

A Note from Our Founder & Chair

**Dr. Andrea Pfeifer, Co-Founder & CEO, AC Immune,
and Chair of the Global BrainTrust**

As I write this note, it is increasingly clear that the Global COVID pandemic has now become endemic, and the sense of uncertainty different today than at the start. At the same time, recognition and action by worldwide organizations like the WHO, Lancet Commission, the OECD with its nascent Brain Health Diplomacy Workgroup, and the Davos Alzheimer's Collaborative, are testament that the accelerating progression of Alzheimer's Disease is also an insidious pandemic with profound global, economic, and societal implications.



Click [Global Status Report on the Public Health Response to Dementia](#). WHO (September 2, 2021)

I am pleased that the Global BBP BrainTrust has successfully started to address the elements laid down in both our vision and our mission to become a trusted advisor to policy and decision makers in order to catalyze the expertise necessary to valorize the benefits of investing in women's brain health. [Click HERE to watch](#).

I would like to personally thank all of our valued BrainTrust members. Your energy, motivation and commitment will be the key to drive progress in the critical areas of women's brain and mental health.

The Global BrainTrust Dialogues: Courageous Conversation



Brain and Mental Health: Resilience after COVID was the forward-looking theme of our June 23rd virtual Global BrainTrust Dialogues webinar. We were joined by Arnaud Bernaert, former head of Global Health and Healthcare at the World Economic Forum, to discuss the recent FDA approval of the first disease-modifying therapy for the treatment of Alzheimer's disease, which continues to make global headlines. [Click HERE to watch](#).

The program also explored the subject of how to minimize negative impacts from the pandemic on our mental health. Dame Fiona Kendrick, the Chairwoman of PWC Public Interest Body, shared results of a recent PWC study investigating the potential long-term impacts of COVID on women's mental health in particular, and offered her insights on learnings from the pandemic. [\(Interview featured in BrainTrust Profiles.\)](#)

Meet the Global BBP BrainTrust: Profiles in Women's Thought Leadership

Our all-women leadership is distinguished, globally networked with diverse professional expertise and personal passions. We count prominent scientists, business and NGO executives, public figures and royalty among our intergenerational thought leaders. Our concerted action generates momentum for key stakeholders and world leaders to adopt women's brain health as a main priority and make it their personal mission.



MARA HANK MORET is an angel investor/philanthropist, Honorary President of the Women's Brain Project and Vice-Chair of the Global BBP BrainTrust. She holds two Bachelor of Arts degrees in Political Science and Sociology from the University of San Diego, California, USA. After her studies, she went on to work at the Mexican Embassy in London and the US Embassies in London and Paris. In recent years, she has chosen to focus on her role as mother of three children, ages 13, 11, and 8, in their most formative years. Her philanthropic work has continued on a personal basis, and on behalf of Lobnek Wealth Management. She lives with her husband and children in Geneva, Switzerland. **Click [HERE](#) to watch.**



DAME FIONA KENDRICK had a very successful career with Nestlé SA, and is the former Chairwoman and CEO of Nestlé UK & Eire. During this time, she was also a UK Government Advisor and a strong advocate of industry-oriented education.

In 2015, she was awarded the prestigious title of Dame Commander of the British Empire by Queen Elizabeth II for her services to the Food & Drink Industry, and energetic support of skills and opportunities for young people. She is one of only a few female industrialists to be accorded this honor. **Click [HERE](#) to watch.**

The logo for the Swiss Economic Forum (SEF), consisting of the letters "SEF." in white on a blue square background.

SEF.

CONGRATULATIONS to our Chair, Dr. Andrea Pfeifer, honored September 2nd by the Swiss Economic Forum with the first **SEF. WomenAward as CEO/Entrepreneur of the Year!**

The SEF.WomenAward recognizes women with an excellent entrepreneurial track record, thereby giving greater prominence to role models who can inspire the next generation of businesswomen with their achievements. She was awarded the prize during a ceremony at the 23rd edition of the Swiss Economic Conference (SEF) in Interlaken.

Video of the full ceremony [HERE](#) (announcement at 55 min)

NEWS FROM THE WOMEN'S BRAIN PROJECT, SWITZERLAND

Sex and Gender Differences in Alzheimer's Disease

Edited by
Maria Teresa Ferretti, Antonia Schumacher Dimsch, Antonella Chioda Sorriaccone



The Women's Brain Project (WBP) is proud to announce its latest work, [the publication of the book, *Sex and Gender Differences in Alzheimer's Disease*](#), as part of its [collaboration with Elsevier](#).

Released in August 2021, *Sex and Gender Differences in Alzheimer's Disease* offers, for the first time, a 360-degree view on the topic of Alzheimer's Disease (AD) and its possible implications by combining the knowledge and points-of-view of neuroscientists, medical doctors, psychologists, AI experts, and more.

