

NEW THINKING ABOUT THINKING

| SPRING 2026 |

30 YEARS OF LOVE
**POWER
OF LOVE**
GALA

KENNY
LOGGINS

MICHAEL S.
MELDMAN

Reed Palmer &
Charlie Palmer

Wolfgang Puck &
Byron Lazaroff Puck

**THREE DECADES.
ONE ICONIC NIGHT. 2.14.26**

30
YEARS

A Walk Down Memory Lane

February 14, 2026. Valentine's — a fitting day for the 30th anniversary of the Power of Love® gala.

30 years of purposeful events have given rise to Cleveland Clinic Lou Ruvo Center for Brain Health, a hopeful place where individuals with diagnoses and physician-scientists with hypotheses converge, learning from each other through a shared journey toward better brain health for our community, our children, our grandchildren. Possible new treatments are tested, current treatments personalized to individual needs and all is powered by your love.

We invite you to join us for a walk down memory lane, reminiscing about a small selection of the highlights from the first 30 years.

POWERFUL PHILANTHROPY

1996 A Serendipitous Encounter Leads to the First Power of Love® Gala

At a February 1995 celebration of life for Lou Ruvo a year after his death, good friend and fellow philanthropist John Paul DeJoria writes Lou's son, Larry Ruvo, a \$5,000 check to "do something about Alzheimer's disease," prompting other dinner guests to donate to the cause as well. By the end of the night, Larry and his wife Camille raise \$35,000, sparking Larry and Chef Wolfgang Puck's idea to host an annual fundraising dinner and launching the Ruvo family's mission to Keep Memory Alive through annual Power of Love® galas typically held close to Valentine's Day.



2001 Leveraging Celebrity Influence to Shine a Light on Clinical Excellence

"Eddie Gorme was one-of-a-kind, not only singing in many languages alongside husband and fellow GRAMMY-award winner Steven Lawrence, but also as a duet of kind souls who would do just about anything to help a friend, and that included me and Keep Memory Alive," says Larry Ruvo. Support from event honorees Gorme and Steven Lawrence continues until their respective deaths and includes purchasing naming opportunities on the Cleveland Clinic Lou Ruvo Center for Brain Health's honor wall and in its clinical space after the building's 2009 opening.



Kenneth "Babyface" Edmonds, the GRAMMY Award-winning R&B singer, songwriter and record producer, endows the Lou Ruvo Center for Brain Health's weekly education sessions, naming the "Barbara 'Spicy Lady' Edmonds Lunch & Learn" in honor of his mother, who was diagnosed with Alzheimer's disease at Cleveland Clinic.



2005 Transforming Las Vegas Entertainment and Health Care

Guy Laliberté, co-founder of Cirque du Soleil, is honored, marking a shift in the gala's entertainment. Cirque transforms Las Vegas to an entertainment destination, inspiring Larry Ruvo's idea that introducing a world-class academic health system to Las Vegas could one day draw the world to the city for healthcare.



POWERFUL PHILANTHROPY *(continued)*

2006 Keep Memory Alive Honors Its Future Starchitect

Approaching 80 years of age, architect and honoree Frank Gehry serves as a model for optimal brain aging.

Fellow honoree Maria Shriver, a caregiver to her father who is battling Alzheimer's disease, shares Larry Ruvo's passion for sparing other families from similar challenges. Their collaboration continues, and in 2020, visionary Shriver opens the Women's Alzheimer's Movement Prevention and Research Center at Cleveland Clinic's Las Vegas campus.



2009 A Legendary Final Bow: Siegfried & Roy Return to the Stage After Tragedy

In 2003, Roy Horn was critically injured and his career ended in an onstage incident involving Montecore, a white tiger that was part of Siegfried & Roy's act.

Robin Leach and the duo's long-time manager, Bernie Yuman, help coordinate Honorees Siegfried & Roy's final encore, which takes place at Keep Memory Alive's Power of Love® gala at the Bellagio on February 28, 2009. It is nationally-televised on ABC's 20/20.



2007 An Iconic Voice Becomes the Official Voice of the Power of Love gala

"Nobody uses celebrity more than Robin Leach does," Larry Ruvo recalls. "He has the ability to set up auction items; he calls in celebrity friends to appear at the Power of Love® gala. For nearly 20 years, he's lent his iconic voice as the emcee and for voice-overs. He's the conductor, leading the symphony."

Taking a page from Leach's celebrity playbook, Larry Ruvo hires renowned architect Frank Gehry and in February 2007, breaks ground on the Lou Ruvo Center for Brain Health in downtown Las Vegas.



CLINICAL INNOVATION: 2009 – 2025



FDA approves 8 new treatments tested at our center

Eight treatments studied at our center have received FDA approval and are now part of the clinical standard of care nationwide, creating more treatment options than ever for people living with neurological disease. They are:

- 5 for multiple sclerosis (ocrelizumab, siponimod, ozanimod, ofatumumab and ublituximab)
- 2 for Alzheimer's disease (aducanumab, lecanemab)
- 1 for Parkinson's disease (CREXONT®)



The Women's Alzheimer's Movement Prevention and Research Center at Cleveland Clinic

Embracing peer-reviewed science indicating that up to 45% of Alzheimer's cases might be preventable through risk reduction, in collaboration with Maria Shriver, our Women's Alzheimer's Movement Prevention and Research Center at Cleveland Clinic is the first and only in the nation focused on providing women sustainable approaches for healthy lifestyle modification.



Our World-Class Research and Care Have Garnered National Recognition Across Multiple Specialties

The first and only in Nevada to be named a CurePSP Center of Care, a Parkinson's Foundation Center of Excellence and a National Multiple Sclerosis Society Center for Comprehensive MS Care, these designations signal leadership and expertise to prospective patients and referring providers alike.



Expansion of Graduate Medical Education: First sub-Specialized Neurology Fellowship Programs in Nevada

By graduating the state's first homegrown, sub-specialized neurology fellows, we have extended our center's expertise to the next generation of medical providers, thus increasing Nevadans' access to physicians with focused understanding of how degenerative brain disorders affect our community.

2012 Ali's Star Power Packs a Punch: MGM Grand Garden Arena Hosts Nationally-Televised Tribute

Honoree Muhammad Ali's GOAT status draws a record-breaking crowd, prompting the Power of Love® gala to expand to the MGM Grand Garden Arena and gather around a custom-built boxing ring. A bidding war erupts, presided over by Ali's longtime friend and Top Rank founder, Bob Arum. Dallas Cowboys' owner Jerry Jones bids \$1 million for a pair of gloves worn by Ali in his 1965 victory over Floyd Patterson in Las Vegas but is ultimately outbid by UFC's Lorenzo Fertitta.

The gala concert, dubbed Ali 70th from Las Vegas, airs nationally on ESPN2 on February 25, 2012. Star-studded performances by Stevie Wonder, Snoop Dogg, LL Cool J, Lenny Kravitz, CeeLo Green and Kelly Rowland electrify live and television audiences alike.



2014 Gloria Estefan Honors Her Father's MS Battle with Launch of Patient Support Program

Honoree Gloria Estefan establishes the Major José Fajardo Patient Services Program at the Lou Ruvo Center for Brain Health, which honors her late father's battle with multiple sclerosis (MS) and helps facilitate yoga, support groups, one-on-one counseling and additional quality-of-life services for those living with MS. Together, we keep Major Fajardo's memory alive.



2015 Hitting A High Note: Andrea Bocelli and Celine Dion Perform a Powerful Rendition of "The Prayer"

Celine Dion honors her commitment to the Power of Love® gala, taking a brief respite from caregiving at the bedside of her dying husband to reprise their smash hit "The Prayer" with honoree Andrea Bocelli for the first time since 2011, creating a chilling and memorable moment for all attendees. Speaking on behalf of herself and Andrea, Veronica Bocelli shares with the crowd, "We toured the Lou Ruvo Center and once again, we felt wonder and admiration."



2018 Agassi Aces a Million-Dollar Surprise and Siegfried is Honored with Inaugural Caregiver Award

Community Achievement Award recipient and tennis super star Andre Agassi and wife Stefanie Graf kick off the night of fun and fundraising with a surprise \$1 million donation to the Lou Ruvo Center for Brain Health. Longtime Keep Memory Alive supporter and dedicated caregiver Siegfried Fischbacher is recognized with the inaugural Caregiver Award, bringing national attention to the 24/7/365 role of family caregivers.



Building Nevada's Health Research Infrastructure

Less than a decade ago, overlooked and underfunded summarized southern Nevada's relationship with the National Institutes of Health (NIH). Now, the Lou Ruvo Center for Brain Health has expanded Nevada's NIH funding footprint by more than \$36.6 million, with funding leading to nationally published research.



Parkinson's Progression Markers Initiative (PPMI)

By identifying indicators of Parkinson's disease progression, physician-scientists will be able to better predict disability and, ultimately, slow or prevent it. The only site in Nevada to participate in the Michael J. Fox Foundation's PPMI study, we are taking a step in that direction.



Installation of innovative imaging and launch of brain imaging research team

Our brain imaging research team uses the latest imaging technology to observe brain changes at a cellular level, aggregating data to inform novel research. They're identifying imaging biomarkers — or indicators of disease — to measure the efficacy of drug treatments and develop new techniques to predict individuals vulnerable to cognitive decline.



Pioneering Chronic Traumatic Encephalopathy (CTE) research through the Professional Athletes Brain Health Study

Achieving recognition in peer-reviewed science, our landmark study of more than 900 active and retired professional athletes has contributed to national understanding of the long-term effects of repetitive head impact (RHI). Importantly, we're finding that brain function can improve with the cessation of activities involving RHI.

2019 Honoring a GOAT of Caregivers

The Power of Love® gala reconvenes longtime Keep Memory Alive supporters Lionel Richie and Lonnie Ali, the latter a caregiver to husband the late, great Muhammad Ali, who are recognized as the honoree and Caregiver Award recipients respectively. While on stage, Ali delivers a powerful message about the often-overlooked role of caregivers — especially those caring for loved ones with Parkinson's and other neurodegenerative diseases.



2020 Neil Diamond Shines Again Delivering First Performance After his Parkinson's Diagnosis

In a breathtaking moment of resilience and artistry, honoree Neil Diamond comes out of retirement following his Parkinson's diagnosis to deliver a surprise performance that leaves the audience awestruck. With heartfelt renditions of his classics, Diamond's return to the stage is nothing short of unforgettable. The crowd sings along in a joyous finale of "Sweet Caroline," celebrating the enduring legacy of a music legend and drawing national media attention from the likes of Good Morning America.



2023 A Full-Circle Tribute: Power of Love Honors Its First Supporter

In a tribute to the visionary behind the inaugural 1996 Power of Love® gala, Eloise and John Paul DeJoria are honored alongside beloved local icon and "The Original Las Vegas Raider," David Humm, who posthumously receives the Community Achievement Award. Las Vegas Raiders owner Mark Davis, on behalf of the Raiders Foundation, and the Ruvo family each pledge \$1 million to establish the David Humm Endowed Chair for MS. This landmark gift advances research and care for multiple sclerosis at the Lou Ruvo Center for Brain Health, continuing Humm's legacy of strength and service that continued even after a diagnosis of MS.



Biomarker Discovery

Blood-based biomarkers, or indicators of disease, continue to be an area of focus in the pursuit of better diagnostics and treatments for Alzheimer's and other neurodegenerative diseases. At recurring Leon Thal symposia, we convene the world's foremost experts on the topic. And our clinician-scientists are on the forefront of this research, identifying several markers of brain injury and helping to develop new research diagnostic criteria for traumatic encephalopathy syndrome (TES) — the first step in being able to diagnose CTE in a living person.



Angie Ruvo Endowed Caregiving Chair

Thanks to a philanthropically-funded vision to establish the sustainable Angie Ruvo Endowed Caregiving Chair, we've been able to provide our Nevada community 151,992 no-cost visits for programming to educate and empower families caring for loved ones with degenerative brain disorders.



