



## **ROBERT EGGE**

**Chief Public Policy Officer, Alzheimer's Association**  
**Executive Director, Alzheimer's Impact Movement**

Robert Egge is the chief public policy officer of the Alzheimer's Association and the executive director of the Alzheimer's Impact Movement (AIM), the Association's advocacy arm. In these roles, Egge oversees government affairs, policy development and grassroots advocacy teams working to secure policies to improve the lives of all those affected by dementia.

Since joining the organization in 2009, Egge has led the Association in achieving several major milestones in Alzheimer's policy, including the passage of the National Alzheimer's Project Act, which mandated the creation of the first national plan to fight Alzheimer's. Under his guidance, the Association has successfully lobbied Congress for significant increases in funding for Alzheimer's disease research, tripling funding levels since 2015.

Egge also drove the Association's support for a 2016 decision by the Centers for Medicare & Medicaid Services to ensure people with Alzheimer's will have access to care planning with a medical professional through Medicare for the first time in history. In addition, Egge has overseen efforts to increase the number of state Alzheimer's plans so the disease can be more effectively addressed on the local level. Today, 46 states plus the District of Columbia and Puerto Rico have plans in place.

Egge was appointed to the U.S. Department of Health and Human Services' Advisory Council on Alzheimer's Research, Care, and Services in 2017. This advisory council, created by the National Alzheimer's Project Act, provides guidance to both the secretary and the United States Congress on matters of Alzheimer's policy.

Prior to joining the Alzheimer's Association, Egge served as executive director of the Alzheimer's Study Group, a blue-ribbon task force co-chaired by former House Speaker Newt Gingrich and former Nebraska Senator Bob Kerry. Egge led the group in a review of the challenges posed by the mounting Alzheimer's crisis, and managed the development of the group's national assessment, strategy and specific policy proposals.

Egge's articles and editorials have appeared in a variety of publications including *The New York Times*, the *Financial Times* and *Health Affairs*. He is often invited to testify before Congress on Alzheimer's issues, and frequently speaks on Alzheimer's policy through television, radio and print interviews.

*The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit [alz.org](http://alz.org).*