening to him. Imagine how differently this story would have played out if any of us had recognized the early signs of Alzheimer's or had known to look for a medical explanation for a colleague or loved one's changed behavior. Imagine how different our Alzheimer's journey would have been if there had been community resources and services available to support Andy and me.

It is human behavior to avoid things we don't understand and ignore things that scare us but a remarkable increase in scientific discovery is changing all this and soon we will have the tools we need to diagnose, delay, or prevent, and even treat early-stage Alzheimer' disease. But the first step will depend on changing attitudes. Fear needs to be replaced with knowledge and all of us need to be empowered with the understanding that we have an important role to play in safeguarding our own brain health.

For these reasons and the more than 26,000 Granite Staters and their families who are already struggling with Alzheimer's, I strongly urge you to pass this important legislation, so families like mine can have the awareness, support, and resources they need when faced with such a devastating diagnosis.

Thank you for the opportunity to testify.

Melissa Grenier February 16, 2023 Senate Health and Human Services Committee

Testimony IN FAVOR of SB 234, directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Thank you, Madam Chair, and members of the committee.

For the record, my name is Melissa Grenier, and I am Regional Manager of the Alzheimer's Association for New Hampshire. I am here to speak to you today in support of SB 234.

I wanted to briefly provide some context around the importance of raising awareness of brain health, Alzheimer's Disease and other forms of dementia. I've worked for the Alzheimer's Association for 11 years and have been working with countless individuals and families impacted by cognitive impairment for 18 years. The most common theme I've observed over my career has been the need for increased awareness, both from the public and medical providers.

- As you've heard, New Hampshire is a rapidly aging state and the rates of Alzheimer's are, accordingly, only going to increase in the coming years.
- We're also seeing an increase in the instances of younger onset Alzheimer's. The youngest individual I've worked with was just 41 years old at the time of their diagnosis.
- Much like we see with mental illness, there is a lot of fear, stigma, and embarrassment that surrounds this disease process.
- Despite the efforts of both private and municipal agencies, there remain large portions of
 the population who are simply not aware of Alzheimer's disease, and the impact it can
 have on their families and their communities. The public is unsure what symptoms to be
 aware of, and therefore do not seek a diagnosis. Because of the delay or lack of a
 diagnosis individuals and families are not connected with crucial supports.
- Examples of support services for people with cognitive impairment include support groups, educational presentations, consultation, Memory Cafés, respite and companionship services, adult day health programs, and more.
- It is also crucial to raise awareness in the medical community to ensure patients and families are receiving the facts they need to make informed decisions about treatment, future planning, and to understand where they can turn for assistance.
- The public at large would benefit from more information about the warning signs of Alzheimer's, and the importance of an early and an accurate diagnosis.

For these reasons, I strongly urge you to pass this important legislation, so families like mine can have the awareness, support, and resources they need when faced with such a devastating diagnosis.

Thank you for the opportunity to testify.



Alzheimer's Association MA/NH Chapter ● 15 Constitution Dr Suite 1G ● Bedford, NH 03110

February 16, 2023

The Honorable Regina Birdsell
Chairwoman, Senate Health and Human Services

The Honorable Kevin Avard
Vice-Chairman, Senate Health and Human Services

Dear Chairwoman Birdsell, Vice-Chairman Avard and Members of the Committee:

Thank you for the opportunity to submit testimony in support of SB 234, an act directing the Department of Health and Human Services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor. On behalf of the Granite Staters living with or caring for someone with Alzheimer's disease, I respectfully urge you to support this important legislation.

Background on Alzheimer's disease

Alzheimer's disease is often misunderstood. Alzheimer's is the most common cause of dementia, which is a general term for memory loss and disruptions in cognitive abilities serious enough to disrupt your everyday life.

It's also important to understand that Alzheimer's disease is not a normal part of the aging process, as it's often thought of. While the greatest known risk factor is advancing age, Alzheimer's is a progressive brain disease that causes problems with memory, thinking, and behavior, and it worsens over time. In its early stages, memory loss is mild, but with late-stage Alzheimer's, individuals lose the ability to carry on a conversation and respond to their environment. On average, a person with Alzheimer's lives 4 to 8 years after diagnosis but can live as long as 20 years, depending on other factors.

