



DIGITAAL



# Life Science Partnering Day 2021

Innsbruck/online, 21 September 2021

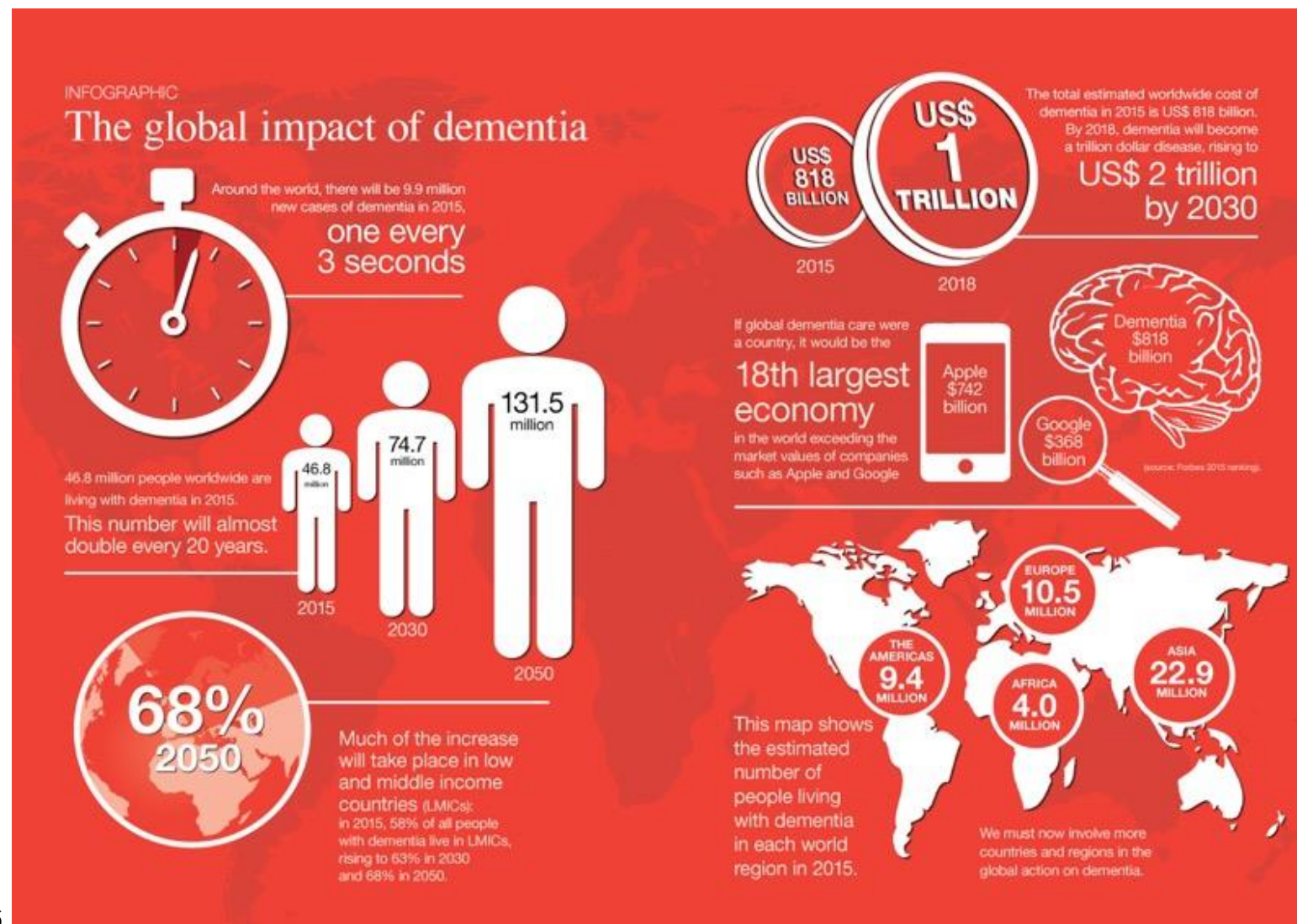
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## Dementia as a rapidly growing worldwide market



World Alzheimer Report 2015

## The Challenge: Rapid global Growth of People with Dementia

### Alzheimer

- Worldwide **46,8 Mio people (2015)**
- By 2035 **100 Mio people** with dementia worldwide
- Cost to societies **€ 2 trillion**