Launch of The Healthy Brains Initiative

With growing evidence on the role lifestyle plays in dementia risk, the Healthy Brains Initiative educates consumers on six pillars key to maintaining brain health through a variety of on-demand content and community engagement activities.



Expansion of Services – Concierge Medicine and Executive Health

In less than three months following its 2025 opening, Cleveland Clinic Concierge Medicine nearly tripled its enrollment projections, underscoring the demand for highly individualized, proactive and timely primary care in Las Vegas. Concierge membership includes same or next-day primary care appointments on most weekdays, chronic disease management and care coordination of specialty services. Executive Health is slated to open in Las Vegas in late 2026.



Touching More Lives in Nevada – Barton Health Cleveland Clinic Connected

By joining Cleveland Clinic's Connected program in 2025, Barton Health, a non-profit community health system in Lake Tahoe, receives access to Cleveland Clinic branding, consultative services and education opportunities to guide care in our community. Barton Health's growth plans include cardiology, oncology and neurology.



Fittingly, on Valentine's Day, we'll be celebrating the 30th anniversary of the Power of Love®, the annual gala that makes possible the extra love Cleveland Clinic Lou Ruvo Center for Brain Health shows patients, families and our community. I invite you to walk down memory lane with us, reliving highlights from our galas and witnessing the clinical impact they enable (see *fold-out*).

Our center's history commenced when the Ruvo family began seeking answers to undeniable changes they noticed in Lou Ruvo. It took years for him to receive a diagnosis of Alzheimer's disease, by which time if there had been a treatment to slow its progression, it would have been too late for Lou. Fast forward nearly 30 years, and in 2023, Dan Harrington became the first patient at the Lou Ruvo Center for Brain Health to receive an infusion of the FDA's first fully-approved treatment to slow progression in individuals in the earliest stages of Alzheimer's disease (see *page 3*).

Until we have cures, my colleagues and I continue to seek answers — from new

disease-modifying therapies for Parkinson's disease (see *page 11*) to more personalized approaches to scaling back treatment in multiple sclerosis (see *page 10*).

For care partners, it's difficult to plan for the future without knowing what to expect. That's where our skill-building (see *page 23*) and art programs (see *page 21*) can help provide guidance and even create moments of shared joy.

Maximizing quality of life is a collaborative effort, with professional caregivers relying on insight from unpaid care partners — the family and friends who work tirelessly 24/7, helping a loved one navigate neurological disease (see *page 15*).

Cleveland Clinic, a global health system, has expanded its impact in Nevada with the fall 2025 launch of Cleveland Clinic Concierge Medicine, a membership-based primary care program (see *page 7*), and the July 2025 enrollment of our newest Cleveland Clinic Connected member, Barton Health, a non-profit community health system based in Lake Tahoe (see *page 25*).

In sum, 30 years of purposeful parties have given rise to Cleveland Clinic Lou Ruvo Center for Brain Health, a hopeful place where individuals with diagnoses and physician-scientists with hypotheses converge, learning from each other through a shared journey toward better brain health for our community. You are the power behind our purpose.

Welcome to the 30th anniversary of the Power of Love gala. And happy Valentine's Day!

DYLAN WINT, MD, FAAN

Medical Director

*Camille and Larry Ruvo Chair
for Brain Health*

Director, Education

Las Vegas Legacy

Chair for Neuroscience Education

Cleveland Clinic Nevada

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AND OTHER DEMENTIAS

HUNTINGTON'S DISEASE
PARKINSON'S DISEASE
ATAXIA AND
OTHER MOVEMENT DISORDERS

MULTIPLE SCLEROSIS
AND NEUROIMMUNOLOGY

Making Memories: A Timeline of Possibilities

“Having drug treatments that slow progression is the most important advance in the 40 years I’ve been involved in Alzheimer’s disease,” says Charles Bernick, MD, Senior Director, Cognitive Disorders, Cleveland Clinic Lou Ruvo Center for Brain Health, and principal investigator of the center’s studies of disease-modifying anti-amyloid therapies for Alzheimer’s (see *timeline*).

Dr. Bernick says that by participating in anti-amyloid studies leading to Food and Drug Administration (FDA) approval of this class of medications, “our center had experience with these treatments for many years even before they hit the market, which has allowed us to be more comfortable and perhaps more proactive about prescribing them to our patients.”

As for what’s next in Alzheimer’s disease research, Dr. Bernick anticipates more prevention studies involving new therapies, likely targeting several mechanisms of disease beyond amyloid.

“If you can slow disease progression and help a person continue to function independently, enjoy their family, enjoy their life, then you’re making a real impact,” he says. “And for me as a physician, being able to convey hope is incredibly satisfying.”

Alzheimer’s disease and drug discovery

1906

Dr. Alois Alzheimer identifies “senile dementia” as “what we can all look forward to” in old age.

1912

American psychiatrist Solomon Carter Fuller publishes the first comprehensive review of Alzheimer’s disease (AD), including the first English translation of Dr. Alzheimer’s original report.

1975

Mini-Mental Status Exam (MMSE) becomes the first standardized clinical assessment of cognitive function and is still widely used today, despite the 1996 introduction of the Montreal Cognitive Assessment (MOCA).

1993

US Food and Drug Administration (FDA) approves tacrine (Cognex®).

1996

FDA approves donepezil (Aricept®) for use in mild to moderate Alzheimer’s disease, symptomatically targeting cognitive function by offering modest assistance with memory, wordfinding and apathy.

1999

The Mayo Clinic defines mild cognitive impairment (MCI), a transition stage to dementia.

2003

Memantine hydrochloride (NAMENDA®) receives FDA approval; it remains the most recent treatment for moderate to severe Alzheimer’s disease.

2012

FDA approves PET scanning (via Amyvid®) to detect amyloid plaque, the pathological hallmark or biomarker of Alzheimer’s disease.

2023

Following clinical trials at Cleveland Clinic Lou Ruvo Center for Brain Health and other sites, the FDA approves lecanemab (LEQEMBI®) for clinical use. The first new Alzheimer’s drug with full FDA approval in 20 years, lecanemab is also one of the first therapies to remove amyloid plaque from the brain and thus possibly slow disease progression, not just treat its symptoms.

2024

FDA approves donanemab for clinical use, presenting individuals with the earliest symptoms of Alzheimer’s disease two anti-amyloid treatment options for slowing disease progression.



LEARN MORE

about anti-amyloid treatment
and research opportunities at
clevelandclinic.org/nevadacognitive

Andrea and Dan Harrington: Making More Memories

1988

Two years after meeting at work, Andrea and Dan Harrington marry. "The first time I saw him walk by I said to my colleague, 'I'm going to marry him,'" says Andrea, who was only 20 at the time.



Pictured here in 1996, Dan and Andrea keep busy raising three children, Ashley, Montanna and Branden, celebrating every holiday and attending every softball, soccer, golf, water polo and taekwondo event.



2015

At age 56, Dan is diagnosed with mild cognitive impairment near the family's home in California. The doctor told the family, "There's no treatment for memory loss, just go make memories while you still can." Dan feels an immediate need to travel to his childhood home in Montana to reconnect with family.



2019

Joined by Montanna and Branden, Dan and Andrea attend their daughter Ashley's graduation from the physician assistant program at Touro University Nevada. Commencement speaker Larry Ruvo shares the story of Cleveland Clinic Lou Ruvo Center for Brain Health, created to honor his father, Lou, whom he lost to Alzheimer's. Andrea says, "Just as I knew I was going to marry Dan, I knew Larry was speaking to us."



2020

The Harringtons move to Vegas seeking treatment at Lou Ruvo Center for Brain Health. At age 61, the presence of amyloid protein is confirmed in Dan's brain and he is diagnosed with early Alzheimer's disease.



2023

Dan is the first to receive lecanemab in a clinical setting at the Lou Ruvo Center for Brain Health. "If you can schedule infusions into your life just twice a month for 18 months, you can possibly change your life," says Dan.



2024

The two couples meet for the first time at a video shoot, where they reminisce together about that Touro University graduation speech.

+ Watch the video: cle.clinic/gratitudesessions

"Larry and his wife Camille Ruvo are just wonderful people. Angels who changed our lives forever. We will always be indebted to them," says Andrea.



2025

Dan concludes the prescribed 18 months of lecanemab infusions.

"The Lou Ruvo Center for Brain Health has given us a new life. They're there with open arms for people who need their help. They're beautiful souls, every one of them," says Andrea. "Take advantage of Cleveland Clinic," says Dan. "Because if you don't, you're missing out on a different life, a normal one, a better one."



2025

Dan and Andrea gather in Texas with daughter Ashley, far left, and Montanna, far right, to celebrate son Branden's childhood dream: becoming certified as a firefighter.

Andrea says, "Ever since Dan's diagnosis, our goal has been to delay the course of Alzheimer's disease as much as possible so we can keep making memories together as a family."



Where are they now?

Having experienced a reduction in amyloid plaque with no side effects, in June 2025, in consultation with his cognitive disorders neurology team at the Lou Ruvo Center for Brain Health, Dan elected to continue infusions of lecanemab for six additional months beyond the initially prescribed 18-month course of treatment.

"We're just two peas in a pod. I can't imagine life without him," says Andrea.

A Valentine's Day Celebrating 30 Years of Everything You've Come to Love

For three decades, the Power of Love® gala has stood as Las Vegas' signature philanthropic event, celebrating purpose, community and clinical excellence in brain health. What began in 1995 as a heartfelt memorial dinner at Wolfgang Puck's Spago honoring Lou Ruvo, whose battle with Alzheimer's inspired son Larry Ruvo and his family to turn pain into purpose, serendipitously evolved into a fundraising tradition that led to the first official Power of Love gala in 1996 (see *fold-out*).

"Celebrating 30 years of the Power of Love this February 14th is deeply personal for me," says Larry Ruvo. "The generosity of our community and the belief that love can change the world became the foundation of the Power of Love gala, which has grown beyond anything we could have dreamed."

A FAMILY AFFAIR

The 30th anniversary gala continues the tradition of culinary excellence with Chefs Wolfgang Puck and Charlie Palmer, joined for the first time by their sons Byron Lazaroff Puck and Reed Palmer, creating an exclusive dining experience that is a true family affair. "When Wolfgang and I started this event 30 years ago, Byron wasn't but a baby," says Ruvo. "I've watched him grow into a talented chef and president of the Wolfgang Puck Fine Dining Group, and I thought it would be nice to have a father-son for the next generation. And Charlie's son, Reed, is helping him run the entire restaurant empire."

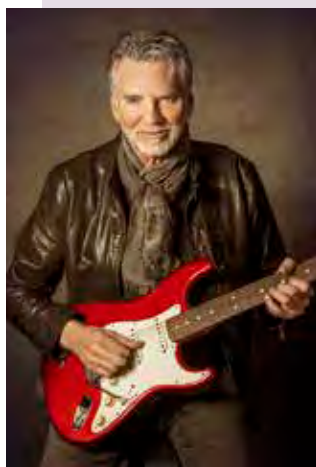
Ruvo continues, "I admire these father-son relationships that remind me of me and my dad, with whom I'd most certainly have co-owned a restaurant if he hadn't passed so soon."



^ Wolfgang Puck and Byron Lazaroff Puck



^ Reed Palmer and Charlie Palmer



This year's honoree, **KENNY LOGGINS**, has sold more than 25 million albums worldwide, earned two GRAMMY Awards and has created what many have called "the soundtrack of our lives." Over the last four decades, his chart-topping songs have included "This Is It," "I'm Alright," "Danger Zone" and the iconic "Footloose," which recently surpassed one billion streams on Spotify.