Disease Prevalence

Nationally, there are more than 6 million Americans living with Alzheimer's. Statistically, we know that only about half of people with Alzheimer's are aware they have the disease, or have an official diagnosis. So of these 6 million individuals nationwide, only about 3 million of them know it.

At last count in 2020, there were an estimated 26,000 Granite Staters living with Alzheimer's disease in New Hampshire. By 2025, this number is expected to increase by 23%, meaning at least 32,000 New Hampshire residents will be living with this disease.

There is currently no cure for Alzheimer's. However, there are disease modifying drugs that have recently been approved by the FDA. These drugs can slow the progression of the disease, and there are advancements in treatment research being made every day. It is critical that people with Alzheimer's get a diagnosis so they have a chance of benefiting from these drugs.

arly Detection

What we do know, without question, is that early detection is critical, as it allows for the best opportunity to receive better medical care, enhance health outcomes, plan for future needs, and secure medical desires and wishes.

It's only in the earliest stages of the disease that a patient can benefit from drug intervention. According to new estimates by the Alzheimer's Association, each day more than 2,000 individuals aged 65 or older may transition from mild dementia due to Alzheimer's to a more advanced stage of the disease where they may no longer be eligible for treatments. As such, it is absolutely critical that we raise awareness about Alzheimer's, dementia, and brain health, and that we elevate this conversation statewide.

Early detection and diagnosis are vitally important in identifying those who may benefit from treatment, and the public deserves to be informed of this development in what was until recently thought of as an untreatable disease.

Cost Savings

Beyond improved health outcomes for patients and their families, early detection saves money. Diagnosing the current U.S. population during the earliest stage of the disease could save the country as much as \$7.9 trillion in health and long-term care expenditures.¹

Medical and long-term care costs are shown to be lower in people with diagnosed and managed MCI or dementia than in people with unmanaged MCI or dementia (same citation as above). The better dementia is managed, the fewer complications from other chronic conditions arise, and unnecessary hospitalizations are avoided.

Public awareness can increase early detection and diagnosis by ensuring that the general public understands the early warning signs of cognitive decline and that the healthcare provider community is up-to-date on cognitive screenings, diagnosis and treatment options.

Supporting Granite Staters

Beyond the need for awareness of medical and treatment services, it is equally critical that people living with Alzheimer's, as well as their families and care partners, are aware of the existing care coordination and support services available to them.

Only 20% of older adults without dementia need help with daily personal care activities such as bathing, dressing, grooming, or eating. In contrast, nearly 80% of older adults with dementia need assistance performing these functions. Dementia care partners, which most often are spouses or other family members, indicate lower health-related quality of life compared to non-caregivers. The physical and emotional impact of dementia caregiving is estimated to have resulted in \$11.8 billion in additional health care costs in the United States in 2018. Research shows that supporting family caregivers can help their loved ones stay at home longer, thus reducing the need for long-term care, which is typically the most expensive level of care.

New Hampshire families may qualify for respite care and other important supports that already exist and are in place across the state. Additionally, anyone has access to a 24/7 Alzheimer's Helpline and support groups through the Alzheimer's Association to provide support and reduce isolation. It is important that all Granite Staters understand their options for services and if we can reduce the burden on families we can also likely reduce the burden on our strained health care and long term care systems.

For these reasons, the public awareness campaign proposed in this bill stands to dramatically improve health autoomes for Granite Staters living with Alzheimer's and dementia. Specifically, the campaign would:

¹ Cited here on page 66: https://www.alz.org/media/homeoffice/facts%20and%20figures/facts-and-figures.pdf)

- Educate health care providers on the importance of early detection and timely diagnosis of cognitive impairment, validated cognitive assessment tools, the value of a Medicare Annual Wellness visit for cognitive health, and the Medicare care planning billing code for individuals with cognitive impairment; and
- Increase public understanding and awareness of early warning signs of Alzheimer's disease and
 other types of dementia, the value of early detection and diagnosis, and how to reduce the risk of
 cognitive decline, particularly among persons in diverse communities who are at greater risk of
 developing Alzheimer's disease and other types of dementia; and
- Inform health care professionals and the general public of dementia care coordination services for
 those living with Alzheimer's disease and related dementias and other resources and services available
 to individuals living with dementia and their families and caregivers, in partnership with the state
 commission on aging, the subcommittee on Alzheimer's and other related dementia, and the
 Alzheimer's Association.