### Research

- No results from drug research (Pfizer, Roche stopped)
- Combined behaviour-oriented approach** (cognition, movement, nutrition...) shows results and recommended by WHO and The Lancet Commissions

### Care

- Behaviour-oriented **offers** for mobile and stationary care under development
- Efficient **tools** for supply sought
- Currently only selective monitoring of the dementia status

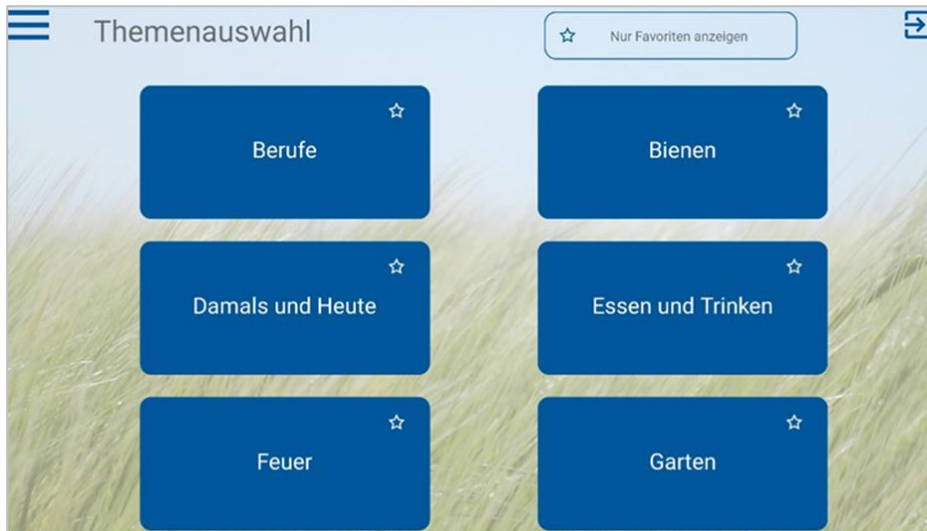
### Surrounding

- Family members & communities: support for care at home needed
- Slowing onset and progress of dementia for better quality of life and longer independence**
- Prevention

## Our Solution: Daily Training – supervised or independent

 **YouTube** [digitAAL Life App explained](#)

Each training unit has a specific **theme** (e.g. water) and contains a **sequence of exercises** that stimulate the different senses of the human being, such as movement, cognition, perception, activities of daily live, and creativity.




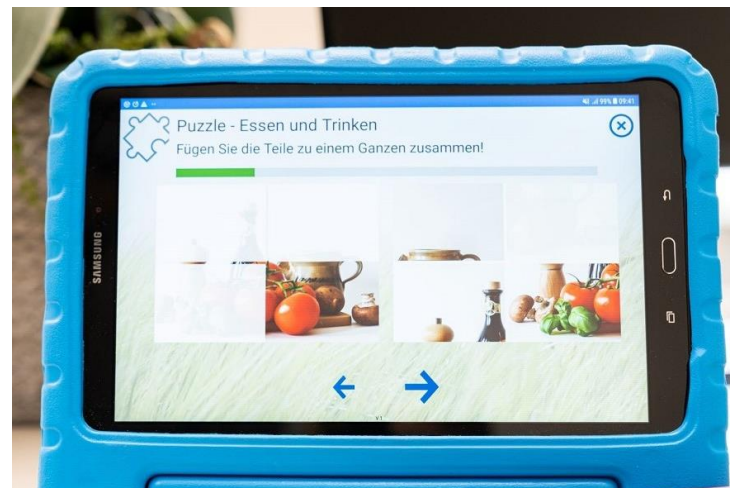
Movement and perception exercises to warm up are followed by knowledge questions, calculations, cloze words and texts, puzzles, image pairs, trouble shooting images, audio puzzles and more.



