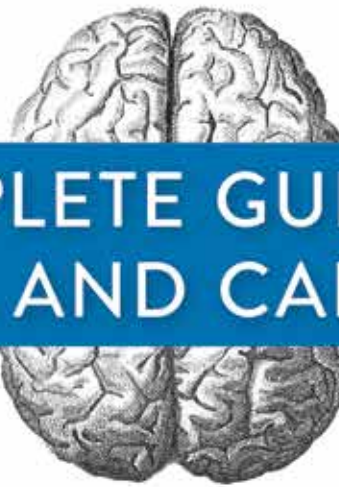


Living with Parkinson's Disease



A COMPLETE GUIDE FOR
PATIENTS AND CAREGIVERS

MICHAEL S. OKUN, MD
IRENE A. MALATY, MD
WISSAM DEEB, MD

INTRODUCTION

The Chinese doctor and philosopher Lu Xun famously said that, “Hope is like a road in the country; there was never a road, but when many people walk on it, the road comes into existence.” It is critical for us to embrace the current and coming generation of Parkinson’s disease patients and to create the path forward. It is important for the Parkinson’s patient to understand that there is a road, and that there is a path. A path that includes happiness and fulfillment.

Parkinson’s disease is the second most common degenerative disease, trailing only Alzheimer’s. Across populations, however, Parkinson’s disease is growing at a more rapid rate than Alzheimer’s. As studies by Okun and Dorsey show, it is now considered undeniable that there is a “Parkinson’s pandemic” and as our population survives longer, the burden will expand, stressing patients, families and the healthcare system.

When people hear the words, “You have Parkinson’s disease,” most will envision tragedy. Without interventions, many will spiral into needless demoralization, depression and despair. The story does not have to be written in this way. We can teach patients and families from the moment of a diagnosis that Parkinson’s is a livable condition. Parkinson’s is not Alzheimer’s, Lou Gehrig’s or a brain tumor. Parkinson’s, unlike other neurological conditions, can offer a path to a happier life. There are dozens of impactful strategies, including lifestyle changes, medications, surgeries and other innovative approaches. For example, we have patients who, following the diagnosis of Parkinson’s disease, employ these strategies and tell us their lives are happy and meaningful.

Our first book, *Parkinson’s Treatment: 10 Secrets to a Happier Life*, inspired a generation of Parkinson’s disease patients and caregivers on their journey to seek meaning and purpose in their lives. One of the secrets from the book was to ask your doctor at every visit, “What’s new in Parkinson’s disease?” This inspired a second book, *10 Breakthrough Therapies for Parkinson’s Disease*. We have received feedback from all over the world that although these two books helped many patients and families on the Parkinson’s journey, there remained a missing, critical element. The clear need was for practical tips, to not just survive the journey, but to thrive through it.

In this book we have assembled practical tips from three leading Parkinson’s disease experts. Collectively we have examined thousands of Parkinson’s disease patients and written countless prescriptions for medications, surgeries and rehabilitative therapies. One of us has answered over 20,000 questions on the Parkinson’s Foundation’s “Ask the Doctor” website. Over the years in a Parkinson’s disease-specific practice, we have experienced both triumph and heartbreak when administering new medication cocktails, experimental drugs and novel surgical approaches. In this third book we seek to deliver the practical, real-world tips that, when appropriately applied, will enhance the lives of patients and families touched by Parkinson’s disease.

The book explores the diagnosis and delves into the deeper understanding of why it is important to understand what you have (i.e. Parkinson’s disease) and what you do not have (e.g. Alzheimer’s). Unlike previous books, we will take a deep dive into rehabilitative therapies, medications for motor and non-motor symptoms, and deep brain stimulation as well as other innovative surgical approaches. We offer lists, tips, tables and figures in an effort to summarize the data and make it practical to implement changes into a simple routine. We will address the neglected and exciting areas of nutrition. Finally, we offer “pearls of wisdom” as well as profiles of heroes who have discovered on their Parkinson’s journey that happiness is achievable. We hope you enjoy the practical tips in this book that we believe have the potential to change lives.

Here are a few important tips to remember:

- ✓ Parkinson’s disease may or may not have a tremor.
- ✓ Parkinson’s patients can live decades.
- ✓ Not all Parkinson’s patients develop memory loss and confusion (if they develop significant memory issues it is usually many years down the road).
- ✓ Parkinson’s patients when optimally treated can enjoy a robust family and personal life.
- ✓ Many Parkinson’s patients continue work lives.

DECIDING IF YOU HAVE PARKINSON'S DISEASE: GETTING THE DIAGNOSIS RIGHT

Be sure to put your feet in the
right place, then stand firm.
— Abraham Lincoln

The four words, “You have Parkinson’s disease,” can in a moment stun the listener and frequently incite fear and bewilderment. Will this change my dreams? What should I do? Who should I tell? Is this serious? The good news is, there is a path to happiness with Parkinson’s disease (Okun, 2013) and the first step should always be understanding what you have and what you don’t. If you receive a diagnosis of Parkinson’s disease you do not have:

- Alzheimer’s disease
- Lou Gehrig’s disease (ALS)
- Multiple sclerosis
- A brain tumor
- A stroke

Most people when diagnosed with Parkinson’s disease immediately think of Alzheimer’s disease. Their reasoning is simple, they think that “Parkinson’s is Alzheimer’s with a tremor.” Luckily this could not be further from the truth.