^ Larry and Camille Ruvo host Michael Meldman, center, and Tony Renaud

Camille and Larry Ruvo will present the **Community Leadership Award** to **MICHAEL S. MELDMAN**. In addition to being recognized as an iconic real estate developer, Meldman co-founded the premium tequila brand Casamigos alongside George Clooney and Rande Gerber, which was later sold to Diageo for \$1 billion. Meldman also was a founding investor in luxury athleisure brand Vuori and became part owner of the Las Vegas Raiders in 2024.

30 YEARS OF LOVE
POWER OF LOVE
GALA

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Although he lives an ocean away from Las Vegas, long-time Keep Memory Alive supporter Australian Sol Lew prioritizes visits to Cleveland Clinic Lou Ruvo Center for Brain Health. “In 2011, I hosted Sol and renowned attorney Alan Dershowitz,” says Larry Ruvo, who remains grateful to Dershowitz for providing *pro bono* legal services that helped establish the Lou Ruvo Center for Brain Health.

Ruvo says the most touching visit from Lew, whom he considers a “great mate,” might have been the 2025 unveiling of the bench he and wife Roza Lew purchased in the center’s Betty Fulton Reflections Garden in honor of Feliks Drobis. “The emotions ran really strong that day as Sol reminisced about his best friend whom he lost to dementia,” says Ruvo.

By offering use of their private yachts as auction items at the Power of Love® gala for more than a decade, Roza and Sol Lew have been helping lucky bidders make their own memories with friends and family while raising funds to Keep Memory Alive for others.



^ Alan Dershowitz and Solomon Lew join Larry Ruvo at the Lou Ruvo Center for Brain Health in 2011

The Power of Love is legendary for auctioning off experiences that can't be purchased elsewhere. But you need to be present to raise that auction paddle. Get your tickets today at bit.ly/polnewthinking.



For winning bidder David Lucchetti and his wife Christine, the best part of their voyage came from an unexpected source: the crew. David says, “Our time aboard the M.Y. Maridome far exceeded our expectations. The meals and the yacht were incredible, but the most memorable part of the cruise was the exceptional staff. Not only were they accommodating, but they were a lot of fun to be around! We would wholeheartedly recommend this experience for the memories and friendships you will make.”

Albert Mack and his mother, Marilyn Mack, have enjoyed the experience aboard the private yacht so much that he has purchased it three times. First and foremost, supporting the Lou Ruvo Center for Brain Health is important to him. Secondly, while the boat itself is “just incredible,” the staff are what keeps the Mack family coming back. On the first morning of his voyage, Mack was listening to Frank Sinatra on his phone during breakfast. By the afternoon, the staff had Sinatra playing throughout the boat. “They just pick up these details,” Mack says.



^ Christine and David Lucchetti and friends with the crew of the M.Y. Maridome



^ Marilyn Mack, Albert Mack and family

The staff often entertain themselves when no guests are on board by playing musical instruments. They asked if they could play for the Mack family during dinner. “They have become like family to each other, and they embraced my family as their own,” says Mack.

Three Journeys, One Destination: Cleveland Clinic Concierge Medicine

"It had been 20 years since my last primary care visit," says Dennis Gutwald, 62, in what sounds a bit like a healthcare confession. Now, he's proud to be the first patient at Cleveland Clinic Concierge Medicine, a personalized primary care experience that opened in Las Vegas on August 18, 2025.

Another Concierge Medicine member, Greg O'Keefe, 56, says, "I've had a glimpse at what losing my health might look like." O'Keefe has been receiving neurology care at Cleveland Clinic Lou Ruvo Center for Brain Health since 2016. "The Parkinson's diagnosis was a big life changer, but an unrelated cancer scare was a real wakeup call," he says.

Champie Douglas, 52, had a stroke and was misdiagnosed by a doctor in Nevada before traveling to Cleveland in 2022 for a second opinion. "Cleveland Clinic immediately identified a heart issue, realized it had caused the stroke and fixed it up during that first visit," says Douglas. The experience left him wishing for Cleveland Clinic primary care closer to his Las Vegas home because "healthcare isn't a commodity. Real expertise matters."

'WITHOUT YOUR HEALTH, YOU'VE GOT NOTHING'

Everyone's familiar with that saying, and Gutwald, O'Keefe and Douglas all had the same motivating factor for selecting Cleveland Clinic Concierge Medicine – optimal health for the long-term.

When his neurologist at the Lou Ruvo Center for Brain Health recommended O'Keefe consult with a neurosurgeon for deep brain stimulation surgery to control his Parkinson's disease, O'Keefe immediately booked a flight to Cleveland. "There was nowhere else I wanted to go. My surgeon, Dr. Sean Nagel, is one of the best in the world."

At home in Las Vegas, O'Keefe, who enjoys an active lifestyle filled with Spartan Races and marathons, says, "I don't want to leave things to chance anymore. I need a primary care doctor who will be

proactive and identify any concerns with my health before it's too late." After all, he reflects, while consulting a dermatologist for something unrelated, he learned he had precancerous skin cells that need to be treated. "That kind of freaked me out and I thought, 'What else do I not know?'"

O'Keefe adds, "And of course it's incredibly efficient that my Cleveland Clinic neurology, neurosurgery and primary care teams can all share updates in my electronic medical record, which I'm able to access anywhere, anytime via the patient portal MyChart."

Financially, O'Keefe says Cleveland Clinic Concierge membership is an important investment in his health because "thorough, attentive care will be worth every penny as I get older."

For Gutwald whose primary care doctor retired 20 years ago, "shopping for a new doctor is time-consuming and difficult, so I just kept putting it off," he says. "I wanted a great individual, and I also wanted a depth and breadth of resources behind that doctor. That's what I get now with Cleveland Clinic. It's not just a primary care doctor; it's an entire health system."

He continues: "I've been telling my friends that I drive a 2004 Tacoma, but my healthcare is a 2026 Rolls-Royce that comes with a chauffeur."

Douglas, whose wife is also a Concierge Medicine member, says, "It's important for me to age healthfully. I have four young children, I enjoy playing poker and flying, and I'm running a few businesses, so I need effortless coordination of efficient, effective care."



^ Greg O'Keefe participating in a Spartan Race

✓ On August 18, 2025, Dr. Erickson welcomes Dennis Gutwald, Concierge Medicine's first member



WHAT IS CLEVELAND CLINIC CONCIERGE MEDICINE?

Offering highly individualized, proactive and timely primary care, Concierge membership includes:

- 24/7 provider availability
- Same or next-day primary care appointments on most weekdays
- An annual comprehensive health assessment
- Chronic disease management
- Care coordination of specialty services

Explore membership now at 725.332.6060 or clevelandclinic.org/conciergeNTAT

A 'DOCTOR IN THE FAMILY'

O'Keefe says that during his first visit with Erine Erickson, MD, Medical Director, Cleveland Clinic Concierge Medicine in Las Vegas, he was of the traditional mindset that a physical is merely an annual occurrence. So, as he left her office, he made a follow-up appointment for the next calendar year. "I went home and was like, 'Wait, why did I make an appointment for January? That's silly. With my Concierge membership, I can come back anytime I have a serious concern.'"

During an appointment the following week, he realized Dr. Erickson wants "all the data she can get." Now he's doing labs and imaging and "all these things that had long been needed but weren't being done" in his previous primary care relationship.

"It's exactly what I expected. They're on top of things. It's a system that's cohesive and it works," says Gutwald. "Cleveland Clinic has been doing healthcare for 100 years, and they've got it down. That's the big difference between them and some of the newer practices."

Douglas appreciates that he can contact Dr. Erickson directly, and she responds right away. "It feels like you're chatting with a friend."

Dr. Erickson says, "Practicing medicine this way is what we all dreamed of in medical school. I know the names of my members' children, their dogs. I know their medical history, their whole history, because it matters. I know what's motivating them to work on their health, maybe a wedding coming up or a grandbaby they want to be healthy for." Her goal is keeping her patients well via prevention and early detection, but also "being there during the times our members need us most."

As a primary care provider, Dr. Erickson considers herself the hub of a wheel, facilitating connections and coordinating care between her patients and each of their specialists, either in the Nevada community or throughout the Cleveland Clinic health system.

Recently, a new member shared with Dr. Erickson that he had always wanted to have a doctor in the family. "Well, now you do," she replied.



^ Private pilot Champie Douglas with his plane

Barton Health Becomes a Cleveland Clinic Connected Member

In July 2025, Barton Health, a non-profit community health system based in Lake Tahoe, became the newest member to join the Cleveland Clinic Connected program, which provides members with access to the highest standards of patient care, quality and safety. The goal of the Cleveland Clinic Connected program is to build a global network of independent, like-minded, quality-focused organizations that have a positive impact on patient care.

By joining Cleveland Clinic Connected, Barton seeks to elevate its care delivery through unique access to Cleveland Clinic's clinical expertise and specialized resources. This collaboration will support the development of more comprehensive service lines in key areas that significantly impact the health of its community, including cardiology, oncology and neurology. Through this member program, Barton aims to enhance its capabilities and ensure advanced, high-quality care is accessible for its patients close to home.

Cleveland Clinic created Cleveland Clinic Connected in response to the increased global demand for quality healthcare. The collaborative program enables hospitals and healthcare organizations to connect with Cleveland Clinic's clinical and operational experts to improve patient care, enhance operational efficiencies, and support the professional development and education of clinical and non-clinical staff. Through the program, members benefit from clinical and operational support and best practices developed during Cleveland Clinic's 104-year history.

"Our goal with the Cleveland Clinic Connected program is to positively impact patient care no matter where patients live," says Tommaso Falcone, MD, Cleveland Clinic Executive Vice President and President, International and Emerging Markets. "Together, this collaboration underscores our shared commitment to deliver safe, high-quality care to patients. We are excited to welcome Barton Health to the Cleveland Clinic Connected program."



As a Cleveland Clinic Connected member, Barton Health clinicians will be able to access educational opportunities either at Cleveland Clinic or through distance learning, as well as best practices and protocols that are used at Cleveland Clinic locations worldwide. In addition, Barton Health's staff can access Cleveland Clinic's continuous quality improvement and advisory services, plus education and training including clinical observership programs.

"Our rural community deserves access to the best care possible, and Cleveland Clinic Connected represents a significant step forward in advancing that goal," says Dr. Clint Purvance, President and CEO of Barton Health. "We value the opportunity to work alongside such esteemed colleagues as we continue our journey of continuous improvement and healthcare excellence. This collaboration

will allow us to expand our expertise, strengthen key service lines and ultimately provide our patients with more advanced, comprehensive care, right here in Lake Tahoe."

Cleveland Clinic and Barton Health are working together to identify priority focus areas, which will begin with planning for the expansion of neurology, cardiology and cancer care.

The focus on neurology builds on Cleveland Clinic's nearly 20-year presence in Nevada, which began with the Lou Ruvo Center for Brain Health in downtown Las Vegas in 2009. With Cleveland Clinic in an advisory role, Barton Health looks to expand its neurological services, including the addition of leading diagnostic technology to care for individuals facing neurological disorders in Lake Tahoe.

Read more about Cleveland Clinic's advisory services at clevelandclinic.org/connected.

De-Escalation of Disease-Modifying Therapies in MS: Research Can Inform an Individual's Treatment Plan

When considering de-escalation of disease-modifying therapies (DMTs) due to safety reasons for people with multiple sclerosis (MS), a personalized approach guided by a drug's mechanism of action — how it interacts with the body to stop the disease — is critical to maintain relapse prevention. So suggests a Cleveland Clinic retrospective study published in August 2025 in Multiple Sclerosis and Related Disorders, a peer-reviewed journal (see page 13).



"This study provides valuable real-world data indicating that de-escalation or transitioning to a lower efficacy DMT in MS should be approached thoughtfully and focused on individualized decision-making," says senior and corresponding author Le Hua, MD, Director, Multiple Sclerosis Program, Cleveland Clinic Nevada. "When treating MS, our goal is always to reduce or delay disability. The art is determining the safest and most effective approach for each individual patient."

