

# TOP 10 ONLINE INFLUENCERS

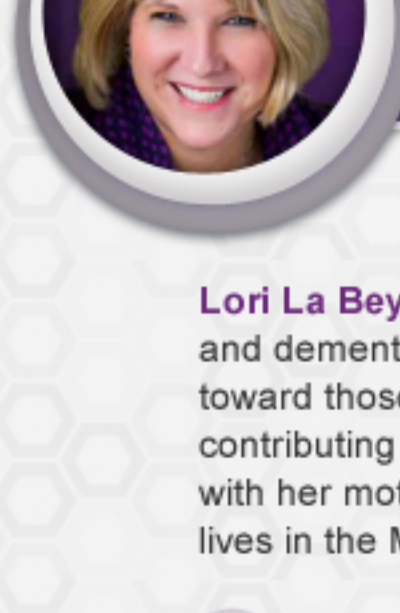
## Making a Difference in the World of ALZHEIMER'S DISEASE

### MANAGING Alzheimer's Disease

5.4 MILLION ARE LIVING WITH ALZHEIMER'S

Source: Alzheimer's Association

As National Alzheimer's Disease Awareness Month, November spotlights the sixth leading cause of death in the United States. A condition that affects one in eight older Americans, Alzheimer's disease takes a physical, emotional and financial toll as well on the families, friends and communities of those who suffer from it. "SharecareNow 10: Alzheimer's Disease" celebrates the individuals driving important conversations about the disease, providing information, support and answers to patients and caregivers alike. To learn more about the signs and symptoms, stages, diagnosis, research, treatment and care of Alzheimer's disease, visit [www.sharecare.com/topic/alzheimers-disease](http://www.sharecare.com/topic/alzheimers-disease).

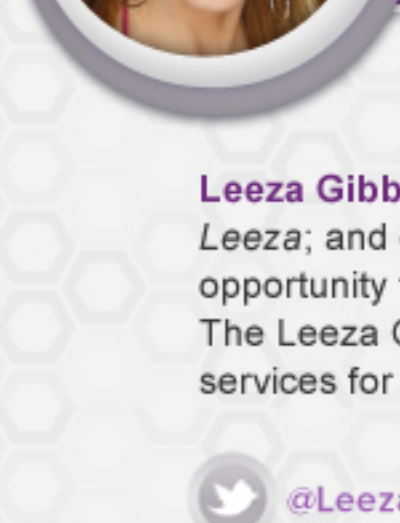


#1 Lori La Bey, [AlzheimersSpeaks.wordpress.com](http://AlzheimersSpeaks.wordpress.com)

<http://alzheimersspeaks.wordpress.com/>

Lori La Bey is the founder of Alzheimer's Speaks, an advocacy group providing resources to those dealing with Alzheimer's and dementia. As the host of *Alzheimer's Speaks*, the first radio show dedicated to dementia, La Bey helps change attitudes toward those suffering from memory loss and improve their quality of life. La Bey is also a motivational speaker and a contributing author to four books with a fifth in the works. She is also writing her own book which highlights her 30-year journey with her mother's memory loss and the gifts hidden within the disease. She has worked in healthcare for 34 years and currently lives in the Minneapolis area.

- [Lori La Bey](#) [@AlzSpks](#) [Alzheimer's Speaks](#) [Alzheimer's Speaks](#) [Alzheimer's Speaks](#)
- [Lori La Bey](#) [Lori La Bey](#)

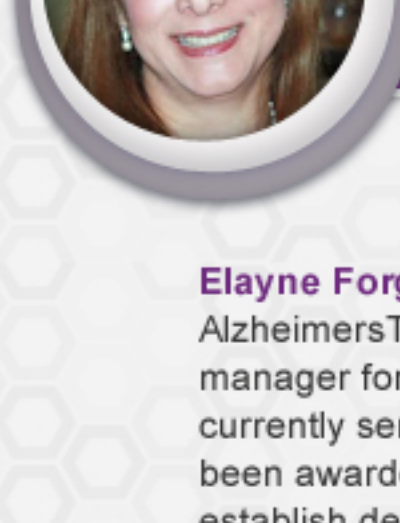


#2 Leeza Gibbons, [LeezaGibbons.com](http://LeezaGibbons.com)

