



WHO announces their new global risk reduction guidelines for dementia at Dementia Forum X

Global dementia research and development is an untapped market that seems to have ended up in a blind spot. The total estimated worldwide cost of dementia care was USD 1 trillion in 2018, and the number will double to USD 2 trillion by 2030 with the current development. That is costs, not investments in research.

The global state of dementia research is heavily behind. Between the year 2000 and 2015, deaths in the US from heart disease decreased by 11% while deaths from Alzheimer's increased by 123%. In 2015, research was not being financed at a level anywhere near that of heart disease. And the care options for the affected are also heavily behind: in 2017 the accessible statistics shows that family and unpaid caregivers provided 18.4 billion hours of care, valued at USD 232 billion. As a ballpark: for every 10 pounds spent looking after people with the condition; 8 pence are spent on researching new treatments in the UK. Yet so far, there has been little to no action taken or debates on the subject.

But there are those working to change the negative speed and outlook, and to shine a light on the task at hand. A platform for this is Dementia Forum X, founded by Swedish Care International and Forum for Elderly Care in 2015. The DFX event gathers world leaders and experts to discuss recent developments and make way for new solutions and discussions about dementia and Alzheimer's.

And there is hope. Proactive risk reduction can help decrease the affected of the disease, and an early diagnosis could save the US as much as USD 7.9 trillion over the lifetime of all living Americans.

Up to 50 million people worldwide were living with dementia in 2018, and there are nearly 10 million new cases every year so the time for action is now, and it's time to be proactive. The next DFX event is to be held on May 15th, at The Royal Palace of Stockholm, Sweden, where - amongst other news - WHO will announce their new global risk reduction guidelines for dementia.

Key attendees at Dementia Forum X May 15th:

H.M. Queen Silvia of Sweden

Mrs. Cecilia Morel, First Lady of Chile

Ms. Lena Hallengren, Minister for Health and Social Affairs Government of Sweden

Dr. Karin Lind-Mörnsten, Forum for Elderly Care

Dr. Tedros Adhanom Ghebreyesus, Director General WHO

Dr. Dévora Kestel, MSc, MPH, Director of Mental Health and Substance Abuse WHO

Dr. Ole Petter Ottersen, Vice Chancellor, Karolinska Institutet

TBD, World Economic Forum

Prof. Anders Wimo, Karolinska Institutet

Prof. Miia Kivipelto, Karolinska Institutet

Mr. Harry Johns, CEO Alzheimer's Association

Mr. Ian Stuart, CEO HSBC

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Mr. Jeremy Hughes, CEO Alzheimer's Society
Mr. Lenny Shallcross, Executive Director World Dementia Council
Ms. Britt Monti, Senior Creative Lead IKEA
Mr. Eloy van Hal, CEO Hogeweyk
Mr. Francis Lacoste, Village Landais

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