STUDY RATIONALE

For neurologists managing MS, optimal sequencing of DMTs — determining the best order to administer drugs — has become increasingly complex, with more than 25 FDA-approved options now available. While expert consensus often favors early, highly effective treatment, questions persist about the appropriate duration of these potent therapies and when de-escalation or discontinuation might be considered.

Discontinuation studies have shown increased disease activity in patients

stopping therapy at a younger age. However, de-escalation could serve as a bridge that balances disease suppression with reduction of risks associated with prolonged exposure to high-efficacy DMTs.

To explore the safety of de-escalation strategies, Dr. Hua and fellow researchers reviewed medical records of patients with MS who underwent DMT de-escalation at Cleveland Clinic sites in Las Vegas and Cleveland.

STUDY DESIGN

For purposes of the study, individual DMTs were categorized to efficacy levels as follows:

- **High-efficacy therapies (HET):** natalizumab and ocrelizumab
- **Moderate-efficacy therapies (MET):** S1P modulators and fumarates
- **Low-efficacy therapies (LET):** glatiramer acetate, interferons and teriflunomide

Two study cohorts were then identified based on the nature of patients' de-escalation:

- **Cohort 1:** patients de-escalating from HET to MET (163 individuals)
- **Cohort 2:** patients de-escalating from MET to LET (127 individuals)

The primary outcomes were annualized relapse rate (ARR) and the proportion of patients with new T2 or gadolinium-enhancing lesions on brain MRI — two key indicators of disability in MS.

PATIENT CHARACTERISTICS ARE KEY

When considering de-escalation from MET to LET, older age at de-escalation and the absence of a relapse in the year prior to MET initiation signal less chance of disability. Accounting for these factors, along with individual disease characteristics, can foster better-informed decision-making with patients.

"Despite the limitations, this study is a helpful step forward in understanding DMT de-escalation and promoting its application in a more personalized fashion," Dr. Hua concludes.

In both cohorts, analysis of outcomes by individual DMTs revealed important nuances that are best discussed with your neurology provider, says Dr. Hua.

To make an appointment with an MS specialist, call 702.438.6000.

+ **CONTINUE THE STORY ONLINE:**
clevelandclinic.org/deescalationms

KEY FINDINGS

	Median age at de-escalation (years)	Disease duration (years)	Relapse-free after de-escalation	Annualized relapse rate (ARR)	Proportion of patients with stable MRI (no new T2 lesions)
Cohort 1 (HET to MET)	42.82	11.28	71%	Increased: 0.06 on HET to 0.13 on MET	Decreased from 91% on HET to 73% on MET
Cohort 2 (MET to LET)	52.02	15.78	77%	Stable: 0.14 on MET vs. 0.13 on LET	Decreased from 73% on MET to 67% on LET

Notably, within Cohort 2, two factors significantly influenced outcomes:

- Each 10-year increase in age at de-escalation was associated with a 60.8% reduced risk of new T2 brain lesions.
- Having a relapse in the year before MET initiation was linked to an increased risk of new T2 lesions after de-escalating to LET.

Research Offers New Possibilities for Parkinson's

What if new treatments for Parkinson's disease (PD) could slow its progression for some of the nearly one million people in the U.S. who are living with the disease? Cleveland Clinic Nevada's Odinachi Oguh, MD, a movement disorders specialist and the principal investigator of two groundbreaking studies, aims to find out. Each study focuses on reducing the progression of PD, but through different approaches: an oral treatment designed to limit LRRK2 enzyme overactivity and a gene therapy surgery.

AN ORAL SOLUTION

The Neulark study evaluates the safety and efficacy of a potential oral treatment, NEU-411, in participants with early Parkinson's disease.

Dr. Oguh explains: "As the conversation about genes in Parkinson's disease evolves, a specific gene called LRRK2 is now known to play a key role. One of a new class of drugs, Neulark aims to reduce the function of an overactive LRRK2 enzyme that leads to symptoms. If we can do this in early PD, we may be able to slow the progression of the disease."

Neulark study participants receive monitoring and care from a team of specialists and might potentially benefit from an investigational new treatment targeting LRRK2-driven Parkinson's disease (see *sidebar*).

ELIGIBILITY CRITERIA FOR NEULARK:

- Between 40 and 80 years old
- Diagnosis of Parkinson's disease
- Positive result of LRRK2-driven test for PD
- Generally stable health with no expected need for dopaminergic therapy in the next 12 months

A SURGICAL OPTION

The REGENERATE-PD study aims to evaluate the efficacy and safety of a gene therapy, AAV2-GDNF, in the treatment of adults with moderate-stage Parkinson's disease. The hope is the new treatment could potentially help preserve the dopamine-producing nerve cells, which are gradually damaged or destroyed as Parkinson's disease progresses. Dopamine is critical in controlling movement, mood and motivation.

Dr. Oguh notes, "Gene therapy is the next frontier in treating Parkinson's disease."

Two out of three of the people enrolled in the study will be randomly assigned to receive the investigational therapy during surgery, while the remaining third will undergo a control surgical procedure known as a "sham surgery" or "placebo surgery" where a surgical cut is made into the head without delivery of the treatment. Neither the participants nor the research team will know who has received the study drug until the end of the follow-up period. This "double-blind" method helps study investigators

compare the results in those who had the investigational gene therapy surgery and those in the control group who did not.

Once all participants have completed 18 months of study visits, everyone will be informed of whether they did or didn't receive the investigational therapy. Those who did not — the control group — will be offered the treatment if it's safe to do so.

ELIGIBILITY CRITERIA FOR REGENERATE-PD:

- Between 45 and 75 years old
- Diagnosis of Parkinson's disease in past four to 10 years
- Stable medication for Parkinson's disease (such as levodopa) for at least four weeks before joining the study
- Symptoms associated with Parkinson's disease such as bradykinesia (slowness of movement) plus rigidity, rest tremor or postural instability
- No prior brain surgery

YOU CAN HELP RESEARCHERS LEARN MORE ABOUT PARKINSON'S DISEASE

Although one study is more invasive than the other, both offer hope for slowing the progression of Parkinson's disease through novel treatments. By participating in these studies, individuals with PD can contribute to vital medical research and potentially benefit from new treatments.

Find out about research opportunities at clevelandclinic.org/nevadaresearch or 702.701.7944.



< Dr. Odinachi Oguh

A GENETICALLY DEFINED POPULATION FOR PD

In some people with Parkinson's disease, a specific gene called LRRK2 (short for leucine-rich repeat kinase 2) plays a key role. Changes in this gene can cause the enzyme to become overactive. Studies have shown that the degree of overactivity of the LRRK2 enzyme is associated with an individual's chance of developing Parkinson's. People with this genetic profile associated with LRRK2 overactivity are described as having "LRRK2-driven Parkinson's disease."

Peer Pressure: In Publishing, It Just Might Yield Positive Results

Does research — and where it's published — matter? Clinician-scientists like Andrew Bender, PhD, part of the neuroimaging research team at Cleveland Clinic Lou Ruvo Center for Brain Health, say yes.

Enter peer review — the gold standard. “When we submit our work to a peer-reviewed journal, editors recruit other scientists to weigh in,” Dr. Bender shares. These reviewers, or peers, have deep knowledge in the field. They spot flaws, suggest improvements, and help ensure only high-quality studies get published. “Ultimately, this generates evidence-based medicine, which can translate to safer, more effective care for patients,” says Dr. Bender.



^ Dr. Bender with his mentee Cynthia Sopko, a UNLV neuroscience PhD student

Editors of peer-reviewed journals look for originality, impact and rigorous research methods. Once published, the more frequently a study is cited by other peer-reviewed scientific papers, the more meaningful that research is considered. For example, Dr. Bender's published work showing how the brain's white matter fiber pathways — essentially the wiring of the brain — change over time and how that's related to changes in memory has been cited several hundred times, “so I know that work is valuable and influential for the field,” he says.

Since Cleveland Clinic Lou Ruvo Center for Brain Health opened in 2009, its clinician-scientists have achieved more than 1,045 publication credits in peer-reviewed journals, advancing the science of Alzheimer's, Parkinson's, multiple sclerosis, neuropsychology and brain trauma. And their findings from clinical trials have been published in peer-reviewed journals leading to FDA approvals of 8 new treatments for neurodegenerative disorders.

But here's the twist: not all research that's important to the public makes it into peer-reviewed journals. “Most clinical trial data for new drug treatments is

published in peer-reviewed journals, but not all — because that's not an FDA requirement,” Dr. Bender points out. He adds, “Negative findings or unsuccessful trials are rarely published, but the results of all NIH-funded clinical trials are reported on the federal government's website clinicaltrials.gov.”

Drugs must go through FDA approval, which means their safety and effectiveness are tested in humans. “Supplements do not have to undergo clinical trials, because they don't need FDA approval. Brain training apps and other non-pharmacological products have a lower standard for approval than drugs,” he explains, because the potential for harm is deemed much lower. “Nonetheless, there can be missed opportunity. For example, time spent using an ineffective app could have been spent doing something different to challenge your brain's neuroplasticity or ability to adapt.”

Bottom line, next time you see a flashy health claim, ask: Is it peer-reviewed? *Is it cited? Is it FDA-approved? What do unbiased advocacy groups like the Alzheimer's Association say?* “That's how you separate the science from the snake oil,” concludes Dr. Bender.

POWER OF PHILANTHROPY

Paul “Dino” Dinovitz, Co-Executive Director, The Hearst Foundations, is “proud to support Dr. Bender's research because it provides a powerful way to track cognitive changes in real time, better understanding how our brains adapt.”

Philanthropy is invaluable. “Funds from donors often support studies that collect pilot data — some initial findings that help us build a case for the need of larger grants from organizations like the NIH,” Dr. Bender says. “Our donors' belief in us accelerates science, helping us pursue high-risk, high-reward ideas that can truly make a difference.”

To support science at the Lou Ruvo Center for Brain Health, contact our philanthropy team at 702.263.9797 or DonateNevada@ccf.org.



^ Paul “Dino” Dinovitz



GET A CLEARER PICTURE OF YOUR HEALTH

Our expert imaging team now offers advanced scans for your entire body, whether it's investigating a new symptom, checking on a known condition or simply being proactive.

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Care Partner Insight Is Key to Care Decisions

When someone you love is diagnosed with a neurological disorder, you may step into a care partner role. You're ready to help but perhaps hesitant about what to do or where to start. Your loved one relies on you — but are you doing things the right way?

Even if you have doubts, the care you provide is so important. We've discovered the most successful patients have a highly engaged support system. So do the most successful neurology providers and researchers. Here, they share why they rely so strongly on the insight from you, the unpaid care partner.

SIMRIT SARAON, DNP, APRN, CNP
COGNITIVE DISORDERS TEAM



"Care partners observe changes over time, from how an individual interacts with others to home safety, driving safety and personal care.

This information can help me determine which resources to order, such as a home health assessment, resource connections from our social work team or medication management tips with occupational therapy. In turn, these resources can enhance safety and quality of life for both the patient and the care partner."

MAILEEN ULEP, PHD, APRN, FNP-BC
COGNITIVE DISORDERS TEAM



"The care partner is my trusted informant, particularly with a condition like behavioral-variant of frontotemporal dementia where

behavioral changes and lack of or poor insight into one's difficulties are common. Across Alzheimer's and related dementias, when I ask about current hobbies and activities, frequently the patient is reporting things they haven't done for years, and it's the care partner I rely on to provide observations regarding their loved one's changing capabilities and interests."

ZHI "JENNY" BAKER, MPAS, PA-C
COGNITIVE DISORDERS TEAM



"Sometimes, a care partner mentions something that is not a characteristic of the current diagnosis. Those subtle changes they see help me rule

out an additional diagnosis or determine if it's related to current disease. For example, does the patient act out their dreams, which can be an indicator of an increased risk for developing Lewy body dementia, and something only a care partner could witness and report."