<http://leezagibbons.com/>

Leeza Gibbons has worked in television journalism for more than 25 years, hosting *Entertainment Tonight*; her own talk show, *Leeza*; and currently *America Now* and *My Generation*. She considers one of the greatest gifts in her life to have been the opportunity to honor her mother's legacy and her family's journey through her mother's Alzheimer's disease. In 2002, she created The Leeza Gibbons Memory Foundation and its signature programs, Leeza's Place and Leeza's Care Connection, offering free services for family caregivers.

- [@LeezaGibbons](#) [@LeezasPlace](#) [OfficialLeezaGibbons](#) [LGMFLeezasPlace](#) [Leeza Gibbons](#) [Leeza Gibbons](#)

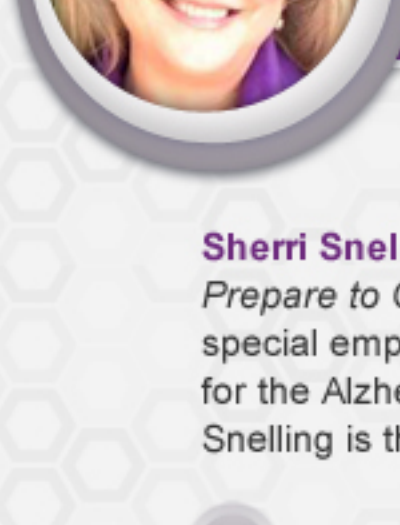


#3 Elayne Forgie, [AlzheimersCareAtHome.com](http://AlzheimersCareAtHome.com)

<http://alzheimerscareathome.com/>

Elayne Forgie is the President and CEO of Alzheimer's Care Resource Center and the founder of ElderCare at Home and AlzheimersTraining.com, providing services and support to Alzheimer's caregivers. Forgie has been a professional geriatric care manager for more than 21 years and was a founding board member of the Florida Geriatric Care Managers Association. She currently serves on the Board of Directors for the Advocacy Advisory Board for the Alzheimer's Foundation of America, and has been awarded their Excellence in Care Specialist designation. She is presently working with other leaders in her community to establish dementia-specific standards for service delivery to patients and caregivers affected by Alzheimer's disease.

- [@ElayneForgie](#) [@CaregivingClub](#) [Elayne Forgie](#) [ElderCare at Home](#) [ElderCare at Home](#) [Alzheimer's Care at Home](#) [Elayne Forgie](#)

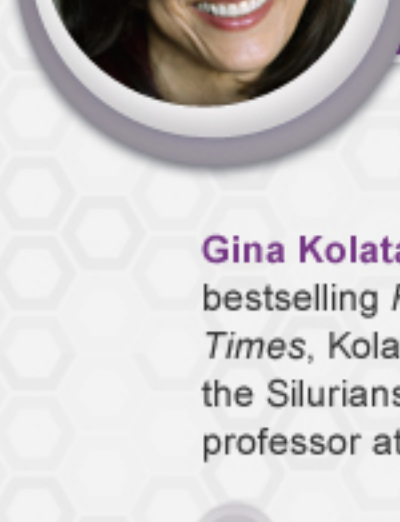


#4 Sherri Snelling, [blog.alz.org](http://blog.alz.org)

<http://blog.alz.org/>

Sherri Snelling is CEO and founder of the Caregiving Club and author of *A Cast of Caregivers: Celebrity Stories to Help You Prepare to Care*. She is a nationally recognized expert and speaker on behalf of America's 65 million family caregivers with a special emphasis on how to help caregivers balance self care while caring for a loved one. She is the official caregiving blogger for the Alzheimer's Association as well as a contributor to *ThirdAge*, *Next Avenue/PBS*, *Huff Post 50*, *Caring.com* and others. Snelling is the former chairman of the National Alliance for Caregiving.

