

# Dementia Prevention: A New, Proactive Approach to Protect Brain Health via Digitization

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## WHY THIS MATTERS



### THE PARADOX: AWARENESS BUT LITTLE ACTION

Dementia awareness is high, but prevention action remains low.

- Stigma delays early help-seeking.
- Many cases go undiagnosed.
- 56% cannot access post-diagnosis support.
- Seniors lack clear, guided next steps.
- **Result:** delayed intervention and preventable cognitive decline.

Hope for Dementia proposes a solution to bridge this gap by using gamification to turn prevention into an engaging, daily habit.

A growing number of seniors are using digital platforms. A gamification-technology platform is likely to engage them in learning and taking action to preserve their brain health.

## SOLUTION: 3-PILLAR STRATEGY



### 1. GAMIFICATION PLATFORM

Intelligent digital characters interact with users, educating them on the warning signs and risks of dementia, while providing fun exercises to support the conservation of brain health and to break social isolation.

Advanced algorithms offer cognitive feedback, identifying concerns before they become crises.

### 2. EDUCATION

Educational material will address the misunderstandings about dementia and include topics such as the use of non-stigmatizing language, how to interact with a person with dementia, how to seek help for persons with the early signs of dementia.

### 3. RESEARCH

The solution aims to provide data-driven proof that sustained engagement with cognitively demanding digital activities protects long-term brain health and slows decline.

## A NEW ERA OF DEMENTIA PREVENTION



- Personalized, accessible prevention that empowers seniors to manage their brain health proactively.
- A scalable solution designed to meet the needs of an aging population.
- A proactive stance towards dementia prevention and early intervention;
- Supports deceleration on the path to a diagnosis of mild cognitive impairment (MCI) and its symptoms