LESLIE DE LEON, MSN, APRN, CNP
COGNITIVE DISORDERS TEAM



"Families commonly ask, 'What stage of dementia is my loved one in?' Yet, it's their very observations of changes in strength, balance,

speech and success with activities of daily living that can help my colleagues and me track the progression of dementia and also identify any helpful interventions, such as physical or occupational therapy."

JENNY NGUYEN, DNP, FNP-C, CMRD
MOVEMENT DISORDERS TEAM



"It's common for patients to under-report symptoms, either out of embarrassment or simply because it's difficult for any of us to notice

small changes in ourselves over time. We habituate to the new norm, not realizing it's a decline. And that's where care partners help me understand the individual's condition more fully, so together, we can have more transparent conversations around care planning, aging in place and understanding whether obtaining professional caregiving assistance might help increase safety in the home.

ERIN WILKINSON, DNP, APRN, CMSN
MULTIPLE SCLEROSIS AND
NEUROIMMUNOLOGY TEAM



"Infections, such as those of the urinary tract, are common in people with multiple sclerosis and can appear suddenly, sometimes causing noticeable changes

from one day to the next. Often, it's the care partner who spots the early signs before the person with MS does — perhaps something subtle or unusual, like a worsening gait, or something cognitive, like accidentally putting the milk in the pantry instead of the refrigerator. Care partners might also notice that the person spent extra time in the heat the previous day, leading to today's fatigue, walking instability or confusion."

What happens when no care partner is present? Dr. Saraon remembers a patient who drove themselves to the appointment, showing up well-groomed and nicely dressed, but with one odd detail: their undergarments were on the outside layer, on top of their clothing.

“When we observe unusual situations with a patient and there’s no care partner to query, we have to guess at what might be going on at home and can miss the opportunity to engage appropriate resources to help the individual,” Dr. Saraon says.

At Cleveland Clinic Lou Ruvo Center for Brain Health, we hear the same thing over and over from patients’ loved ones:

“I was surprised to discover I had become a care partner.” But we’re so glad you’re there for them — and for us.

If you’re seeking education or support during your team’s journey with brain disorders, sign up to receive a calendar of our free programs in your inbox: clevelandclinic.org/NVnews.

YOUR ROLE IN RESEARCH

Care partners are so essential to consistent care that to uphold the integrity of a research study’s protocol or requirements, participation in most studies hinges upon an individual having a study partner — a care partner, family member or close friend who spends a large amount of time with the individual on a regular basis.

“The study partner helps with compliance — observing whether the study participant is taking the experimental treatment as directed — and monitoring how they’re doing in regard to side effects and perceived benefit of the drug,” says Charles Bernick, MD, who has served as the principal investigator of most of the Lou Ruvo Center for Brain Health’s studies of Alzheimer’s disease and related dementias since our 2009 opening.

One of the keys to a research study meeting its endpoint or fully testing its hypothesis is participant retention: ensuring they complete the full course of activities or treatment associated with the study protocol, which allows multi-site studies to compare and aggregate like data.

Dr. Bernick says study partners are the key to retention, from “providing transportation to the appointment, to validating value of participating when a patient questions why they’re ‘going to the doctor again.’”

If you have a study partner — or want to serve as one for a loved one — you can learn more about research opportunities at clevelandclinic.org/nevadaresearch or contact us at 702.701.7944 or healthybrains@ccf.org.



^ Dr. Charles Bernick

Why Wellness?

What does it take to live well with multiple sclerosis? Carrie M. Hersh, DO, MSc, FAAN, Director, Multiple Sclerosis Health and Wellness Program at Cleveland Clinic Nevada, says disease-modifying therapies or DMTs are only partially effective, making the overall optimization of health essential.

“Evidence continues to show that lifestyle factors play a significant role in shaping outcomes for individuals with MS and other neuroimmunological disorders,” she says. “Small, intentional health choices can meaningfully shape the overall disease course.”

MS is a complex inflammatory and neurodegenerative disease that affects the central nervous system and is one of the leading causes of disability in young people. Wellness practices, including exercise and healthy nutrition, have been shown to reduce brain inflammation and disease

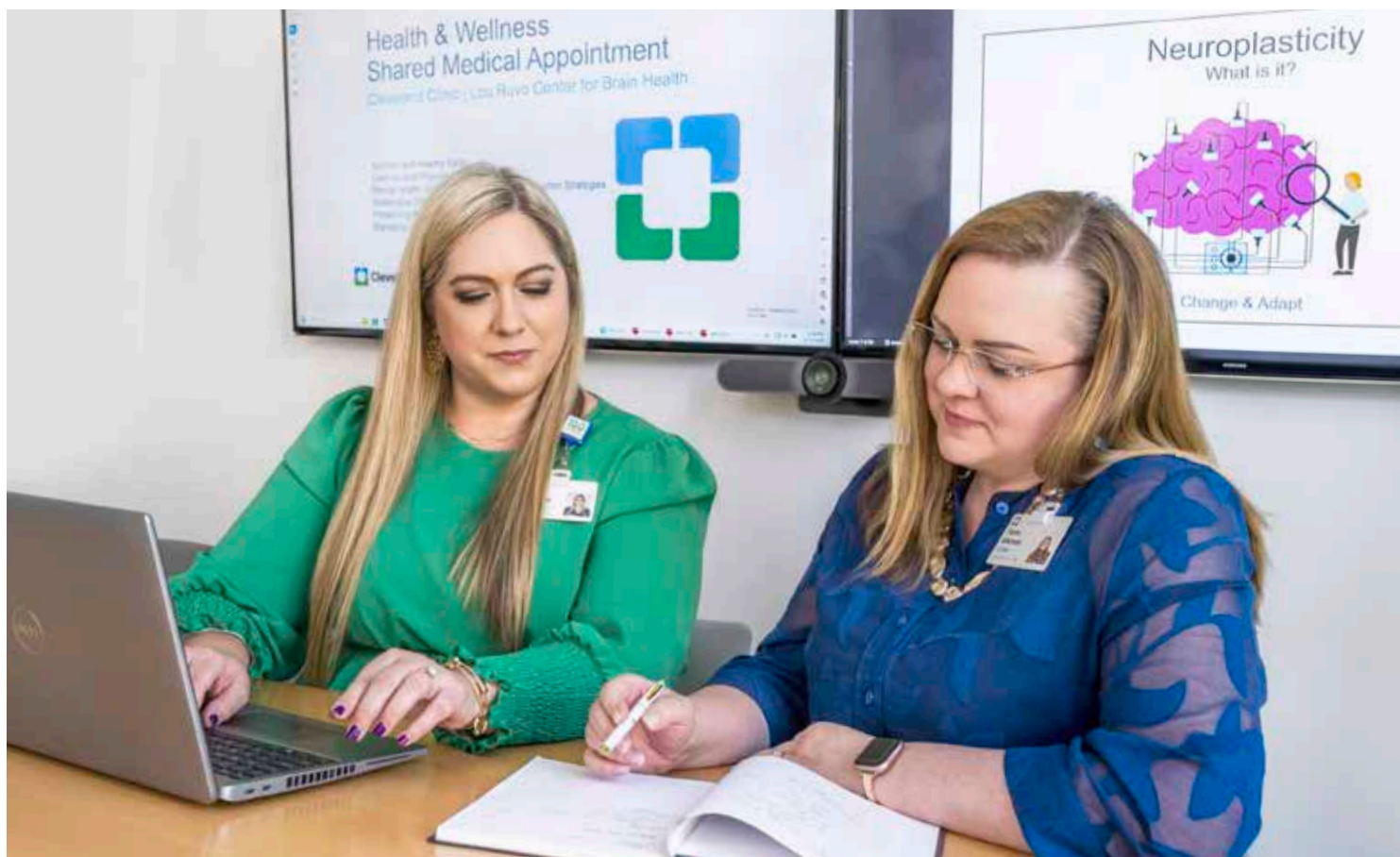
progression. In individuals with MS, mood disorders such as depression and anxiety can reduce motivation to participate in healthy behaviors, decrease quality of life and heighten symptoms such as pain and fatigue, says Dr. Hersh.

For all these reasons, education and finding ‘your tribe’ of others who share common goals for living well with MS are great building blocks for success, says Dr. Hersh, who oversees the ongoing expansion of Cleveland Clinic Nevada’s wellness offerings, which now include yoga and support groups, single-session

wellness classes and new in 2025, the Health and Wellness Shared Medical Appointment (SMA).

SHARED MEDICAL APPOINTMENT

Erin Wilkinson, DNP, APRN, CMSN, an MS specialty provider who serves as the group’s neurology expert, observed that while her patients with MS express common challenges, they often share feelings of isolation. Dr. Wilkinson, in collaboration with Dr. Hersh, Lucille Carriere, PhD, and Tiarra Atkinson, LCSW, developed the group-based education model. It is a supportive, professionally



^ Dr. Erin Wilkinson and Tiarra Atkinson

guided 90-minute interactive online medical appointment that offers answers to common questions and normalizes the challenges individuals with MS can face.

“A powerful dynamic has emerged,” says Dr. Wilkinson. “Participants naturally begin sharing advice, offering encouragement and validating each other's experiences. This just isn't possible in a traditional one-on-one medical appointment.”

The SMA addresses wellness topics including:

- Nutrition and healthy eating
- Exercise and physical activity
- Mental health, stress management and relaxation strategies
- Restorative sleep and energy conservation
- Preservation tactics for brain and cognitive reserve
- Guidance on general health and comorbidities

Feedback has been overwhelmingly positive, with patients describing the SMA as informative, empowering and reassuring. Many express how meaningful it is to hear from others facing similar challenges.

“Participants have reported gaining practical strategies for managing MS symptoms and improving overall wellness,” says Atkinson, a behavioral health outpatient therapist who serves as facilitator for the SMA. “Perhaps most importantly, participants tell us they leave the group feeling more confident and less alone on their journey with MS.”

LEARN MORE

The Health and Wellness SMA is available to individuals diagnosed with MS who are established patients at Cleveland Clinic Nevada. If you're interested in attending an upcoming SMA, contact your Cleveland Clinic neurology provider through MyChart or at 702.483.6000.

A shared medical appointment (SMA) can:

- Improve disease management through shared learning
- Allow you to ask questions and benefit from answers relevant to your and other participants' experiences
- Provide additional learning resources often not available in a typical neurology appointment

SMAs are not a:

- Support group
- Venue for discussing individual treatment plans

EMPOWER YOUR PATH: Living Well with Multiple Sclerosis and Other Neuroimmunological Disorders

Dr. Hersh is grateful to have secured funding from the Paralyzed Veterans of America Education Foundation for a multidisciplinary symposium entitled, “Empower Your Path: Living Well with Multiple Sclerosis and other Neuroimmunological Disorders.”

The symposium will explore how other coexisting medical conditions can complicate disease management and outcomes, while highlighting the benefits of anti-inflammatory nutrition, physical activity, restorative sleep, mental health and emotional wellbeing.



“Early education on the benefit of healthy lifestyle strategies is crucial for brain health and improving the daily lives of individuals with MS and related disorders. A healthy way of life helps preserve brain reserve for better long-term function,” says Dr. Hersh. “I encourage folks to attend the symposium and learn how.”

JOIN US ON SATURDAY, JANUARY 24

The Empower Your Path symposium will be held simultaneously online and in person in Las Vegas on Saturday, January 24, 2026, and will be archived for those who miss it.

To register or learn about additional educational and support programming for individuals living with MS or related neuroimmunological disorders, visit clevelandclinic.org/nevadaevents.



Recognized for Excellence

In recent months, Cleveland Clinic Lou Ruvo Center for Brain Health employees have been honored by their community, peers and professional associations for clinical excellence and leadership in their fields.

We celebrate their accomplishments.

2025 Affiliate of the Year

(Huntington's Disease Society of America, July 2025)

**HDSA – Las Vegas Affiliate, with support
from Cleveland Clinic Nevada**



^ Dr. Odinachi Oguh and Janet Nacua-Peck, RN, of Cleveland Clinic Nevada's movement disorders care team at the October 18, 2025 HDSA walk in Las Vegas.

