



WILLIAM MANSBACH  
PhD

Dr. Mansbach is the founder and CEO of Mansbach Health Tools LLC, which supports the BCAT Approach.

For many years he was the Chief Operating Officer of the largest geriatric behavioral healthcare company in the U.S. specializing in long-term care. Prior to this, he was co-founder and Chief Executive Officer of Comprehensive Geriatric Services, a Maryland-based company providing mental health services to residents in long-term care

settings.

Dr. Mansbach has a national reputation as a clinician and consultant in the aging field. He has been a pioneer in the development of Memory Clinics, and is the creator of the BCAT® system, a series of cognitive tests and intervention strategies. He has published and presented numerous articles and workshops on geriatric mental health and cognitive assessment, and is active in creating healthcare policy. Dr. Mansbach sits on the Maryland Governor's Alzheimer's Disease Council.

Dr. Mansbach's cutting edge research and his passion to help families cope with changes in their loved ones with the disease is a significant contribution of hope....and help....to all of us who are(or who have traveled) on the Alzheimer's journey.

The BCAT Research Center is about to release new information about how people with Alzheimer's disease can benefit from the **MemPics®** program. In a groundbreaking research study, the Research Center demonstrated that by using the MemPics® books, caregivers can create meaningful engagement activities with people who have Alzheimer's. The term, meaningful engagement, simply refers to those important moments when we feel connected to someone we care about. Scientifically validated as a program that creates meaningful engagement, MemPics® books are designed to create improved mental focus without medication, and create bridges between the person with Alzheimer's and a family member or caregiver.