- [@SherriSnelling](#) [CaregivingClub](#) [Caregiving Club](#) [Sherri Snelling](#)

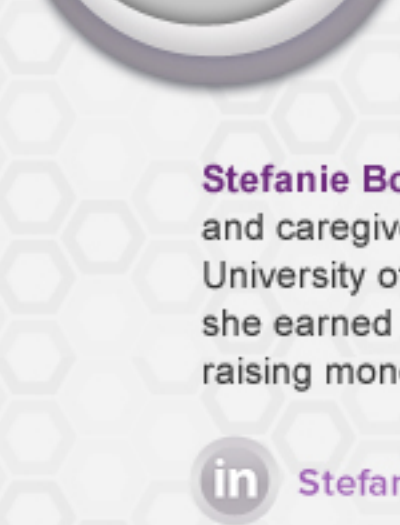


#5 Gina Kolata, [NYTimes.com](http://NYTimes.com)

[http://topics.nytimes.com/top/reference/timestopics/people/k/gina\\_kolata/index.html](http://topics.nytimes.com/top/reference/timestopics/people/k/gina_kolata/index.html)

Gina Kolata is an award-winning medical reporter for *The New York Times*. She is the author of five books, including the bestselling *Flu: The Story of the Great Influenza Pandemic of 1918 and the Search for the Virus that Caused It*. While at the *Times*, Kolata has been a Pulitzer finalist twice and has received awards from various organizations including the Society of the Silurians, the Associated Press, the American Association of Health Care Journalists and others. She has also taught as a professor at Princeton and currently gives guest lectures at universities and medical schools across the country.

- [@GinaKolata](#) [Gina Kolata](#)



#6 Stefanie Bonigut, MSW, [alznorcalblog.org](http://alznorcalblog.org)

<http://www.alznorcalblog.org/>

Stefanie Bonigut is a trained social worker and family care specialist for the Alzheimer's Association, where she helps families and caregivers struggling with the challenges of taking care of loved ones with Alzheimer's disease. Bonigut attended the University of Washington where she earned her master's degree in social work, and the University of California at Davis where she earned her Master of Science degree in systemic physiology. She is an active advocate in the Alzheimer's community, raising money for and participating in fundraising events such as the Walk to End Alzheimer's.

- [Stefanie Bonigut](#)



#7 Elizabeth Nolan Brown, [blog.aarp.org](http://blog.aarp.org)

<http://blog.aarp.org/>

Elizabeth Nolan Brown is associate editor of the women's health site *Blisstree.com*, as well as a regular contributor to AARP's web site and blog. Brown's writings span topics from health and nutrition to science and culture. Her work has appeared in a variety of publications, including *AARP The Magazine*, *AARP Bulletin*, *The Huffington Post*, *Shine and Well + Good NYC*. She is currently writing a book on the best diet for Alzheimer's prevention and brain health.

- [Blisstree.com](#) [@ENBrown](#) [Elizabeth Nolan Brown](#) [Elizabeth Nolan Brown](#) [Elizabeth Nolan Brown](#)

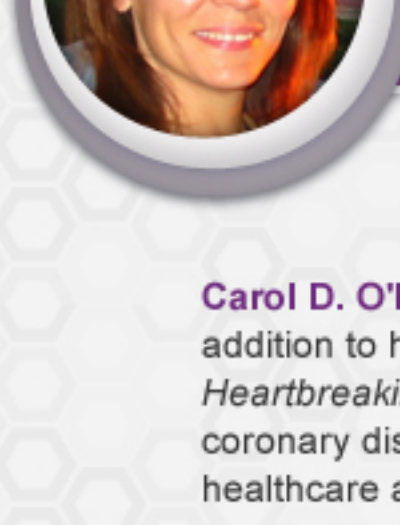


#8 Bob DeMarco, [AlzheimersReadingRoom.com](http://AlzheimersReadingRoom.com)

<http://www.alzheimersreadingroom.com/>

Bob DeMarco is an Alzheimer's caregiver and founder of the Alzheimer's Reading Room, a site devoted to educating and empowering Alzheimer's caregivers, families and the wider Alzheimer's community. DeMarco's writings have been featured on Reuters, Fox News, *The Wall Street Journal*, *Chicago Sun-Times*, *Houston Chronicle* and many more. He currently lives in Florida with his mother, Dorothy, who suffers from Alzheimer's disease.