Board Member, Nominating Committee

(American Physical Therapy Association, Nevada chapter, November 2025)

Kameron Jacobson PT, DPT, NCS

Parkinson's Foundation Center of Excellence Team Training

(Parkinson's Foundation, October 2025)

Eliana Gomez, PT, DPT

100 Most Influential Filipinos in the World

(The Outstanding Filipino Awards, October 2025)

Gina Watters-Sinclair

Certification in Functional Dry Needling

(Evidence in Motion, August 2025)

Christina Harvey, PT, DPT

Advanced Social Work Case Manager certification

(National Association of Social Workers, July 2025)

Tawnya Caldwell, LMSW, CCM®, C-ASWCM

Invited Member, Editorial Board

(The Journal of Prevention of Alzheimer's Disease, 2025)

Maileen Ulep, PhD, APRN, FNP-BC

Appointed Chair, Dementia Care Navigation Sub-Committee

(Alzheimer's Association 2025)

Lucille Carriere, PhD



In August 2025, leaders from the Parkinson's Foundation honored Cleveland Clinic's Dr. Zoltan Mari, left, with the Community Engagement All-Star Award and Dr. Benjamin Walter, right, as Collaborator of the Year. The two serve as directors of Cleveland Clinic's Parkinson's Foundations Centers of Excellence in Las Vegas and Cleveland respectively.

President-elect (Consortium of Multiple Sclerosis Centers, July 2025)

Carrie M. Hersh, DO, MSc, FAAN

The election places Dr. Hersh into leadership roles with the organization of multiple sclerosis (MS) healthcare professionals for the next four years spanning president-elect, president and then immediate past president. Dr. Hersh's responsibilities will include leading meetings of the CMSC executive committee and board of governors and working closely with the CMSC's CEO and its various committees to implement the organization's strategies and activities.

RE-INTRODUCING MICHAEL A. SEVERINO

Senior Development Director of Major Gifts



Michael Severino was born and raised in New York and has been a resident of Nevada since 1977. He has an extensive background in the hospitality industry, serving as director of food and beverage at several Nevada hotels. Following Lou Ruvo's diagnosis of Alzheimer's disease, Severino stepped in as general manager of the Ruvo family's business, the Venetian Ristorante. Subsequently, he worked with Larry Ruvo at Southern Glazer's Beverage Company for nearly 25 years as director of special events and marketing.

A member of Keep Memory Alive's Board of Directors since its inception in 1996, Severino has been very actively involved in fundraising for the Lou Ruvo Center for Brain Health in a volunteer capacity since before the center's groundbreaking.

In September 2025, Severino joined Cleveland Clinic Nevada as Senior Development Director of Major Gifts to raise funds for expansion of services and to support ongoing operations. He can be reached at DonateNevada@ccf.org or 702.263.9797.

What Is an Endowed Chair?

Your front-row seat to science in action

An endowed chair is a gift that keeps on giving: its principal is managed in perpetuity by Cleveland Clinic's investment office, while its investment income is made available annually, giving the chair holder funds to pursue novel approaches to care and research for degenerative brain disorders.

SECURE TIME, SPECIAL IMPACT

Lucille Carriere, PhD, knows first-hand the value of an endowed chair.

In June 2025, the Public Health Center of Excellence on Dementia Caregiving published a report highlighting how lifestyle factors can impact caregivers' brain health. The good news? Many of these risks overlap with the 14 modifiable factors identified in 2024 by the Lancet Commission on Dementia Prevention — lifestyle factors, such as high cholesterol and vision loss, that if addressed could help prevent or delay dementia by up to 45%.

This is important because we often talk about the emotional toll of caregiving, but not the physical implications.

Thanks to support from the Angie Ruvo Endowed Caregiving Chair, when the news broke, Dr. Carriere was able to carve out time as a caregiving subject matter expert, making herself available for media interviews and working with Cleveland Clinic's team to create a series of educational videos for social media in which she shared more about these risk factors.

Notably, 59% of dementia caregivers have at least 1 risk factor; almost 25% report at least 2 risk factors. While research indicates dementia caregivers are concerned about their physical health and may acknowledge the physical toll the role inflicts, 27% are not participating in health-promoting activities.

Dr. Carriere shared tips on how caregivers can change their approach to self-care:

- Know your risk factors
- Meet with your care team
- Be realistic and patient with yourself
- Celebrate the small wins

Accountability is a key component of an endowed chair

Each year, the chair holder produces a report for donors on activities made possible by income from the chair. **Here's a look inside Dr. Carriere's 2025 report to the Ruvo family.**

Impact Highlights from the Angie Ruvo Endowed Caregiving Chair

- **Redesigned and formalized the social work program for families affected by neurodegenerative disease**, transforming it into a structured, comprehensive model of care that delivers coordinated, hands-on support and guidance to patients and families.
- **Created a caregiver psychosocial assessment** tool to identify and address the unique emotional and practical needs of both caregivers and care recipients.
- **Developed crisis response care models** to support overwhelmed caregivers in real time within the clinical environment.
- **Scaled evidence-based caregiver training programs** that strengthen emotional resilience, behavioral management skills and self-efficacy.
- **Co-produced a caregiver video education series** focused on managing dementia-related behavioral symptoms, which is now a core part of our family education library.
- **Pioneered a group medical visit model** for dementia, blending medical and psychosocial support for caregivers through an interdisciplinary care team.
- **Oversaw expansion of the neurologic music therapy program**, supporting the launch of new groups designed by our music therapist to enhance cognitive stimulation, social connection and caregiver-care recipient relationships.
- **Built strong community partnerships** across southern Nevada, bringing caregiver skills, education and music therapy directly into senior centers and nonprofit venues to improve access.
- **Led national planning efforts on dementia care**, serving as a workgroup leader for a dementia care navigation initiative sponsored by the Alzheimer's Association.
- **Championed regional and national awareness of caregiver health**, serving as editor for our inaugural *Caregiver Gift Guide*. The guide received media attention and was featured in several print outlets across Nevada and nationally.

✓ Dr. Carriere with Angie Ruvo in 2019



Your generosity today can impact patients and brain science well into the future. Learn how you can fund innovation: DonateNevada@ccf.org or 702.263.9797.

Making Art, Sharing Memories

Nancy Nelson has participated in Cleveland Clinic Lou Ruvo Center for Brain Health's educational programming off and on for years. But she stepped out of her comfort zone when she signed up for Opening Minds Through Art (OMA). "While I write poetry, I don't consider myself an artist, but I'm trying to spread my wings a little and challenge myself." Living with a diagnosis of mild cognitive impairment (MCI), Nelson says she often holds back cautiously, "reluctant to venture into new areas."

OMA is an evidence-based intergenerational art-making program aimed at promoting social engagement, autonomy and dignity through the experience of creative self-expression. Artists — people living with dementia — are paired with trained volunteers who guide and support them in creating compelling artwork by focusing on imagination and remaining strengths rather than mourning lost memory or skills.

"Collaborating as pairs, the artists assume new roles as creators and teachers and leave a legacy of beautiful artwork," says Verla Niebuhr, Education Program Manager, Lou Ruvo Center for Brain Health, who debuted OMA at the center in summer 2025, thanks to generous grant support.

While serving as a volunteer, Clark High School student Yeham Kang shared memories of a great-grandmother in Korea who had dementia and struggled to remember or communicate.

What most surprised Kang about participating in OMA was developing a new way of thinking about the capabilities of people with dementia: "It's still possible to live a really good life and have fun," she observes.

Published studies have documented OMA's positive impact on its young volunteers, including increased comfort levels in interacting with people living with dementia as well as increased affection, enthusiasm and a sense of kinship.

The connection across generations is powerful, and "I think I was helping her, too, and that was delightful," says Nelson of her volunteer partner, Rhiannon Stocklen, who appeared shy during their early meetings. "We were discovering each other. We both looked forward to each session and ignited each other's curiosity."

By the conclusion of OMA, Nelson says, "I had Rhiannon laughing and shooting her hand up high to ask for supplies for our artwork."

Nelson's advice to others considering participating in OMA? "Be open to new experiences, dip your toe in the water and keep walking forward. I have fond recollections of the program."

At the conclusion of the eight-week session, Niebuhr presided over an art show, inviting participants on stage to share their reactions to the program. Each artist-volunteer pair displayed two of their works created throughout the program while connecting with peers, volunteers and members from the community.



< “In the world of Alzheimer's and dementia, some days are wonderful and some not so wonderful,” says Nancy Nelson. “In the bottom left corner of this painting, I included a blue smiley face as a reminder that no matter how the day may be going, whether it's fun and frolic or not feeling so good, we can move ahead. We can get ourselves up and going.”



^ Nancy Nelson and volunteer partner, Rhiannon Stocklen, collaborate



< For Otto Berk, who was born in Europe and lost many family members to the Holocaust, America has always been a special place, a new home. He says that's why he incorporated multiple instances of “USA” in the artwork he created within a few days of Independence Day 2025. “For me, it's so personal. I love living in this country with the freedom and inspiration we get from others and hopefully give to them, too.”

Berk's favorite part about participating in OMA were the people, his fellow artists who are also living with dementia. “We kind of grew together,” he says. “I feel richly rewarded by my participation in the program and hope many others will join OMA and enjoy the experience, too.”



^ Otto talking with his art-making partner, Garrett Tai

Held twice yearly, the next session of OMA will be Thursdays, February 12 - March 26, and volunteers are needed. To volunteer, contact LouRuvoSocialServ@ccf.org. To register as an artist, visit clevelandclinic.org/NVevents.

Making a HABIT of Accountability, Continuity, Community

When Betsy Suits was diagnosed with mild cognitive impairment (MCI) in 2020 at age 66, it was “shocking and upsetting, but I’ve tried to keep busy, and Cleveland Clinic has been so helpful.”

Betsy has participated in Opening Minds Through Art, Mind in Design, yoga, ukulele camp and “pretty much any music therapy group they offer” at the Lou Ruvo Center for Brain Health. She and husband Chuck Suits are regulars at the theater and enjoy walks in the Las Vegas city parks and their neighborhood. With such a busy schedule, both noticed that Betsy, a retired elementary school teacher, was struggling to keep their calendar organized, which was one of the reasons they signed up for the HABIT® program.

Developed by Mayo Clinic, HABIT is an evidence-based program that provides information, tools and support to help care partners and individuals with MCI achieve the highest possible level of function and independence and builds on participants’ existing strengths and procedural memory, otherwise known as habit memory, which equips us to perform certain tasks without conscious thought. HABIT also provides participants with a proprietary calendaring system, which the Suits say has helped Betsy quite a bit.

A BOOST FOR THE BRAIN

Since 2021, Lucille Carriere, PhD, has facilitated eight sessions of the HABIT program at the Lou Ruvo Center for Brain Health and recently graduated the 50th couple.

“It’s called HABIT for a reason and, as with any behavior modification program, daily engagement is the key to success,” she says.

That’s why Dr. Carriere launched quarterly HABIT Booster Sessions, which give HABIT alumni such as the Suits an opportunity to learn from and socialize

with others using a shared toolkit for living well with MCI. Building lasting community among alumni and promoting agency and independence are common themes in the sessions — and topics that resonate with Chuck.

The two-hour booster sessions address wellness education for care pairs — including a refresher on key HABIT learnings about behavior and

wellness — before breaking into groups for more tailored support:

- **Individuals with MCI** discuss strategies for maintaining independence and managing setbacks.
- **Care partners** explore emotional challenges, share concerns about condition progression in their loved ones and brainstorm ways to stay on track with personal health goals.