As has been discussed, this bill seeks to make an appropriation of \$500,000 out of this year's surplus (FY23) to the Department of Health and Human Services for the purposes of developing and administering this campaign.

At the conclusion of the campaign, the bill directs the Commissioner of Health and Human Services to submit a report to the legislature outlining the impact of the campaign and any related findings or recommendations for legislation on or before November 1, 2024.

Granite Staters living with Alzheimer's or other dementia and their families deserve access to the services they need and the ability to make their own decisions about their care. Passage of this bill would go a long way towards advancing this goal, and the Association is pleased to support it.

Thank you,

Jessica Eskeland Senior Public Policy Manager Alzheimer's Association MA/NH Chapter (603) 568-9357



NH State Commission on Aging

SB 234

Support 234 which directs DHHS to develop public awareness campaign on brain health, Alzheimer's disease and related dementias.

Introduction:

My name is Sue Ruka and I am the Chair of the NH State Commission on Aging. I am also the Community Health Manager at Memorial Hospital in North Conway. Thank you for bringing this bill forward and recognizing need for this very important campaign that impacts many of our NH residents.

I am submitting testimony in support of SB-234 directing DHHS to develop a public awareness campaign on brain health, Alzheimer's disease and related dementias.

Support Statement:

Age remains the greatest risk factor to develop dementia. NH is the second oldest state in the country substantially increasing the incidence and need for supports and services in the next decade. We know that up to 50% of people with memory loss and dementia remain undiagnosed. Others are not identified or diagnosed until much later in the disease process and are often in crisis when identified.

Fear and stigma are often the major barrier to early diagnosis. Early identification and diagnosis can significantly alter the trajectory and quality of life of the person with dementia as well caregivers and extended family and friends. Screening for other chronic illnesses is much more widely accepted. Dementia is treated differently.

Increasing public awareness and acceptance is the first step in improving quality of life for all involved. When a person is diagnosed early they can be proactive in determining how they want to live their lives and makes plans for future. It creates a sense of control over a difficult disease. It also allows a person to be engaged and productive.

The Medicare Annual Wellness visit is an excellent opportunity to do cognitive screening as part of an overall health assessment. It puts dementia on a level playing field as other chronic conditions. Although Alzheimer's Disease is not curable, early diagnosis gives the person the opportunity to receive medication and treatment, participate in clinical trials and make lifestyle changes that may slow progression and significantly improve quality of life. It is also estimated that early diagnosis and planning would result in a significant cost saving to families and government collectively. 96% of physicians say it is important to assess patients for cognitive impairment yet the data shows assessments are conducted on just half the patients (Alz Association Facts and Figures, 2022).

I have worked with people with dementia for much of my career in a variety of settings. I cannot tell you how often I hear

- I wish I had asked for help earlier"
- "If I had known what help was available sooner it would have been so much easier"

"I should have done this five years earlier but everyone kept telling me he was fine but I knew something
was going on. I would tell someone in my situation listen to your instincts, don't be afraid of the disease,
ask for help, it has made such a difference for both of us"

In the Mount Washington Valley we have started several programs to help raise awareness and provide support and services for people living with dementia. One strategy is using the Medicare Annual Wellness Visit to identify cognitive impairment and early-stage dementia. We are then able to offer support thru several programs offered by our partner agencies. The initiative is proving to be highly successful in helping people earlier in their journey.

We know caregivers struggle navigating the maze of disease progression and appropriate treatment and support services, leading to in increased stress. Twice as many caregivers of people with dementia indicate significant emotional, financial and physical difficulties than caregivers of people with other diseases and conditions. They are at higher risk for developing chronic illnesses themselves, depression and anxiety as well as becoming socially isolated. Caregivers often drop out of the workforce of work reduced hours due to their caregiving responsibilities thereby exacerbating the already strained workforce.

Enhancing the support network through public awareness, education and referrals to resources can reduce the caregiver strain and reduce negative outcomes. It also allows the person diagnosed with dementia to be productive and engaged living at home.

Summary Statement

I strongly support passage of this bill. The Medicare Annual Wellness Visit combined with decreasing fear and stigma through increased public awareness and education are effective strategies for managing this very difficult and arduous journey for the person with dementia and the family and community that support them. The long term benefits of the programs would far outweigh the costs associated with the campaign. This bill supports other efforts in our state to keep NH as a place where older adults thrive and remain active and engaged in the communities they live. Thank you for the opportunity to support this initiative.