Dr. Rhoda Au, Director of Neuropsychology at Framingham Heart Study, Boston University School of Medicine, United States, says, "Brain related differences between women and men have been well known. For example, greater survival to older age

alone cannot account for the increased number of women with Alzheimer's disease compared to men. This book illuminates the multi-dimensional ways and factors that can account for some of these sex/gender differences. The importance of understanding those specific to women has significant implications given the central role that women play in the health and healthcare ecosystem. A fully functioning woman's brain means a healthier family circle."

Trending News and Journal Articles of Interest

- **World Failing to Address Dementia Challenge.** *WHO* (September 2, 2021)
- **Semorinemab May Slow Cognitive Decline in Mild-to-Moderate Alzheimer Disease.** *Practical Neurology* (August 31, 2021)
- **Closing the Brain Health Gap: Addressing Women's Inequalities.** *Oxford University Press' Academic Insights for the Thinking World* (August 21, 2021)
- **Building Brain Capital.** *Neuron* (May 5, 2021)
- **Move Over Data, Brain Capital is the New Oil.** *Psychiatric Times* (January 14, 2021)
- **Dawson et al (2020). The necessity of diplomacy in brain health.** *Lancet Neurology*.

HOW WE CONNECT: BY INVITATION AND COLLABORATION


The Global BBP BrainTrust is proud of its expanding collaborations with significant organizations worldwide who share the proposition that "prioritizing women's health magnifies their economic independence, power and influence." Through the [Global Alliance on Women's Brain Health](#), we are collaborating with **AccessCircles/ WHAM**, a global, by-invitation network of over 3,000 leading women executives and entrepreneurs led by global fashion business icon, Carolee Lee.


Read key findings from the just-released US-centric **WHAM Report: Societal Impact of Increased Research Funding for Women's Health in Alzheimer's disease and Alzheimer's disease-related dementias**.


DID YOU KNOW?


The WHAM Report Study on: Alzheimer's Disease and Related Dementias



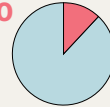
Women are
66% 
of the 7 million people with Alzheimer's disease and related dementias.

 Nearly **2 million women** are pulled out of the workforce to **care for loved ones** with Alzheimer's disease.

 In 2020, Alzheimer's disease cost our economy

 **2/3** of animals used in Alzheimer's research are male or of unreported gender.

JUST 12%
of the \$2.4 billion 2019 NIH Alzheimer's budget went to **women-focused research.**



**\$305
BILLION**

A woman's estimated **lifetime risk** of developing Alzheimer's at age 65 is

1 in 5 

\$3  **\$24** 
PER **PER**

The 2019 budget equates to \$3.00 per woman over age 35, and \$24 per man over age 35.

...BUT

an additional **\$280 MILLION INVESTMENT** in women's research generates **\$930 BILLION IN ECONOMIC RETURNS**



PROVIDES
224%
return on investment

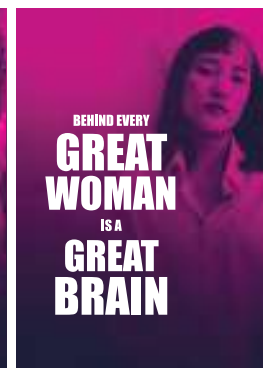
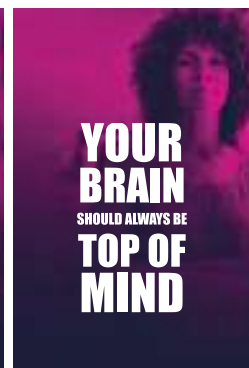
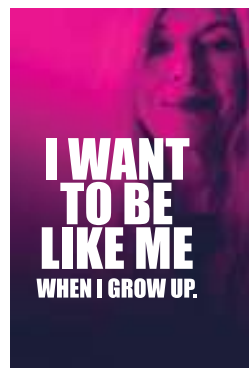
PAYS for itself
3x
over

every dollar **SAVES**
\$1.24
in healthcare costs

and **ELIMINATE**
6,500
years with AD/DR

IN CASE YOU MISSED IT

Click [HERE](#) to Watch the Launch of the *Be Brain Powerful™* Campaign at the International Women's Brain & Mental Health Forum in Geneva (2020)



ABOUT U.S. Be Brain Powerful™ Campaign

WomenAgainstAlzheimer's (an [UsAgainstAlzheimer's/UsA2 network](#)) launched the U.S. *Be Brain Powerful™* campaign in November 2018 with an event in New York City, featuring former First Lady Laura Bush. An impressive lineup of distinguished women comprise the U.S. BBP BrainTrust.

The *Be Brain Powerful™* campaign is the lead initiative under UsA2's Brain Health Partnership Campaign for Women's Brain Health: a collaborative effort to empower women to drive fundamental change in the way we care for our brain. **#Braingoals**

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