



# “And what about your brain health?”

While Alzheimer’s and other dementias used to be taboo, today’s older adults are seeking more proactive care. But what exactly do they need? And how can healthcare providers help?

We asked 1,000 representative US adults 65+ about their experiences and preferences when it comes to cognitive care. What do the results mean for healthcare teams?

## A six-part guide to supporting today’s older adults



01

### Ask about brain health — your patients want you to.

81%

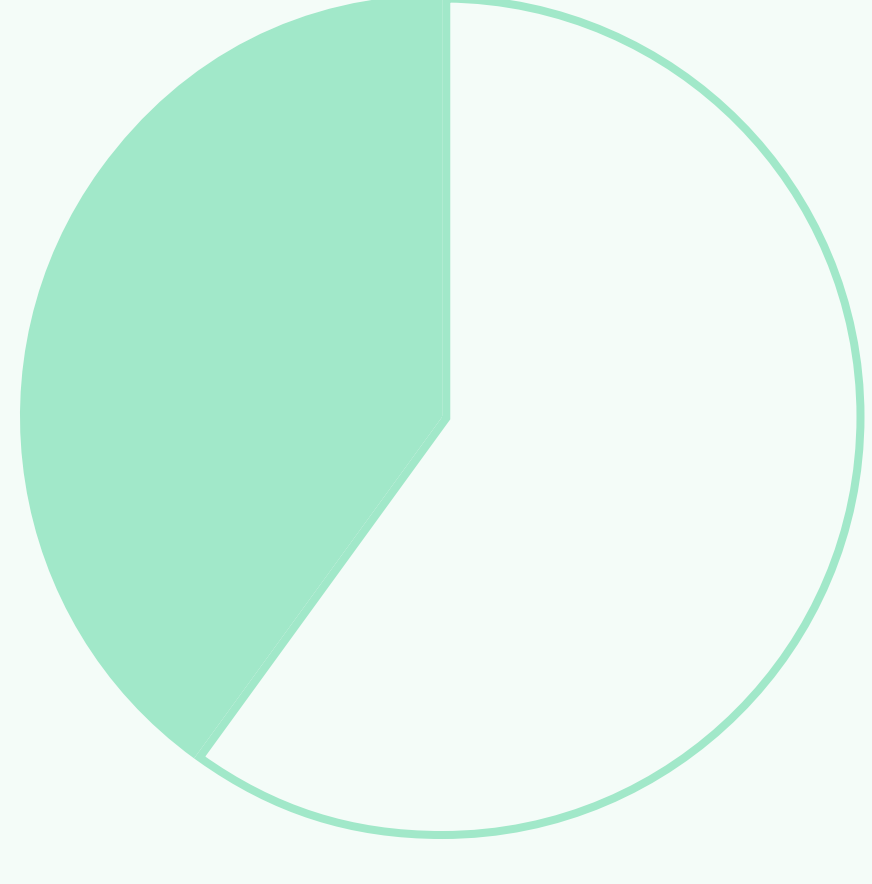
have at least some concern that they’ll get dementia

12%

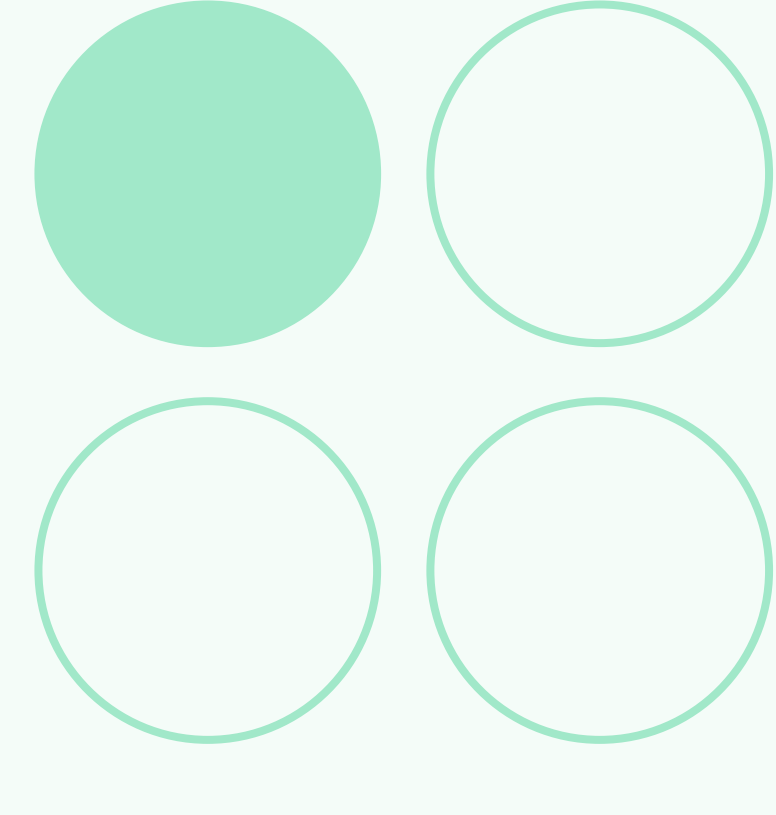
regularly discuss cognitive health with their primary care provider (PCP)