- [Bob DeMarco](#) [Bob DeMarco Weblog](#) [@AlzheimersRead](#) [@BobbyDelRay](#) [AlzheimersReadingRoom](#)
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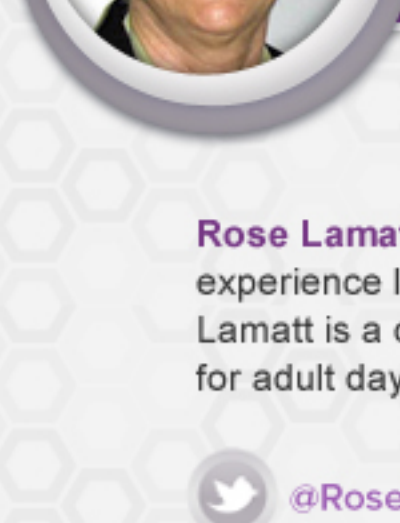


#9 Carol O'Dell, [caroldodell.wordpress.com](http://caroldodell.wordpress.com)

<http://caroldodell.wordpress.com/>

Carol D. O'Dell is the author of the blog "Caregiving, Mothering Mother and More" and a contributing editor at *Caring.com*. In addition to her many short stories, essays and poems, she is the author of *Mothering Mother: A Daughter's Humorous and Heartbreaking Memoir*, a book that details her experiences caring for her mother through Alzheimer's, Parkinson's and coronary diseases. O'Dell speaks at numerous workshops and conferences around the country, addressing caregivers and healthcare and geriatric professionals.

- [@CarolODell](#) [Carol O'Dell](#) [Carol O'Dell](#)



#10 Rose Lamatt, [RoseLamatt.com](http://RoseLamatt.com)

<http://www.roselamatt.com/>

Rose Lamatt first experienced Alzheimer's disease while caring for her close friend for 14 years. Her wealth of caregiving experience led her to write two books, *Just a Word: Friends Encounter Alzheimer's* and *Is Life One Big Goodbye*. In addition, Lamatt is a contributing writer for the Alzheimer's Reading Room. She lives in Florida, currently serving as activities director for adult day care at an assisted living facility, where she works with those suffering from dementia.

- [@RoseLamatt](#) [Rose Lamatt](#) [Rose Lamatt](#) [Rose Lamatt](#) [Rose Lamatt](#)

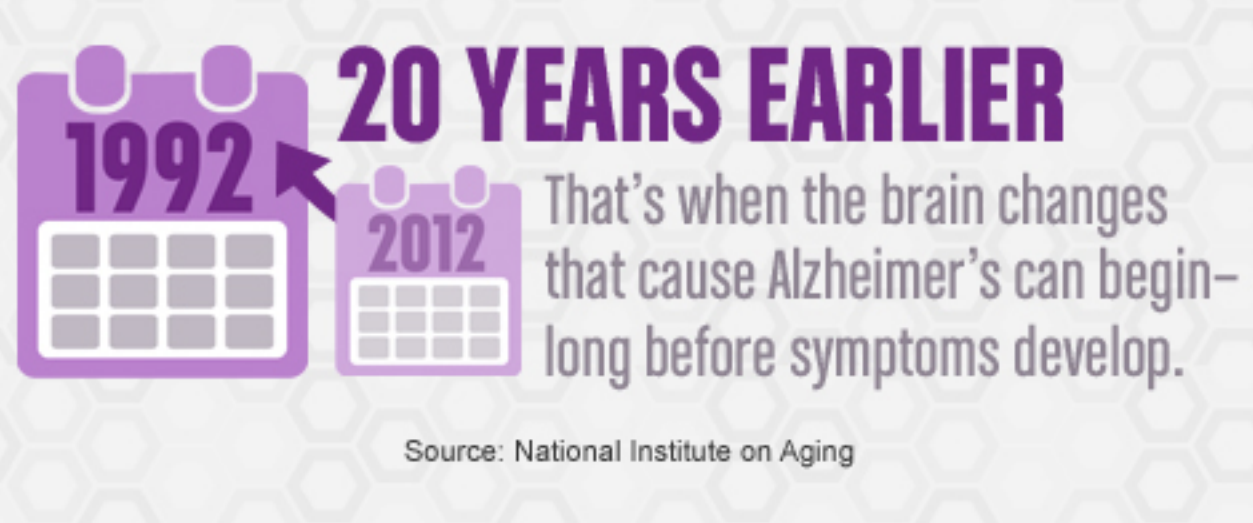
**1 IN 8** > That's how many Americans age 65+ have Alzheimer's disease. | **NEARLY HALF** > age 85+ have it

