

**ALZHEIMER - THE DISEASE OF LONELINESS?**

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In this paper, we present the results of a research, through which we intended to find out what is the representation of Alzheimer's disease in the population. The questions we sought to answer in this research: What are the risks for people with Alzheimer's disease of dying without care and support - in solitude? How does the population and the state understand the needs of this category of patients and their risk of dying without due concern? Research problem: to identify the knowledge and attitudes of the population and specialists in the field about Alzheimer's Disease and the quality of support these patients need, to see how current services can provide them with the necessary care. Experimental basis: a large sample that brought together specialists in the field, a population without special training, for the purpose of studying knowledge and attitudes about Alzheimer's Disease. Research methods: questionnaire, case study, document analysis.

**Keywords:** old age, dementia, Alzheimer's disease, cognitive processes, specialized services.