# Activating training according to the multimodal training model of MAS Alzheimerhilfe (Austria)




 **AT HOME:** Stay active - independently or with relatives



 **MOBILE:** Supervised training with experts or trained volunteers



 **STATIONARY:** Use in health and care centers for individuals and in group settings

Developed in cooperation with [JOANNEUM RESEARCH](#), [Red Cross](#) and [Medical University Graz](#)

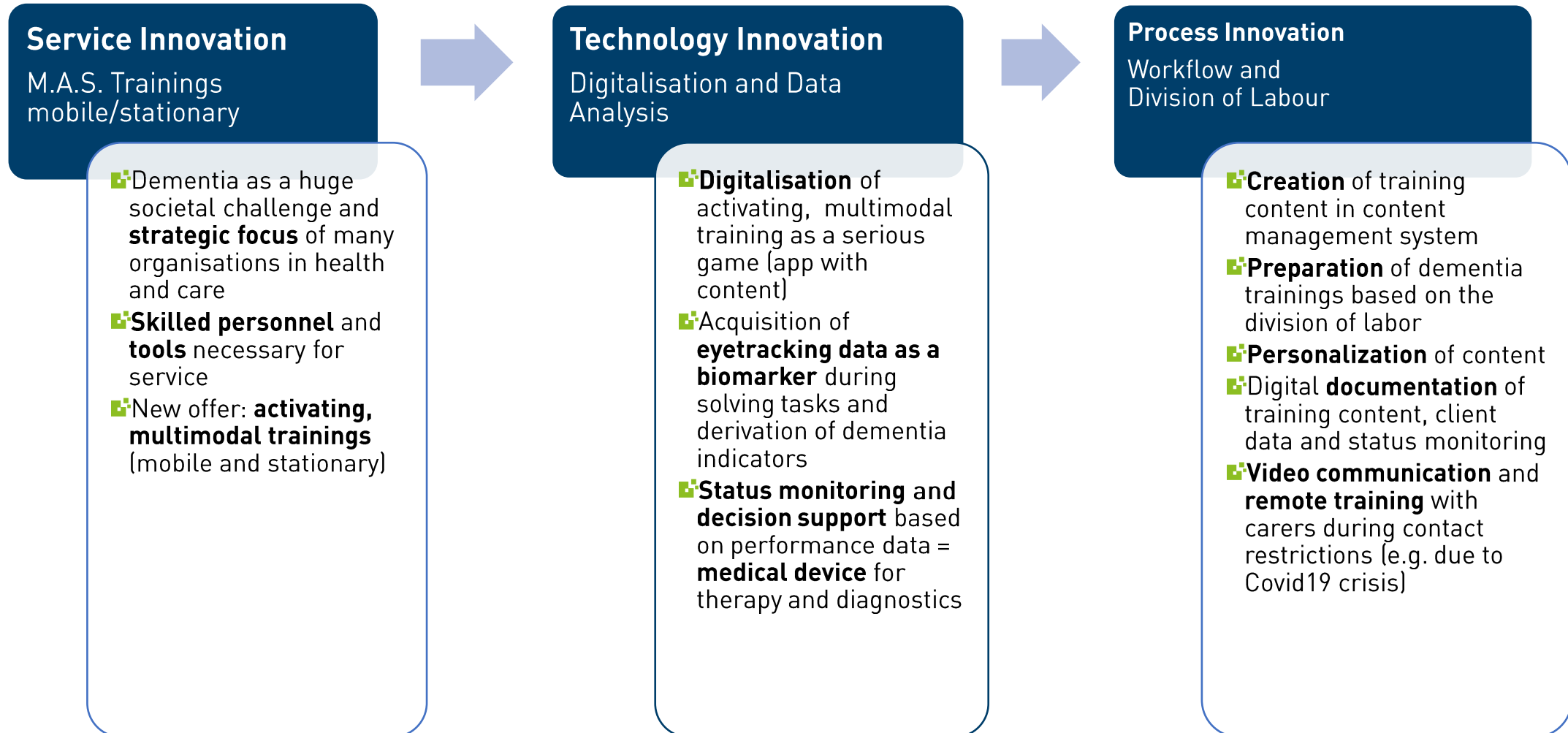
*Practice makes life perfect!*

## The innovative app for multimodal activation of cognitive performance

- Individual or group sessions, at home and in health, care and social organizations
- Many different topics, each available in 4 levels of difficulty, new content every month
- Thoroughly tested in practice, professionally well-founded, clearly structured
- Can be used immediately without additional effort
- App raises interest and motivation to integrate multimodal training regularly into everyday life



# Innovation in Service – Technology - Process





## Free test version & contact

[www.DIGITAAL.life/test](http://www.DIGITAAL.life/test)

Feel free to contact me if you have any **questions** or are interested in a **cooperation**:

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