45 South Main Street, Suite 202 | Concord, NH 03301 Phone: 866.542.8168 (toll free) | Fax: 603.224.6211 aarp.org/nh | nh@aarp.org | twitter: @aarpnh facebook.com/aarpnh

Testimony of Christina FitzPatrick, State Director, AARP NH to the

New Hampshire Senate Health and Human Services Committee

In support of SB 234 – Directing the Department of Health and Human Services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

February 16, 2023

I write today to express AARP's support for SB 234. My name is Christina FitzPatrick, and I am the state director for AARP NH. With 210,000 members, AARP NH is the state's largest advocacy organization focused on the interests of the Granite State's 50-plus population.

The human, societal and financial costs of dementia are all very high. They include health care costs, negative impacts on individuals and their family and friends, and adverse effects on the workforce. To address this pressing issue, AARP believes the state should provide sufficient funding for long-term public education programs to raise public awareness of dementia, reduce stigma, encourage detection of cognitive impairment, and promote brain health.

While there are no cures for dementia, awareness about brain health and dementia can have significant positive benefits:

- 1. Early detection of cognitive decline could help families protect vulnerable older adults from financial exploitation, including scams. Researchers have found that trouble with finances such as payment delinquencies and significantly lower credit scores can appear up to six years prior to an official diagnosis of dementia.
- 2. If people understand that there are steps to take that may prevent, delay, or mitigate cognitive decline, they can make informed choices about diet, exercise, sleep, social connection, and other behaviors that are within their control.
- The medicines that have been developed to slow cognitive decline in people who have been diagnosed with dementia are most effective at early stages of the disease.

AARP has conducted extensive research about brain health and developed a substantial array of resources, and I would be happy to share those with you. I urge you to support this bill.

Voting Sheets

Senate Health and Human Services Committee

EXECUTIVE SESSION RECORD

2023-2024 Session

			Bill # 58)	34-FN-A
Hearing date: 1 16-33		L	<u> </u>	,, (70-)
Executive Session date:				~ 4
Motion of: Committee Amend	neit		Vote	e: <u>5-0</u>
Committee Member	Present	Made by	Second	Yes No
Sen. Birdsell, Chair	<u>V</u>	· · · · · · · · · · · · · · · · · · ·		
Sen. Avard, Vice Chair	<u>V</u> ,	<u>M</u>		
Sen. Bradley	<u>V</u> ,		<u> </u>	
Sen. Whitley	\square			
Sen. Prentiss	M		a la management de la constante de la constant	V
Motion of: TPA			Vote	e: <u>5 -0</u>
Committee Member	Present	Made by	Second	Yes No
Sen. Birdsell, Chair	M			$\nabla C \square$
Sen. Avard, Vice Chair	\square	\overline{M}		$\overline{\mathbf{V}}$.
Sen. Bradley	$\overline{\mathbf{A}}$		*	\square
Sen. Whitley	$\overline{\mathbb{Q}}_{\mathbb{Z}}$			
Sen. Prentiss	$\overline{\mathbf{Q}}$	A TO THE STATE OF	$\overline{\mathbf{V}}$	
Motion of: Consent		_	Vote	e: 5-0
		3.5 1 1		•
Committee Member	Present	Made by	Second	Yes No
Sen. Birdsell, Chair				
Sen. Avard, Vice Chair		<u> </u>	<u></u>	
Sen. Bradley				
Sen. Whitley				
Sen. Prentiss	<u> </u>	. according to the contract of	The substitutes and substitutes are	
Reported out by: San. Avan	rd			
				

