



Re-aligning scientific and lay narratives of Alzheimer's disease

Frisoni GB, Ritchie C, Carrera E, Nilsson P, Ousset PJ, Molinuevo JL, Dubois B, Scheltens P, Minoshima S

It is unsettling to realise that Amazon's best-selling books on Alzheimer's disease claim that scientists have so far got it all wrong, and that the disease can be reversed with appropriate nutrients and lifestyle changes. In March 2019, the number one hit of a Google image search for “top world Alzheimer's physicians“ was the cover of a book with similar claims. Others go even further and suggest that Alzheimer's disease is a medical construct artfully devised to expand the drug market. With evident disregard for the many clinical trials of symptomatic treatments, the French national health agency has withdrawn reimbursement of dementia drugs and forbidden producers of amyloid positron emission tomography (PET) tracers to sell their regulatory approved products in the country. Some practitioners claim that the diagnostic workup of academic memory clinics, consisting of imaging and CSF biomarkers, is but an expensive intellectual exercise, as it is not actionable (ie, followed by effective interventions). In these circumstances, we argue that the disease narratives of scientists and society are increasingly divergent and that the scientific community should become aware of the divide, try to align the two narratives, and progress in synergy with society towards finding a cure.

The Lancet Neurology

Published: 1 October 2019

[https://doi.org/10.1016/S1474-4422\(19\)30323-0](https://doi.org/10.1016/S1474-4422(19)30323-0)

