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AgingWell Hub and National Alliance for Caregiving To Present Alzheimer's Disease Caregiver Journey Map at "Aging In America Conference"

Tool Identifies Challenges for Those Caring for Loved Ones with Alzheimer's Disease and Other Dementias

WASHINGTON, D.C. --- The [AgingWell Hub](#) and the National Alliance for Caregiving will present the Alzheimer's disease [Caregiver Journey Map](#) at the Aging in America Conference hosted by the American Society on Aging in San Francisco, California.

The Caregiver Journey Map was developed to provide better quality of life for family caregivers and their care recipients by identifying opportunities for clinicians, community service providers, companies, and policy makers to provide support and intervention at critical points in time. The map captures the 360-degree experience of individuals caring for a loved one with Alzheimer's disease, creating a common framework and terminology for the aging and caregiver field to:

- Identify and prioritize areas where caregivers need support;
- Drive alignment and collaboration across various players within the healthcare and community services ecosystem; and
- Inform the development of technology-enabled solutions to benefit caregivers as well as their care recipients.

"The financial and physical burden placed on these caregivers is enormous," said Liddy Manson, director, AgingWell Hub. "We found that the physical toll is especially taxing and can result in the use of health care services, such as emergency room visits, hospital use, and doctor visits, at a faster rate than non-caregivers of the same age."

The Caregiver Journey Map identifies six phases of the caregiver's experience. It was developed through the lens of an adult daughter living 20 minutes from her mother who has Alzheimer's disease. For each phase, the Caregiver Journey Map highlights where caregivers need help in caring for their loved one in the areas of health and safety, social wellbeing, care coordination, financial and legal issues, and quality of life. ~~In addition to the adult daughter, the map explores three other personas were identified: a long distance caregiver, a retiree caring for a spouse, and a co-residing caregiver.~~

Here are some examples of how the Caregiver Journey Map has been utilized:

- **Innovation** – OpenIDEO’s global innovation challenge, co-sponsored by AARP and UnitedHealthcare, featured the Caregiver Journey Map as a framework from which innovators could develop solutions to support caregivers of those with dementia.
- **Clinical Practice** –Medstar Center for Successful Aging learned that the caregiver journey starts much earlier than previously understood, shifting how support and information is now provided to caregivers.
- **Advocacy** – The National Alliance for Caregiving is using the Caregiver Journey Map in its advocacy work with policy makers.

The Caregiver Journey Map was created by a cross-sector group of AgingWell Hub collaborators, including: Alzheimer’s Association, Georgetown University’s McDonough School of Business, MedStar, Merck, National Alliance for Caregiving, and Philips.

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About the AgingWell Hub

The AgingWell Hub, co-founded by the Global Social Enterprise Initiative at Georgetown University’s McDonough School of Business and Philips, NA, is a cross-sector collaborative. The AgingWell Hub is a diverse group of organizations committed to making a difference for older Americans. It’s about research, partnerships, open innovation, and shared frameworks that come together to enhance the delivery of products and services to the aging population and their family caregivers. Learn more at <https://www.agingwellhub.org>.

About the Global Social Enterprise Initiative

The Global Social Enterprise Initiative at Georgetown University’s McDonough School of Business aims to prepare current and future leaders to make responsible management decisions that yield both economic and social value. Through practical training for global business leaders, the initiative promotes transformative solutions to and impactful investments in the world’s significant challenges in health and well-being, economic growth, the environment and international development. Learn more at <http://socialenterprise.georgetown.edu>. Follow us on Twitter: [@GSEI_Georgetown](https://twitter.com/GSEI_Georgetown).

About Georgetown University’s McDonough School of Business

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