Senate Finance Committee EXECUTIVE SESSION

^/	1/4	Bill #SB 234-FN-A
Hearing date:/V	<u>//7 </u>	
Executive session date:	03/07/23	
0-0		$\bigcap A$
Motion of:		VOTE:
Made by Gray	<u>Seconded</u> Gray	Reported Gray
Senator: Innis	by Senator: Innis	by Senator: Innis
Bradley \square	Bradley	□ Bradley □
Birdsell 🗌	Birdsell	□ Birdsell □
Pegrl 🗌	Pearl	□ Pearl □
D'Allesandro 🔲 🗸	D'Allesandro	D'Allesandro
Rosenwald	Rosenwald	Rosenwald
Rosenwald —	Roseriwaia	L Rosenward L
Motion of:	<u> </u>	VOTE:
Made by Gray	<u>Seconded</u> Gray	Reported Gray
Senator: Innis	by Senator: Innis	by Senator: Innis
Bradley \square	Bradley	☐ Bradley □
Birdsell 🗌	Birdsell	□ Birdsell □
Pearl 🗌	Pearl	□ Pearl □
D'Allesandro 🗆	D'Allesandro	D'Allesandro
Rosenwald	Rosenwald	
Noseliwaia 🔛	Kosenwala	□ Rosenwalu □
Committee Member	Present Yes	No Reported out by
Senator Gray, Chairman		
Senator Innis, Vice-Chair		
Senator Bradley		
Senator Birdsell		
Senator Pearl		
Senator D'Allesandro		
Senator Rosenwald		
Amendments:		<u> </u>
Nlator		
Notes:		<u> </u>

Committee Report

STATE OF NEW HAMPSHIRE

SENATE

REPORT OF THE COMMITTEE FOR THE CONSENT CALENDAR

Friday, February 17, 2023

THE COMMITTEE ON Health and Human Services

to which was referred SB 234-FN-A

AN ACT

directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Having considered the same, the committee recommends that the Bill

OUGHT TO PASS WITH AMENDMENT

BY A VOTE OF:

5-0

AMENDMENT # 0585s

Senator Kevin Avard For the Committee

SB 234-FN-A directs the Department of Health and Human Services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and makes an appropriation to the Department for this purpose. The Committee Amendment ensures that the appropriation is non-lapsing, enabling the Department to do the work in a reasonable timeframe. In a rapidly aging state, Granite Staters need to be made aware of the signs and symptoms of Alzheimer's disease and the resources that are available.

Cameron Lapine 271-2104

FOR THE CONSENT CALENDAR

HEALTH AND HUMAN SERVICES

SB 234-FN-A, directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Ought to Pass with Amendment, Vote 5-0.

Senator Kevin Avard for the committee.

SB 234-FN-A directs the Department of Health and Human Services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and makes an appropriation

to the Department for this purpose. The Committee Amendment ensures that the appropriation is non-lapsing, enabling the Department to do the work in a reasonable timeframe. In a rapidly aging state, Granite Staters need to be made aware of the signs and symptoms of Alzheimer's disease and the resources that are available.

STATE OF NEW HAMPSHIRE

SENATE

REPORT OF THE COMMITTEE

Wednesday, March 8, 2023

THE COMMITTEE ON Finance

to which was referred SB 234-FN-A

AN ACT

directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Having considered the same, the committee recommends that the Bill

OUGHT TO PASS

BY A VOTE OF: 7-0

Senator Lou D'Allesandro For the Committee

Deb Martone 271-4980

SB234-FN-A

Bill Details

Title: directing the department of health and human services to develop a public awareness campaign on brain health. Alzheimer's disease, and related dementias and making an appropriation therefor.

Sponsors: (Prime) Avard (R), Birdsell (R), Jeb Bradley (R), Rosenwald (D), Carson (R), Prentiss (D), Mooney (R), Nancy Murphy (D), Wayne MacDonald (R)

LSR Number: 23-0948 General Status: SENATE

Senate:

Committee: Finance Floor Date: 3/16/2023 Status: LAID ON TABLE

Bill Docket

Body	Description
s	Introduced 01/19/2023 and Referred to Health and Human Services; <u>SJ.</u> 5
\$	Hearing: 02/16/2023, Room 101, LOB, 10:00 am; <u>SC 10</u>
S	Committee Report: Ought to Pass with Amendment # 2023-0585s, 02/22/2023; Vote 5-0; CC; SC 11
s	Committee Amendment # 2023-0585s, AA, VV; 02/22/2023: <u>\$J 8</u>
S	Ought to Pass with Amendment 2023-0585s, MA, VV; Refer to Finance Rule 4-5; 02/22/2023; <u>SJ 8</u>
s	Committee Report: Ought to Pass, 03/16/2023; SC 13
s	Ought to Pass: MA, VV; 03/16/2023; <u>\$J 10</u>
s	Sen. Gray Moved Laid on Table, MA, VV; 03/16/2023; SJ 10
S	Pending Motion OT3rdg; 03/16/2023; 5J 10

General Court of New Hampshire - Bill Status System

Docket of SB234

Docket Abbreviations

Bill Title: directing the department of health and human services to develop a public awareness campaign on brain health, Alzheimer's disease, and related dementias and making an appropriation therefor.