02

### Update patients on the power of prevention.



Up to  
**40%**  
of dementia cases are preventable<sup>1</sup>



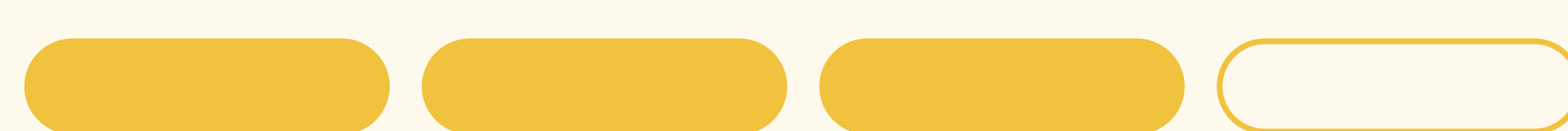
**1 in 4**  
believe that dementia is genetic and there’s not much one can do about it

03

### Share what you know about reducing risk.



**16%** have received lifestyle recommendations for cognitive health



**75%** would like more information from their PCPs about how to reduce dementia risk

04

### Tell patients what symptoms to look out for.



**22%** are fully confident that they know the symptoms of early cognitive impairment



**~50%** don’t know that depression, anxiety and social isolation are possible symptoms

05

### Don’t delay testing — patients want to know.



**23%** have ever had a cognitive assessment

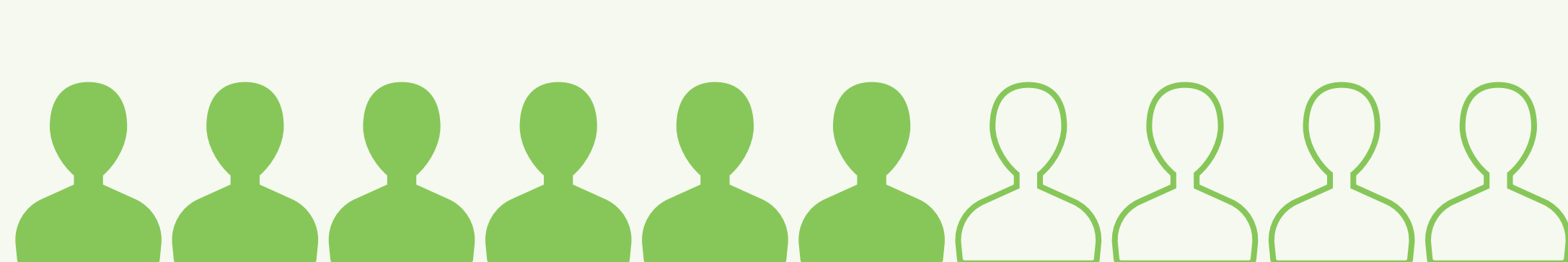


**92%** would prefer to know about Alzheimer’s and other dementias early on

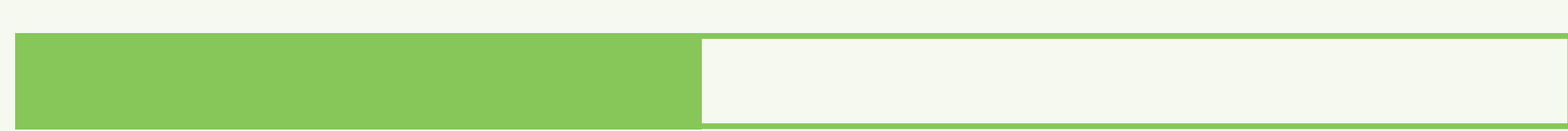
06

### Be prepared for questions about new Alzheimer’s treatments.

Upon hearing of a new drug being approved...