Source: Alzheimer's Association

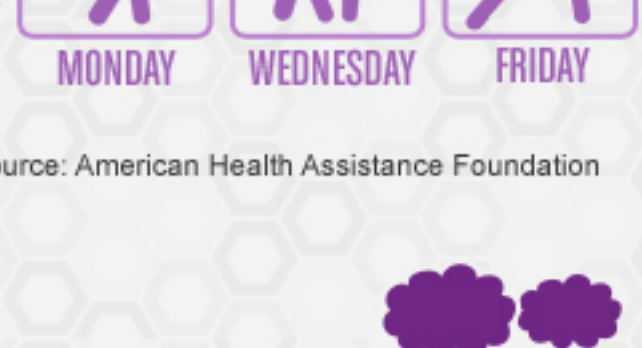
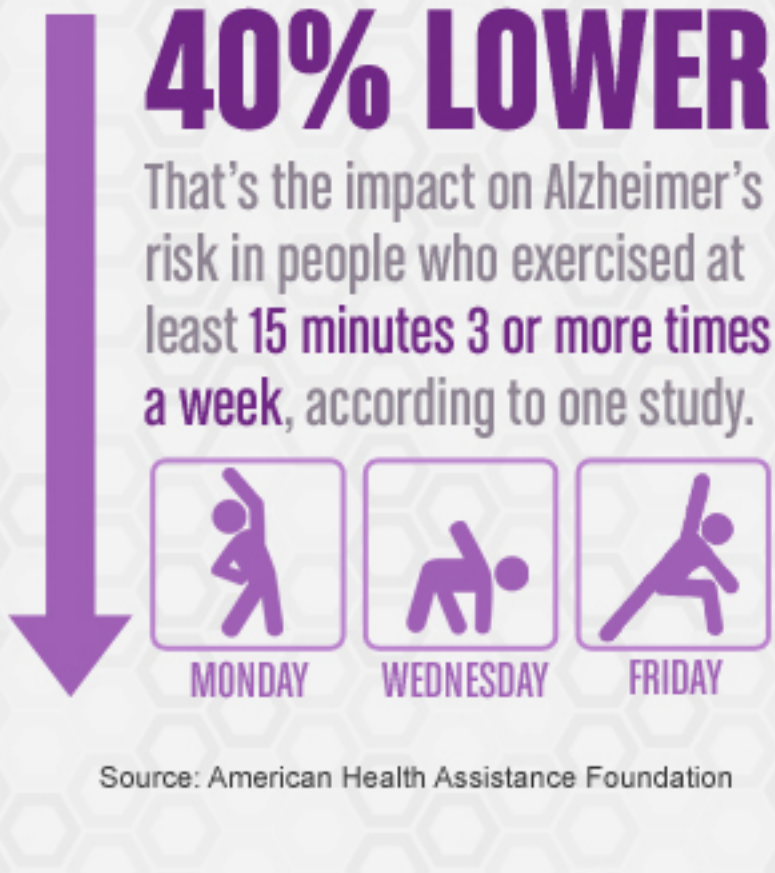


That's how many Americans provide unpaid care for a person with Alzheimer's or other dementias

