

How can we help people with signs of Alzheimer's, to overcome denial and seek medical help?



Background

Alzheimer's disease may well be humanity's biggest challenge. It shows a profound unmet need for patients, caregivers, and societies.

Global dementia prevalence will triple between today's 47 million to 132 million in 2050. The number of people over 65 will nearly double between 2000 and 2030 in the western world. Alzheimer's disease accounts for 60-80% of all dementia and will become a leading cause of death in many developed countries in the next ten years.

The clinical and economic burden is accompanied by a humanistic burden. Alzheimer's Disease gradually erodes an individual's ability to remember, communicate, eat, walk and interact with the world, inflicting a huge burden on patients as well as their families and caregivers. This burden is one that all of society must shoulder, forcing health and social care systems, employers and the broader economy to assume unprecedented—and unsustainable—costs and risks to manage the Alzheimer's crisis

We know today that Alzheimer's Disease is not part of normal aging. Alzheimer's is more than memory loss, involving progressive loss of autonomy, functional decline, behavioral disturbance and dependence on caregivers and nursing care. Of the people living with Alzheimer's - less than half have been diagnosed. Of those who suffer symptoms or are diagnosed, many feel stigmatized.

Denial is a common reaction. It prevents patients and caregivers from engaging with the healthcare system, pre-diagnosis and post-diagnosis. Denial prevents patients to conduct an evaluation OR seek medical help. Denial prevents caregivers from motivating patients to seek a diagnosis. Patients with denial lose trust and feel like they are being 'set up to fail' along the diagnosis path

A lack of understanding of disease progression and inability to understand if medication is effective, or not, enhance patient and caregiver denial and lack of compliance.

We want to explore this topic of denial in dementia patients and caregivers, with a design challenge. It will involve a crowdsourcing-design thinking campaign, open to the public.

A collaborative innovation journey where everyone is invited.

Register now - and learn more about how YOU can make a change.

Welcome to the Alzheimer's challenge.



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