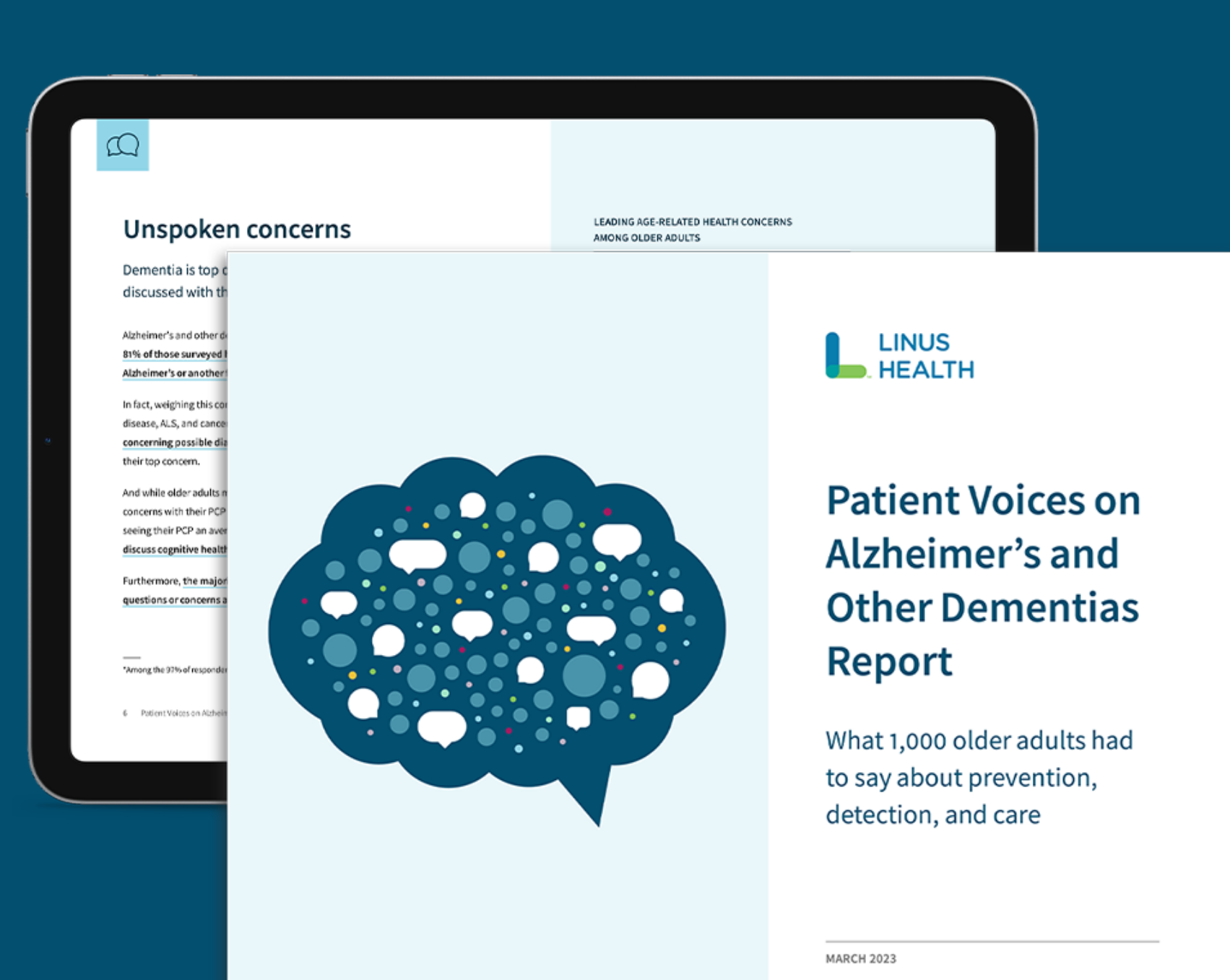
**6 in 10** would contact a healthcare provider for more information about it



**43%** would likely ask to be tested for Alzheimer’s, even if they had no symptoms

Want to learn more about what patients had to say? Get the full report here:

[linushealth.com/patient-voices-dementia-report](https://linushealth.com/patient-voices-dementia-report)



1. Livingston G, Huntley J, Sommerlad A, et al. Dementia prevention, intervention, and care: 2020 report of the Lancet Commission. *Lancet* 2020.