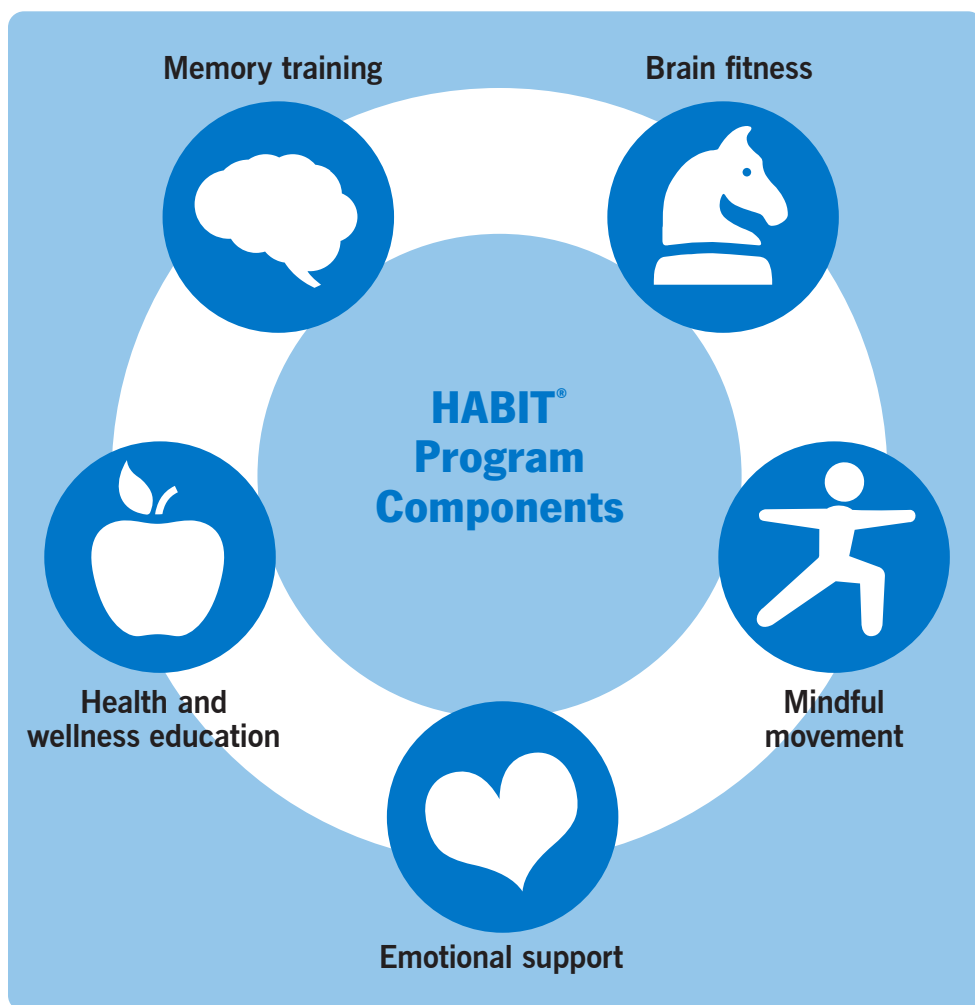
^ Chuck and Betsy Suits celebrate a special occasion

Strategies from the HABIT sessions have benefited the Suits immensely. At home, Chuck has always been the cook while Betsy handles loading and emptying the dishwasher. Now, with MCI compromising her procedural memory, they've both become frustrated when she puts away kitchen items in random locations throughout the house, which presents a dilemma for Chuck: "Either I take over emptying the dishwasher, or I get annoyed."

At Cleveland Clinic, one of the tips he learned for managing frustration is to face Betsy and hold hands for 30 seconds before addressing the situation, which gives them both time to calm down and collect their thoughts. He has also developed new ways to keep Betsy involved in household management: he provides direction while she puts away items in their shared filing cabinet.

"The HABIT program gave us a kick in the pants, got us started. We learned how to get organized, exercise, eat well, stay active," says Chuck. "It gives you something to do every day instead of just worrying about the disease. MCI is a macro problem, but you can deal with it in a micro way by making the most out of every day."

Dr. Carriere concludes, "The HABIT program fills a critical gap in care for a population often underserved in the early stages of their disease as they struggle to inform family of changes, develop a support network and manage the present while planning for the future."



REGISTER NOW FOR AN UPCOMING SESSION OF HABIT

Offered quarterly, the first HABIT session of 2026 will be held once weekly from January 20 to February 5. Message your Cleveland Clinic provider via MyChart for a referral or contact HABITProgram@ccf.org for future session dates.

Thanks to generous donor support, the HABIT program is offered at no cost to participants and may be held virtually or in person.

Festival Funds Groundbreaking Science

On August 9-10, 2025, Keep Memory Alive's Summer Festival & Rodeo returned to the historic Shakespeare Ranch, the Ruvo family's home on the shores of Lake Tahoe, for more western fun. For the first time, this annual fundraiser benefiting Cleveland Clinic Nevada featured a showcase of luxury automobiles curated by Kristen and Porter Felton and the National Automobile Museum.

Keep Memory Alive Co-founders Camille and Larry Ruvo honored one of Cleveland Clinic Connected's newest members, Barton Health, with the Community Leadership Award (see page 9).

"We are proud to recognize the entire Barton Health team," said Ruvo. "Their steadfast commitment to compassionate, high-quality care mirrors the mission at Cleveland Clinic Nevada, and we are deeply grateful for the vital role they play in supporting the health of our neighbors in northern Nevada."

Celebrity chefs and TV personalities Antonia Lofaso and Scott Conant not only prepared dinner for the 180 guests in attendance but also contributed coveted prizes — a total of three dinners to be made in the winning bidders' homes — that fetched a total of \$300,000.

Another popular auction item? Funding a scientist through the Emerging Science program. Since 2016, guests at the Summer Festival have funded 30 awards. The Emerging Science Program supports neurological researchers who are pioneering novel projects and investigating disease-altering therapies. Investment in early-career researchers results in a lifetime of return on investment, as the scientists translate their early learning and support into a career of scientific advances.

If you're interested in funding science at Cleveland Clinic Nevada, please contact our development team at 702.263.9797 or DonateNevada@ccf.org.



^ Kristen and Porter Felton



^ (L to R): Antonia Lofaso, Larry Ruvo and Scott Conant

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A scientist's open letter to donors

Thanks to your generous support, we're making important strides in understanding how Alzheimer's disease and related dementia risk factors affect the brain — well before memory problems even begin. Recently, my research team has identified critical new links between early Alzheimer's-related changes in the brain's white matter wiring with key risk factors such as blood-based markers of neurodegeneration, inflammation and amyloid plaques (seen on PET scans), as well as health issues like obesity, high blood pressure, smoking and sleep apnea.

This work is especially significant because it focuses on older adults in Nevada, many living in rural communities that are vastly underrepresented in Alzheimer's research. These discoveries are now being prepared for publication in leading scientific journals and have been shared at major scientific meetings.

Because of you, we're continuing to push the frontiers of how we study the living brain. Your generosity is helping my team lay the groundwork for developing tools that may one day predict who is at greatest risk and who might stay resilient despite Alzheimer's changes. These developments will help our clinicians make more precise diagnoses and provide more personalized treatments.

None of this would be possible without your belief in our mission. Your support is truly accelerating the science that brings hope to families facing Alzheimer's and dementia. I look forward to keeping you updated on our next breakthroughs.

Gratefully,

Andrew Bender, PhD

Emerging Science Awardee, 2023



^ Dr. Andrew Bender

Be Like Susi: Support Science, Make a Difference

A long-distance caregiver simultaneously to a mother with dementia and a father with Parkinson's and dementia, Susi Letica recalls it being "unbelievably difficult to watch these driven, remarkable personalities who had been sharper than sharp just slowly disappear."

When Susi toured Cleveland Clinic Lou Ruvo Center for Brain Health in 2023, "it was the right place at the right time."

Facing the heartbreak of her parents' illnesses, Susi was struck by Cleveland Clinic's commitment to innovation. "I liked the research, the ambition to do more than provide the current standard of care. And the emphasis not only on patients, but their unpaid family caregivers resonated."

Inspired by what she saw, Susi decided on the spot to buy a front-row table

at the annual fundraising gala, Power of Love®, determined to support science that might change lives and help other families.

For Susi, who lost both of her parents within a few months of each other the following year, the mission remains personal. "You can't have family members who have struggled through dementia and not wonder...*am I next? And what can I do to change that for myself and for other caregivers?*"

PURPOSEFUL BIDDING

At the Power of Love, as well as Keep Memory Alive's annual Summer Festival & Rodeo, funding research opportunities, such as the Emerging Science program for Cleveland Clinic's junior staff, is a key focus for Susi. "It paves the way to sparing other families the devastation of dementia," she says. (See page 25.)

Camille Ruvo, co-founder and vice-chair of Keep Memory Alive and the visionary behind marquee fundraising events that support the Lou Ruvo Center for Brain



^ Susi Letica bidding at the Keep Memory Alive's Summer Festival & Rodeo at Lake Tahoe

Health, says Susi's excitement is inspirational. "It's so fulfilling to hear her speak from the heart, sharing her perspective on the Emerging Science program and motivating others to join the bidding action."

Susi says, "For every dollar I can budget to spend at a live auction, I can challenge others to do likewise. Collectively, our support amplifies the impact."

She observes that everyone knows someone with dementia, and the amount of stress that it puts on families and entire communities is "just unacceptable. I'd love for us to finally have better tools to slow, stop or reverse progression of neurological disease."

POWER OF THE PARTY

"Cleveland Clinic's events are meaningful because the cause is meaningful," she says, and then adds with a laugh, "There's nothing my parents liked better than a good party, and I guess I learned from the best!"

So if you see Susi waving her auction paddle at a Cleveland Clinic event, be sure to give her a run for her money, some competition for the cause.

Join us at the 30th anniversary Power of Love gala on February 14, 2026 and share your love for science and impactful giving (see page 5). Get your tickets now: bit.ly/polnewthinking

KEEPING MEMORY ALIVE: SUSI'S MEMORABLE MOMENTS

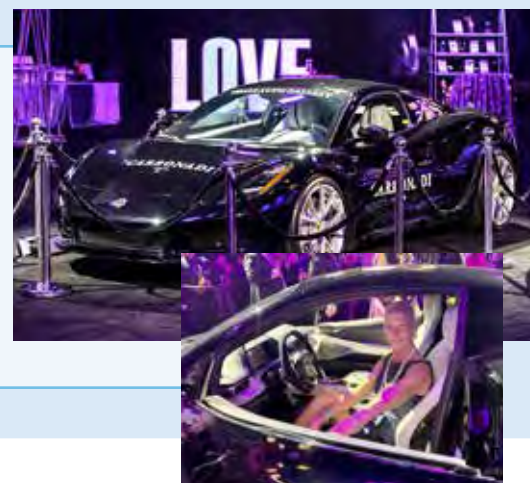
While the goal of Cleveland Clinic fundraising events is serious, Susi also believes in the power of fun. Winning auction bids have given her access to unforgettable experiences that aren't available anywhere else: cheering from soccer superstar David Beckham's VIP box, meeting Michael Bublé and Snoop Dogg on the set of *The Voice*, and securing a limited-edition Lotus sports car.

"Beckham was so gracious. He took my phone and recorded a personal video message to each of my grandkids, addressing them by name."



"Michael Bublé, one of nicest people I've ever met, signed hockey sticks for my grandkids. Snoop took our contact information and sent us cases of his Gin & Juice cocktails."

"I would never have gone out to a car dealership and bought myself a fancy little sports car, but I entered a lively bidding war with another guest and serendipitously, Larry Ruvo was able to secure a second Lotus. So, we doubled the fundraising for Cleveland Clinic!"



Sounds of the Season Support Brain Health

Originally released in the early 1980s and remastered and released in 2025, "Music and The Mind: Best of Christmas 2025" showcases the brilliance of Gus Mancuso. The Las Vegas musician plays keyboards, bass, drums, baritone horn, trumpet and vibes on the album, leading to the nickname the "Gus Mancuso Sextet."