Official Docket of SB234.:

Date	Body	Description
1/24/2023	S	<pre>Introduced 01/19/2023 and Referred to Health and Human Services; SJ 5</pre>
2/8/2023	s	Hearing: 02/16/2023, Room 101, LOB, 10:00 am; SC 10
2/17/2023	S	Committee Report: Ought to Pass with Amendment #2023-0585s, 02/22/2023; Vote 5-0; CC; SC 11
2/22/2023	S	Committee Amendment #2023-0585s, AA, VV; 02/22/2023; SJ 8
2/22/2023	S	Ought to Pass with Amendment 2023-0585s, MA, VV; Refer to Finance Rule 4-5; 02/22/2023; SJ 8
3/8/2023	s	Committee Report: Ought to Pass, 03/16/2023; SC 13
3/16/2023	s	Ought to Pass: MA, VV; 03/16/2023; SJ 10
3/16/2023	S	Sen. Gray Moved Laid on Table, MA, VV; 03/16/2023; SJ 10
3/16/2023	s	Pending Motion OT3rdg; 03/16/2023; SJ 10

NH House	NH Senate

Other Referrals

Senate Inventory Checklist for Archives

Bill Number: SB 234-FN-A Se	enate Committee: TINANCE - AND
	${\mathcal B}$
Please include all documents in the order listed below an included with an "X" beside	d indicate the documents which have been
X_ Final docket found on Bill Status	
Bill Hearing Documents: {Legislative Aides}	
Bill version as it came to the committee	
All Calendar Notices	
Hearing Sign-up sheet(s)	
Prepared testimony, presentations, & other subn	nissions handed in at the public hearing
Hearing Report	
Revised/Amended Fiscal Notes provided by the S	enate Clerk's Office
Committee Action Documents; {Legislative Aides}	
All amendments considered in committee (including thos	e not adopted):
amendment # amendm	ent#
amendment # amendm	ent#
Executive Session Sheet	
Committee Report	
Floor Action Documents: {Clerk's Office}	
All floor amendments considered by the body during sess	sion (only if they are offered to the senate):
amendment # amendm	ent#
amendment # amendm	ent#
Post Floor Action: (if applicable) {Clerk's Office}	
	all members. Include any new language proposed
by the committee of conference):	
Enrolled Bill Amendment(s)	
Governor's Veto Message	
All available versions of the bill: {Clerk's Office}	
as amended by the senate	as amended by the house
final version	
Completed Committee Report File Delivered to the	Senate Clerk's Office By:
Debrea. Martake	07/24/23
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Senate Inventory Checklist for Archives

Bill Number: 38 334-11/24 Senate Committee: 1/15	
Please include all documents in the order listed below and indicate the documents which have been included with an "X" beside	
Final docket found on Bill Status	
Bill Hearing Documents: {Legislative Aides}	
Bill version as it came to the committee	
All Calendar Notices	
All Calendar Notices Hearing Sign-up sheet(s) Prepared testimony, presentations, & other submissions handed in at the public hearing Hearing Report	
Prepared testimony, presentations, & other submissions handed in at the public hearing	
Hearing Report	
Revised/Amended Fiscal Notes provided by the Senate Clerk's Office	
Committee Action Documents: {Legislative Aides}	
All amendments considered in committee (including those not adopted):	
amendment # <u>05%53</u> amendment #	
amendment # amendment #	
Executive Session Sheet	
Committee Report	
Floor Action Documents: {Clerk's Office}	
All floor amendments considered by the body during session (only if they are offered to the senate):	
amendment # amendment #	
amendment # amendment #	
Post Floor Action (if amplicable) (Clarks Office)	
Post Floor Action: (if applicable) {Clerk's Office}	
Committee of Conference Report (if signed off by all members. Include any new language pr by the committee of conference):	oposea
Enrolled Bill Amendment(s)	
Governor's Veto Message	
All available versions of the bill: {Clerk's Office}	
as amended by the senate as amended by the house	
final version	
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