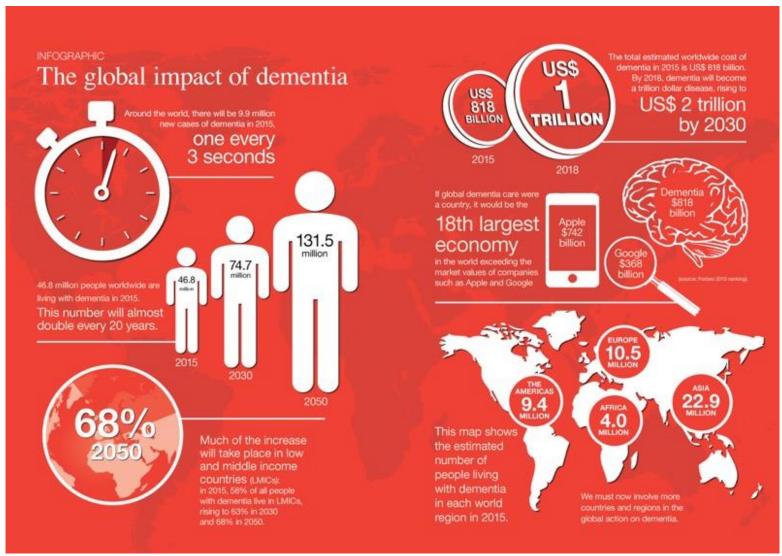






Dementia as a rapidly growing worldwide market



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)
- 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

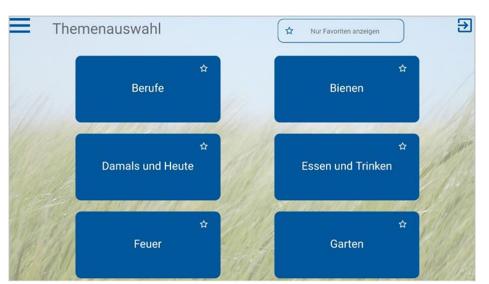




Our Solution: Daily Training - supervised or independent



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





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

Service Innovation

M.A.S. Trainings mobile/stationary

- Dementia as a huge societal challenge and strategic focus of many organisations in health and care
- Skilled personnel and tools necessary for service
- New offer: activating, multimodal trainings (mobile and stationary)



Technology Innovation

Digitalisation and Data Analysis

- **□ Digitalisation** of activating, multimodal training as a serious game (app with content)
- Acquisition of
 eyetracking data as a
 biomarker during
 solving tasks and
 derivation of dementia
 indicators
- ► Status monitoring and decision support based on performance data = medical device for therapy and diagnostics



Process Innovation

Workflow and Division of Labour

- Creation of training content in content management system
- ► Preparation of dementia trainings based on the division of labor
- **Personalization** of content
- □ Digital documentation of training content, client data and status monitoring
- ► Video communication and remote training with carers during contact restrictions (e.g. due to Covid19 crisis)





Free test version & contact

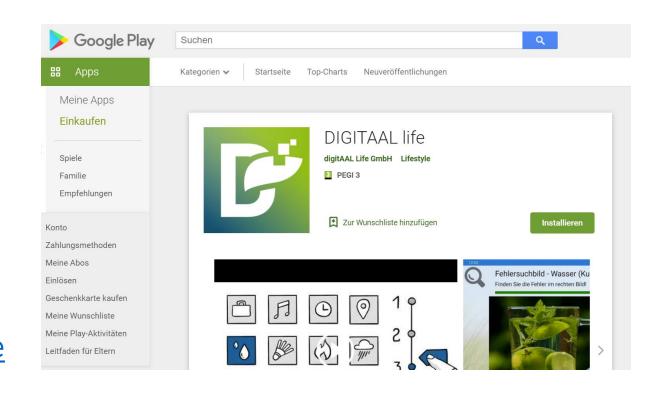
www.DIGITAAL.life/test

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

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