A legend on the jazz scene since "Introducing Gus Mancuso" debuted in the 1950s, Mancuso, who earned the cover of *Harper's Bazaar* and was dubbed "Mr. Las Vegas Jazz" by the *Las Vegas Review Journal*, had worked with many Las Vegas Strip headliners, such as Bobby Darin and Mel Torme, and taught jazz improvisation at University of Nevada, Las Vegas. In 2003, Mancuso received the Excellence in the Arts Lifetime Achievement Award from Nevada Governor Kenny Guinn.

"I've been pleasantly surprised at the amount of interest there has been in my father's music since his passing in 2021," says Ron Mancuso.

Ron's mother, who is Nevada's former Lieutenant Governor Lorraine Hunt-Bono and Larry Ruvo's cousin, suggested they direct proceeds from the newly released album to support the music therapy program at Cleveland Clinic Lou Ruvo Center for Brain Health.

Since 2024, the Las Vegas Jazz Society has worked with Julie Renato, MM, LPMT, MT-BC, a music therapist at the center, to convene periodic Jammin' With the Jazz Society sessions for patients. The Las Vegas Jazz Society's November 9, 2025, tribute performance of Gus Mancuso's Christmas album marked the latest collaboration between the two nonprofits.

To make a donation and obtain a copy of the album, contact Keep Memory Alive at 702.263.9797 or visit keepmemoryalive.org/gus.



^ Lou Ruvo Center for Brain Health supporter Lorraine Hunt Bono donated performance space at her Copa Room at The Bootlegger for Jammin' With The Jazz Society. The special music therapy event was facilitated by Lou Ruvo Center for Brain Health music therapist Julie Renato, pictured here on stage. The May 21, 2024, event was open to the center's patients and members of the Las Vegas Jazz Society.

FEELING CREATIVE? WE WELCOME YOUR FUNDRAISING IDEAS

Looking to turn your next community event or celebration into a fundraiser? In lieu of gifts, your next special occasion invitation could suggest a donation to Cleveland Clinic Lou Ruvo Center for Brain Health. We can help you create a customized web donation page to match the look of your event. Contact us at 702.263.9797 or info@keepmemoryalive.org.

A Gift for Our Community, An Opportunity to Honor Loved Ones

On July 13, 2009, a year and a half after Paula Delligatti joined Southern Glazer's Beverage Company as the executive assistant to Larry Ruvo, the building that bears his family name opened its doors. "I'll always remember the day because it was my birthday," says Delligatti. "And Cleveland Clinic Lou Ruvo Center for Brain Health is the Ruvo family's gift to our entire Nevada community."

In the intervening years, Delligatti has coordinated visits to the center for numerous celebrities, star athletes, presidents, and food and beverage luminaries in Larry Ruvo's Rolodex, as well as long-time Las Vegas curious about the healthcare transformation happening in their hometown.

"Larry's 'day job' is senior managing director at Southern Glazer's, but his volunteer passion project is raising awareness and funds for the transformative work being done at the Lou Ruvo Center for Brain Health, and that passion is infectious," says Delligatti, with whom the center's mission also resonates.

Her father, Bud Eitnier, had been her mother's caregiver until he passed in 2014, while her mother, Carolyn, battled Alzheimer's disease for another four years. Delligatti says that her mother was devastated about losing her husband. Moving out of the family home in New Jersey to a memory care facility in Maryland escalated her symptoms. "Periodically, mom would remember her losses and just cry."

Paula Delligatti and husband Ralph Delligatti have both participated as normal controls in research studies at the Lou Ruvo Center for Brain Health to help its

clinician-scientists learn more about the mysteries of the brain and perhaps one day, spare other families the devastation of losing parents to Alzheimer's disease.

During her 18 years working with Larry Ruvo, Delligatti has seen how democratizing Alzheimer's is, striking families from all walks of life. "Ralph and I are proud to donate to the Lou Ruvo Center for Brain Health not only in memory of my parents, but for those who continue to suffer daily from neurodegenerative disease," says Delligatti.



< Paula Delligatti, right, pictured here with daughter Christin Booth and Delligatti's brother, Daniel Eitnier, says purchasing a paver at the center was "our way of giving back to Camille and Larry Ruvo and Cleveland Clinic Lou Ruvo Center for Brain Health." The 2025 gift from her brothers James Eitnier, Daniel Eitnier and herself "bears our parents' names and is a place for our family to visit and remember these two amazing people. The love my parents shared was a true testament to their devotion to one another and our family."

MAKE AN INVESTMENT TO PRESERVE MEMORY

Contribute to quality care, accelerate research and help improve outcomes. Allow us the honor to recognize you or a loved one through various naming opportunities on our Las Vegas campus. To discuss ways to become a part of the Lou Ruvo Center for Brain Health, contact our development team at 702.263.9797 or DonateNevada@ccf.org.

Visionary Larry Ruvo and Architect Frank Gehry:

A Friendship That Drew The World's Attention to Neurological Disorders

"What happens when a philanthropist, a star architect and a world-class medical center agree on a mission? The result would be something quite possibly looking and functioning like the Lou Ruvo Center for Brain Health. It's the latest addition to the unique world of Las Vegas, Nevada, architecture — except this structure has a more personal meaning than most: It's the \$80-million expression of a man's grief for his father, victimized by Alzheimer's disease."

So reported *Healthcare Design* on June 30, 2010, a year after the building opened, in an article entitled "Icon for brain health: The Cleveland Clinic Lou Ruvo Center for Brain Health."

To shine a light on Alzheimer's disease and other neurodegenerative disorders, Keep Memory Alive Chairman and Co-Founder Larry Ruvo knew he needed some world-class packaging.

Ruvo told *Healthcare Design*, "The purpose of the exterior was to create excitement and let the world know that I and the people of Las Vegas are serious, that we want to alter the course of this disease. We've raised tens of millions of dollars, and a large part of our success is due to Frank Gehry."

Gehry died December 5, 2025, at age 96. The Pritzker Prize-winning architect was renowned for buildings that merged sculpture and architecture, notably the Guggenheim Museum Bilbao in Spain. The Lou Ruvo Center for Brain Health is equally memorable, with Gehry's signature stainless steel-clad exterior.

"Frank Gehry was my 'sizzle' and his prestige quickly captured the interest of Toby Cosgrove, MD, an architecture buff and then-CEO of Cleveland Clinic," says Ruvo. In fact, shortly after his first meeting with the architect, Ruvo told Gehry, "I want to put your celebrity to work for us."

And work Gehry did, delivering the expected and the unexpected. During the construction phase, Ruvo remembers getting a call from a sub-contractor saying they had underbid by millions of dollars and that the building's \$80 million price tag would have to be increased.

By this time, Ruvo and Gehry were fast friends. Ruvo remembers: "I called Frank and said, 'What should I do? I'm spending donors' money. I can't go over budget.' Frank called the supplier in Europe, telling him, 'You're dealing with my friend, Larry and his nonprofit. Treat him right. If you don't... I'll get the word out.'"

From groundbreaking in February 2007 to the first patient in July 2009 to the present day, the attention the Lou Ruvo Center for Brain Health's Gehry-designed headquarters has drawn from donors, patients, volunteers, the community and the media has returned dividends on the initial investment, creating a more profound impact in the long run through the research, clinical trials and treatment going on within the building's walls.

The media observed it, too. On December 3, 2009, following his visit to MGM Resorts International's CityCenter and Cleveland Clinic Lou Ruvo Center for Brain Health, *LA Weekly Architecture* Reporter Hugh Hart wrote, "Make no

mistake: These buildings are very much about marketing. But instead of hawking fake identities borrowed from New York, Paris or Venice, this new generation of glass-encased buildings parlays Nevada's most obvious natural resource, the unblinking sun, into nature-based spectacle." He continued, "There's not a stitch of kitsch to be found in the resort town's latest iteration of destination buildings."

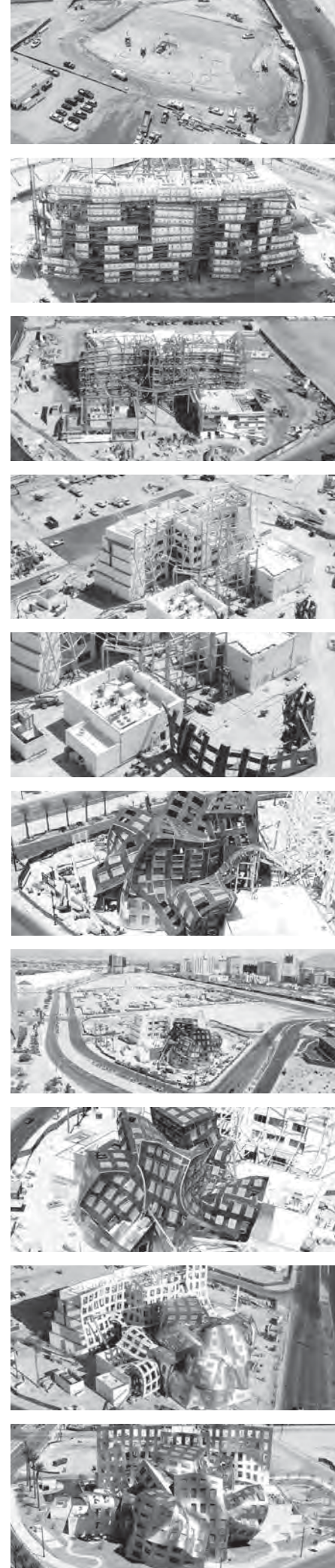
That same week, *Bloomberg News* Architecture Critic James Russell visited the building on a mission for his employer, also noting a personal connection through a loved one suffering from a neuro-muscular disease.

Visitors remain curious about the center's architecture, which they refer to as "beautiful," "crazy" and sometimes, "melting." In 2016, Lou Ruvo Center for Brain Health volunteer tour guide Beverly Saperstein told *New Thinking* she made sure that by the conclusion of each tour, "welcoming" had been added to guests' list of descriptors, because Frank Gehry's intent was an approachable building that encouraged visitors to come inside and learn more about brain health, as requested by his client, Ruvo.

Gehry told *Healthcare Design*, "Whatever the comments — pro or con — the most important thing for me is that the building works for those who use it. My client is happy and has had only positive feedback from visitors and patients. We designed the spaces to have a lot of natural light, warm finishes, wood and nice colors. I think we made spaces that people will feel comfortable in."



^ Larry Ruvo presents architect Frank Gehry with a birthday cake replica of his masterpiece.



^ **KEEPING MEMORY ALIVE FOR FAMILY AND COMMUNITY**

“We shared so many stories about family and friends while swimming, taking walks or going to breakfast,” says Ruvo, whose family became neighbors with Gehry and his wife, Berta. “We made memories together.”

He continues, “My friend Frank designed with intention, creating a workspace that inspires hope. We owe it to him to leverage that possibility for families in our community who are challenged by brain disease.”

To make a donation to the Lou Ruvo Center for Brain Health in memory of Frank Gehry, visit give.ccf.org/Gehry.

REMEMBERING OUR ARCHITECT, FRANK GEHRY: AS HEARD ON DECEMBER 5, 2025

“I had come from an early meeting with a local Las Vegas doctor. As I was leaving, he said to me, ‘I want to thank you and your wife, Camille, for what you did for our community, our state.’ I said, ‘The foundation was laid by Frank Gehry.’ Eerily, minutes later, Frank’s chief of staff informed me of his passing.”

Larry Ruvo

“Providentially, when I got the text about Frank Gehry’s passing, I was sitting in a meeting with Congressman Steven Horsford where community members were talking about the incredible impact that this building has had on advancing Alzheimer’s disease awareness and care in Las Vegas.”

Dylan Wint, MD

Medical Director, Cleveland Clinic Nevada



“This is very sad news for the world of art, architecture and in our case, medicine. He was a giant who changed how spaces are blended with technology and human use. His body of work lives on.”

André Machado, MD, PhD

*Chief, Neurological Institute,
Cleveland Clinic*



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