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AgingWell Hub Introduces Caregiver Journey Map

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

WASHINGTON, D.C. – [The AgingWell Hub](#) has created a new resource, the [Caregiver Journey Map](#), aimed at providing a better quality of life for family caregivers and their care recipients. It identifies opportunities for clinicians, community service providers, companies, and policy makers to offer support and intervention at critical points in time.

The Caregiver Journey Map was created by The AgingWell Hub, a program co-founded by Philips and housed at Georgetown University's Global Social Enterprise Initiative (GSEI), part of the McDonough School of Business, in collaboration with a cross-sector group of organizations including The National Alliance for Caregiving, Merck, MedStar, and The Alzheimer's Association.

“There are an estimated 5.5 million Americans who have been diagnosed with Alzheimer's disease and other dementias, and behind each one is a daughter, son, spouse, brother, sister, or friend helping to care for them,” said Diane Ty, program director, AgingWell Hub. “The emotional and financial toll it takes on these caregivers is staggering, as the strain can result in caregivers using health care services at higher rates 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 by highlighting what they need in the areas of health and safety, social wellbeing, care coordination, financial and legal issues, and quality of life.

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 Journey Map in its advocacy work with policy makers.

For media inquiries, contact Berry Brady at (703) 609-6643 or berry.brady@yahoo.com.

About the AgingWell Hub

The AgingWell Hub, co-founded by the Global Social Enterprise Initiative at Georgetown'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

Georgetown University's McDonough School of Business provides a transformational education through classroom and experiential learning, preparing students to graduate as principled leaders in the service to business and society. Through numerous centers, initiatives, and partnerships, Georgetown McDonough seeks to create a meaningful impact on global business practice through both research and teaching. All academic programs provide a global perspective, woven through the undergraduate and graduate curriculum in a way that is unique to Washington, D.C. – the nexus of world business and policy – and to Georgetown University's connections to global partner organizations and a worldwide alumni network. Founded in 1957, Georgetown McDonough is home to some 1,400 undergraduates, 1,000 MBA students, and 1,200 participants in executive degree or open enrollment programs. Learn more at <http://msb.georgetown.edu>. Follow us on Twitter: [@msbgu](https://twitter.com/msbgu).

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