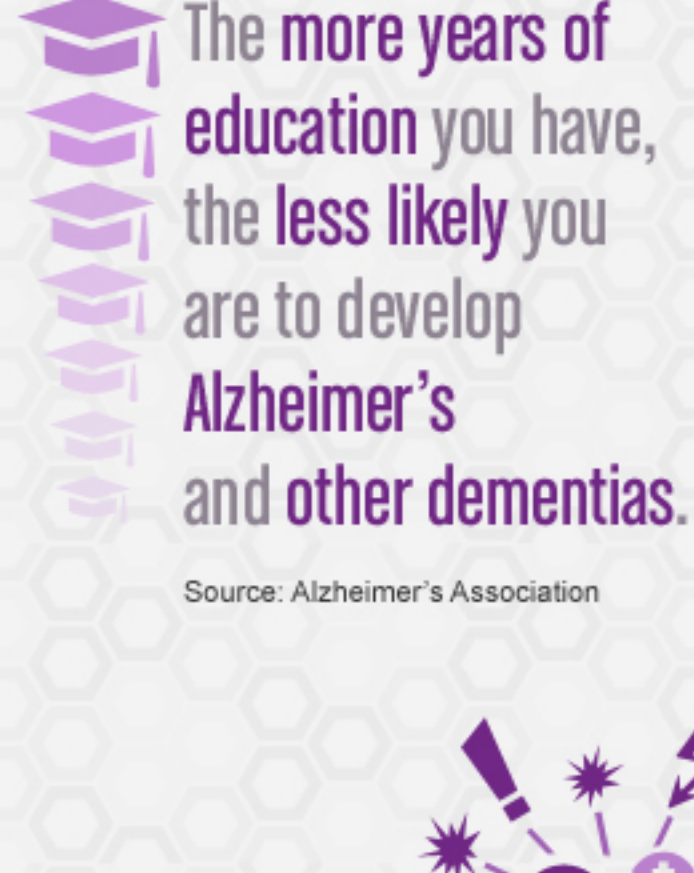
Source: Alzheimer's Association



Source: National Institute on Aging



Source: American Health Assistance Foundation



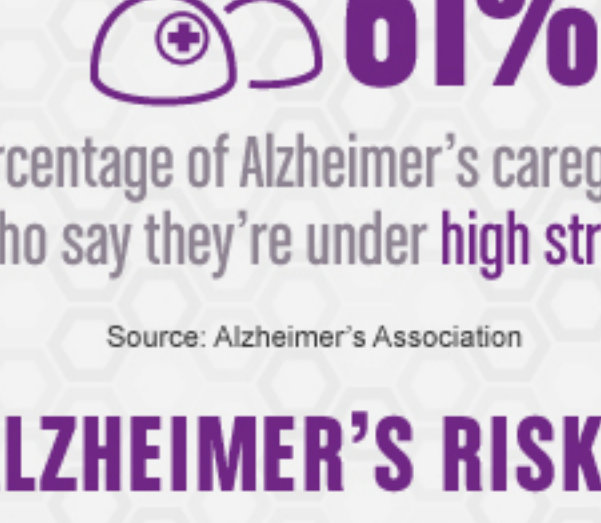
Source: Alzheimer's Association



Source: Alzheimer's Association



Source: Alzheimer's Association



Source: Alzheimer's Association

### FACTORS THAT INCREASE ALZHEIMER'S RISK

- Age
- Family history
- Lack of social engagement
- High cholesterol
- Diabetes
- Smoking
- Lack of physical activity
- Obesity
- High-fat diet
- Head injury

Source: Alzheimer's Association

### THE ALZHEIMER'S TIMELINE



Source: Alzheimer's Association

### Methodology: How is influence measured?

Influencers included in "SharecareNow 10: Alzheimer's Disease" have demonstrated influence within Alzheimer's conversations online. Influence is calculated through a proprietary algorithm based on more than 70 distinct metrics, including disease-area relevance and online syndication, presence and reach. All metrics are based on content produced over the past year (from the list's publish date) across multiple online channels, including Twitter, blogs, forums, mainstream news and video.

### About sharecare | now powered by WCG

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