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Alzheimer's is a rapidly growing public health challenge. As the global population increases, so does the number of people living with the disease. In 2022, it was estimated that over 55 million people worldwide had dementia. This number is expected to almost double every 20 years, reaching 78 million in 2030 and 139 million in 2050¹. Adding to the pressure faced by health and care services, the critical shortage of healthcare professionals is predicted to soar to ten million by 2030.

Addressing this widening gap between care demand and available resources requires innovative technological solutions. At Tunstall, we believe the full power of technology in the health and care sector is yet to be realised. As governments and healthcare organisations consider how best to support vulnerable populations with ever tightening resources, digitally enabled integrated solutions enable both a better quality of life for citizens and their families.

Drawing upon their 66 years of expertise, Tunstall has developed an array of digital tools and services to support individuals with illnesses or additional needs, giving them the freedom to live life to the full in a place of their choice. Operating in 18 countries, the company's solutions not only assist in the care of those with conditions such as dementia but can also enable proactive management of health and care needs.

Technology empowers individuals and families by providing choice, information, and independence, enabling them to live life on their own terms. When applied across the entire healthcare ecosystem, technology can even serve as a proactive health management solution for health and care professionals, and at scale for whole populations.

Dementia should not be perceived as a terminal diagnosis, but rather as a new chapter that, with proper care, can be just as fulfilling. Unfortunately, many individuals view a life-altering diagnosis as the beginning of an irreversible decline. However, with the support of technology, people can embrace life to the fullest, preserving their sense of self and independence for as long as possible.

Patricia Wynn, Tunstall Chief Health and Care Strategy Officer comments: *"At Tunstall, we are committed to shaping the future of health and care through technology-enabled integrated care solutions. I am inspired by the commitment our teams have to living our vision and enabling a 'world where people have freedom to live life to the full in the place of their choice.' All too often, dementia takes that freedom away from individuals too soon. But we know that through technology, we can empower both individuals and caregivers, enabling greater independence, choice, and wellbeing.*

I am pleased to see our collective focus on living this vision throughout the year—and how we are helping bring the vision to life for people living with dementia throughout World Alzheimer's Month. As we further develop our health and care strategy, I invite health and care leaders from around the world to join the conversation. Across this month, we'll spotlight what we're already doing to enable this vision for people living with dementia. But we know there is more to do. Health and care leaders, caregivers, friends and family of people living with dementia, we invite you to share your thoughts on how technology in the health and care sector can deliver more holistic care for individuals across the month of September."

As part of their commitment to advancing dementia care through technology, Tunstall's global campaign aims to promote awareness, understanding, and adoption of digital solutions. The highlight of the campaign is an eBook that has been specially created to give useful information and practical advice for people with Dementia, their caregivers, and care providers.

Harnessing the power of technology can bridge the gaps in dementia care, empowering individuals and caregivers, and ultimately enhancing quality of life while easing the burden on health and care services. Technology has the potential to play a larger role in ensuring people's safety, independence, and wellbeing - it is a key enabler in proactively supporting vulnerable individuals and the people who care for them.

1 - numbers sourced from ADI - <https://www.alzint.org/about/dementia-facts-figures/dementia-statistics/>

2 - <https://www.who.int/publications/i/item/9789240052239>

Tunstall Healthcare

Tunstall has been at the forefront of technology innovation for the health, housing and social care markets for over 65 years. Its pioneering software, hardware and services enable providers to deliver integrated, efficient and person-centred care in the community, and empower people to live independently and with an improved quality of life.

Tunstall works with social care providers, healthcare services, housing and retirement living providers and charities in 18 countries, improving the lives of more than five million people, including those living with dementia, learning disabilities, physical disabilities and long-term health conditions.

As technology advances and solutions become increasingly digital and cloud-based, we will work closely with our customers and partners to enable them not just react to events, but to predict and even prevent them, using data-driven insights. Our focus is on creating a more connected world that fulfils the potential of technology to offer intelligent care and support, and give people greater choice and control about how they live their lives.

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