

# Get your area prepared to meet Parkinson's needs with CPDC!



## Who might need CPDC training?

Any professional care provider, including long-term care providers, rehabilitation facilities, homecare businesses, social workers, and more!



## What do I say to someone who might be interested?

Here's a blurb you can adapt into your own words:

*"It's essential to my family's care planning that our local providers have specialized training in Parkinson's care. With Parkinson's diagnoses rising rapidly and outpacing the aging curve, this could be a major barrier to aging in place for the residents in our area, especially if our professional care providers aren't fully prepared.*

*That's why I'm reaching out to share a low-cost certification program from Parkinson & Movement Disorder Alliance that empowers communities like ours with accessible training: Certified Parkinson's Disease Care. Please visit [pmdalliance.org/cpdc](http://pmdalliance.org/cpdc) to learn more."*



## How do I find decision makers to speak with about bringing CPDC to my area?

If you're trying to refer an individual or small business, it's usually fairly straightforward to reach the person making the decision, but it can be trickier with larger businesses.

For a facility or health system, your first conversation will likely be with a lower-level administrative or sales staffer who doesn't have much sway in committing their entire team to the program. This conversation alone can be impactful though, because you may make an ally who can help advocate for the program from within. Ask the first person you connect with who to reach out to next to ensure CPDC reaches their superiors. To find a decision maker, you're likely looking for someone in sales or nursing management or general management.