Another common misconception is that Parkinson’s disease must have shaking or a tremor. In truth, 1 in 5 (20%) of patients with Parkinson’s disease do not have a tremor.

Exercise and Rehabilitation Therapy

Parkinson's disease affects multiple body and mind functions. The disease can contribute to multi-faceted changes that include motor and non-motor symptoms. Rehabilitation specialists can help manage the symptoms that have impact on daily function. The team should include physical therapists, occupational therapists, and speech therapists. Health professionals in each discipline can utilize their expertise to manage symptoms such as changes to your walking, handwriting, and/or a soft voice, but they will also work together to formulate a plan to be carried out over time.

WHY DO I NEED THERAPY EARLY ON IN MY DISEASE?

Knowledge is power when managing Parkinson's disease. Many of the symptoms are very treatable, and people can live full lives, when provided with all the tools to do so early on. Upon diagnosis, it is best to have a road map with an understanding of how each provider can help you along the way. Physical therapists will help explore your interests in physical activity to determine how to get you motivated and keep you motivated. You don't want to wait to start exercising until you have physical impairments. You want to stay ahead of the disease. Occupational therapists will help you manage your medications, provide coping strategies, and will set you up to stay engaged in your activities such as work and hobbies. Your speech therapists will ensure you are able to maintain your voice and social interactions.

As the disease progresses, many patients will notice a progressive worsening of their walking, balance, and their thinking (cognition). Research has shown that individuals with Parkinson's disease are twice as likely to fall than their peers without Parkinson's, and their walking becomes slower, with smaller steps, varied speed, and poor control of balance. As the disease progresses, unpredictable changes in walking may emerge, such as the inability to initiate the steps of walking. This can significantly increase the risk of falls and can lead to withdrawal from social activities because of difficulty with mobility in the community and a fear of falling. Many therapists encourage exercise to manage challenges related to walking and to decrease the risk of falling.

Additionally, if thinking (cognition) worsens, walking may further deteriorate, as thinking (cognition) and walking

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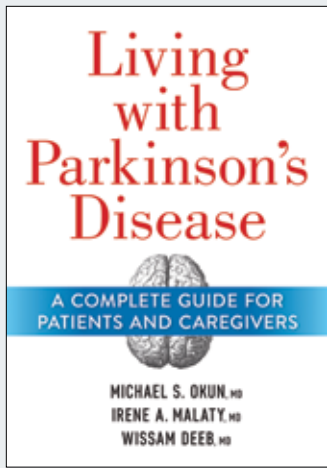
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ABOUT THE AUTHORS

Michael S. Okun, M.D.,

is Executive Director of the Fixel Institute for Neurological Diseases, Chair of Neurology at the University of Florida and the National Medical Director for the Parkinson's Foundation. His work has been supported by grants from the Parkinson Foundation and the Michael J. Fox Foundation. He is author of *Parkinson's Treatment: 10 Secrets to a Happier Life* which has been translated into over 20 languages.

Irene A. Malaty, M.D., is a Professor at the University of Florida, leads the Parkinson's Foundation Center of Excellence and is the President of the Florida Society of Neurology.

Wissam Deeb, M.D., is a Professor at the University of Florida and holds a grant from the American Brain Foundation.

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LIVING WITH PARKINSON'S DISEASE

A Complete Guide for Patients and Caregivers

An optimistic guide from expert author and the world authority on Parkinson's disease

Parkinson's disease (PD) is the fastest growing disorder worldwide and is a progressive disorder of the nervous system affecting movement. Worldwide, there are more than 10 million people living with PD including one million Americans with approximately 60,000 more diagnosed each year. His positive and optimistic approach and has helped countless people manage their symptoms and achieve happiness despite them. This approach, detailed in his new book, *Living with Parkinson's Disease*, is a critical resource for Parkinson's disease patients and their families. In a friendly and easy-to-understand way, this book addresses PD-related issues and symptoms along with emerging therapies. In each chapter, Dr. Okun offers patient's the necessary tools to manage their disease and to ultimately find joy and fulfilment in their lives.

- Expert author; Michael S. Okun, MD is considered a world authority on Parkinson's disease treatment and his work has been translated into over 20 languages;
- Self-published books have sold 50,000 lifetime copies across all editions;
- Competing books in category have aged offering a unique market opportunity.

MARKETING & PUBLICITY

Robert Rose will launch a highly targeted marketing and publicity campaign across North American platforms.

- National and regional print and online marketing & publicity campaign;
- Blogger and reviewer campaign targeting all health sites;
- Social media outreach including all publisher platforms and channels (Facebook, Pinterest, Twitter, Instagram);
- Exploring select conference appearances.