

# Why a focus on dementia is so important

**Emil Peters, Tunstall CEO**

In the time it takes for you to read this short message, 30 people will have started to develop dementia. That's 30 people who will start to experience the effects of this significant life changing condition, in fewer than two minutes. On average, a new case of dementia occurs every 3.2 seconds.<sup>1</sup>

This is why a focus on dementia is essential. As the global population increases, so does the number of people living with this 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 2050<sup>2</sup>.

Like many of you, I too have been personally touched by dementia. In my case I witnessed the pain, confusion, and stress not only that it placed upon the one living with this condition, but the stress that it put upon loved ones and carers. I recall my grandmother being locked in her room for her own safety, for the safety of others, and for her carers' convenience, however her dignity and choice was the price to pay. I recall thinking to myself that this is a tragedy that, not just my grandmother, but everyone close to her is also suffering.

Alzheimer's Disease International (ADI) tells us through their vital research: "Already 60% of people with dementia live in low and middle-income countries, but by 2050 this will rise to 71%. The fastest growth in the elderly population is taking place in China, India, and their South Asian and Western Pacific neighbours."

We've learned through our research for our 'Together Against Dementia' campaign, that for people with dementia it can be tough to cope with the loss of independence and changes in behaviour and personality. That's why dementia care and support must be holistic, addressing not only the medical aspects but also the psychological, social, and environmental aspects of the condition. By taking a compassionate and understanding approach, we can make a real difference in the lives of those affected by dementia. One of the ways that we at Tunstall can help to meet the global dementia challenge is through the support of vital care workers like our Response Centre professionals, in addition to our technology innovations. This is where we can truly make the difference.

Technology innovations can provide valuable support for people with dementia and their caregivers, helping to promote safety, independence, and improved quality of life, as well as reducing stress in many cases. However, we see time and time again that technology can only do so much. We need trained, motivated, and supported carers to see our plans through. Essentially, this will help to maintain as much of the whole person for as long as possible, providing choice for how a person lives their life, regardless of their dementia diagnosis. Technology innovations adopted by empowered carers can be a key contributing factor to the critically important umbrella approach in dementia care that could make all the difference.

I want you to join the important conversation on how digital innovations and technology-enabled integrated care solutions can help shape the future of health and care. Patricia Wynn, Tunstall Chief Health and Care

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<sup>1</sup> Source: <https://www.alzint.org/about/dementia-facts-figures/dementia-statistics/>

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Strategy Officer and I want to hear the thoughts of health and care leaders, caregivers, and friends and family of people living with dementia.

I'm incredibly proud that the Tunstall team has such a powerful role to play in helping people with dementia live their best and most independent lives possible, and in helping the people who care for them to feel supported and enabled. It's a role that we take seriously and approach with passion.

For more information, and to join the conversations, contact Tunstall Group Press Office at [communications@tunstall.com](mailto:communications@tunstall.com) or contact Patricia Wynn at [patricia.wynn@tunstall.com](mailto:patricia.wynn@tunstall.com)