

FOR IMMEDIATE RELEASE

CONTACT: FHPR – 215-62-0801

Sharla Feldscher, cell 215-285-4868, sharla@fhpublicrelations.com

Hope Horwitz, cell 215-760-2884, hope@fhpublicrelations.com



Celebrating Older American's Month in May....

**AUTHOR JENNIFER FITZPATRICK HELPS FAMILIES
WITH DEMENTIA AND ALZHEIMER'S COMMUNICATE AS PART OF:**

***DEMENTIA DOES NOT DEFINE ME:
A DISCUSSION ABOUT COMMUNICATING WITH ALZHEIMER'S PATIENTS AND THEIR FAMILIES;
CREATING STRATEGIES FOR SUCCESS***

Cherry Hill, NJ (May 1, 2017)— Communicating with people suffering from dementia and Alzheimer's Disease can often be a challenge and Jennifer Fitzpatrick, MSW, CSP, will address this as the guest speaker at "Dementia Does Not Define Me" on Friday May 12, 2017 between 9 and 11 a.m. Her program is part of the second annual symposium focused on the needs of those diagnosed with early stages of dementia and their caregivers being held at FOX Rehabilitation, 7 Carnegie Plaza in Cherry Hill, New Jersey.

Fitzpatrick is the owner of Jenerations Health and author of *Cruising Through Caregiving: Reducing The Stress Of Caring For Your Loved One*. Her book was named one of Caring.com's Top Books of 2016. She will teach attendees the tools needed to communicate with their loved ones who have memory loss and she will help increase understanding between caregivers and their patients. "Dementia Does Not Define Me" is presented by Rothkoff Law Group, along with four other elder care organizations.

Fitzpatrick has over 20 years experience in healthcare and gerontology and believes that proper communication is vital. "When someone in your family is sick, most of the time they can tell you how they're feeling and what they want. Unfortunately, when someone has dementia, that ability to tell you what they need goes away," she says. "When families better understand how to communicate with their loved ones with dementia and Alzheimer's, their loved one gets better care. They're able to give them what they need."

Fitzpatrick will explain why body language and facial expression are important when a caregiver communicates with a dementia patient. She will also help people learn how to reduce aggressive behavior in a dementia patient and how to prevent it. She stresses that when the caregiver has a lot of help, whether paid or unpaid, it will help them be a better communicator with the person with dementia or Alzheimer's.

Jerold (Jerry) E. Rothkoff, Principal of the Rothkoff Law Group, has seen the need for better communication with caregivers and their loved ones. "When our loved ones are diagnosed with Alzheimer's and begin showing signs of change, caregivers don't often know how to communicate which

can create stress for the caregiver and uncertainty for the patient,” he said. “In this program, we’re trying to create more success and peace within families.”

Light refreshments will be served during the event. For more information and to RSVP, contact Andrew Dubler at 856-321-1500.

About Jenerations Health Education, Inc. :

Jenerations Health Education, Inc. helps people reduce stress while boosting productivity, morale and revenue through generational awareness. Gerontologist speaker Jennifer FitzPatrick MSW, CSP is the Founder and the author of *Cruising Through Caregiving: Reducing The Stress of Caring For Your Loved One*. She is a gerontology instructor at Johns Hopkins University and has been quoted in U.S. News & World Report, The Huffington Post, Reader's Digest and The Chicago Tribune. She has also been featured on ABC and SiriusXM. For more information, visit <http://jenerationshealth.com/>.

About Rothkoff Law Group:

For over a decade, Rothkoff Law Group has been helping clients and their families respond to the legal, financial, physical and psychological challenges associated with the aging process in both New Jersey and Pennsylvania. Rothkoff Law Group includes hand-selected professionals – attorneys and social workers -- who are passionate and dedicated to serving the elderly and their families. The dedicated members of the firm provide customer service and individualized attention to make this seemingly overwhelming process both empowering and rewarding. Rothkoff Law Group headquarters are located at 425 Route 70 West Cherry Hill, NJ 08002 with three other locations in Turnersville, NJ, Treose, PA and Philadelphia. For more information, email info@rothkofflaw.com or visit www.rothkofflaw.com.

###