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November 2023

The Path To Memory Care



Data reveals caregiver
challenges and state of mind.

The Path To Memory Care

- Data from 3,797 consumer assessments provides a snapshot of the caregivers researching memory communities on behalf of an older adult.

Who are they? What's triggering their research at this moment? And what's holding them back from moving forward? **Roobrik Insight Solutions™** data reveals all that and more to help providers better serve this audience and, ultimately, help people suffering from dementia get the care they need sooner.

Methodology

This data is drawn from 4,006 consumers who completed the Roobrik assessment tool entitled “Is it the right time for memory care?”. Of that pool, 95% were doing research on behalf of someone else, like a parent or spouse. The data published here reflects the answers of those consumers researching for others, not older adults researching memory care for themselves.

Each caregiver completed 23 questions to generate a personalized Memory Support Score with corresponding recommendations for appropriate next steps.

The compiled data reveals the “hidden audience” researching memory care — men and women looking for answers and personalized guidance before they feel ready to take the next steps.

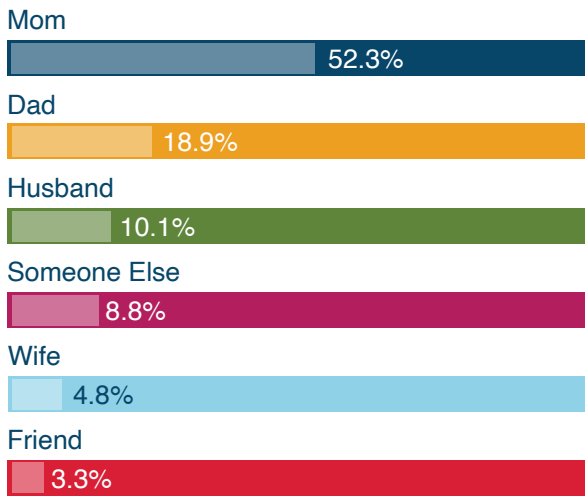
Demographics & Living Situation

Age & Gender

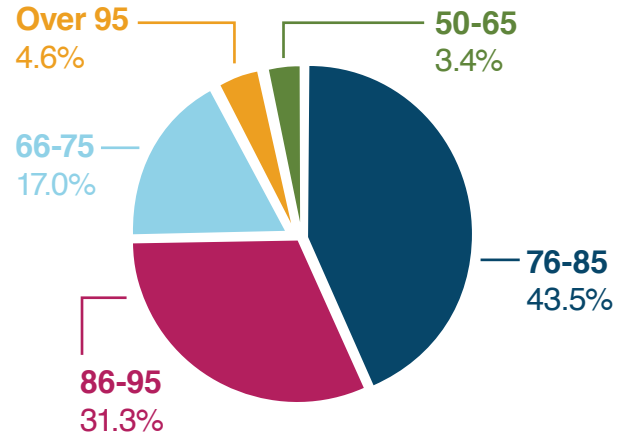
In a 2022 study of cognitive impairment prevalence, Columbia University researchers found that almost 10% of U.S. adults ages 65 and older have dementia, while another 22% have mild cognitive impairment.¹ The vast majority are women, although that statistic may be linked to women's longer life expectancy.²

Roobrik data aligns with those trends, but also reveals the diversity of age, gender, and caregiver relationship — important metrics for marketers publishing targeted content. Nearly 75% of the older adults in question have received a diagnosis of dementia, MCI, or Alzheimer's disease.

Who is the older adult you are concerned about?



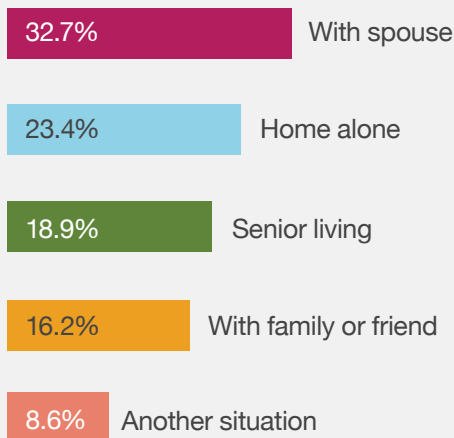
How old are they?



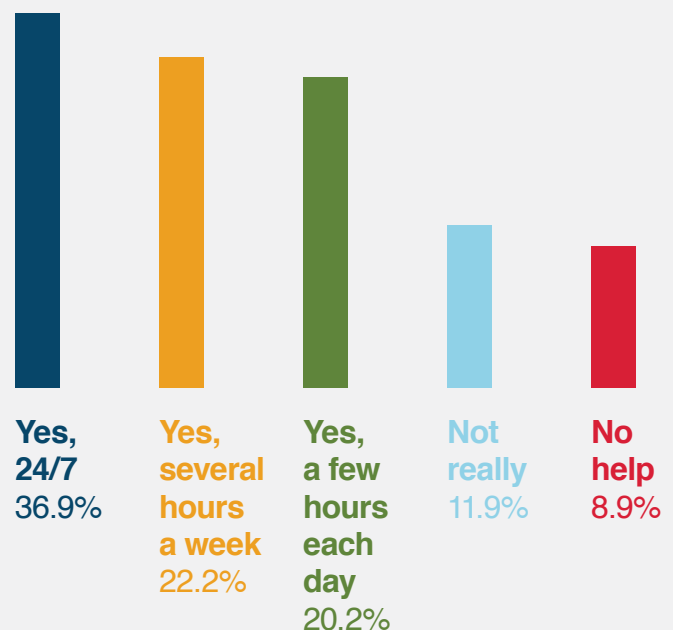
Living Situation

Of the nearly 4,000 people researching memory care for a loved one, 48.9% reported that their loved ones are living with a family member or friend. Nearly 25% reported that the older adult is home alone and another 18.82% reported that they live in a senior living community. The overwhelming majority of caregivers reported that their loved one receives at least a few hours of help and support a week.

What is their current living situation?



Do they currently get any help from family, friends or paid caregivers?

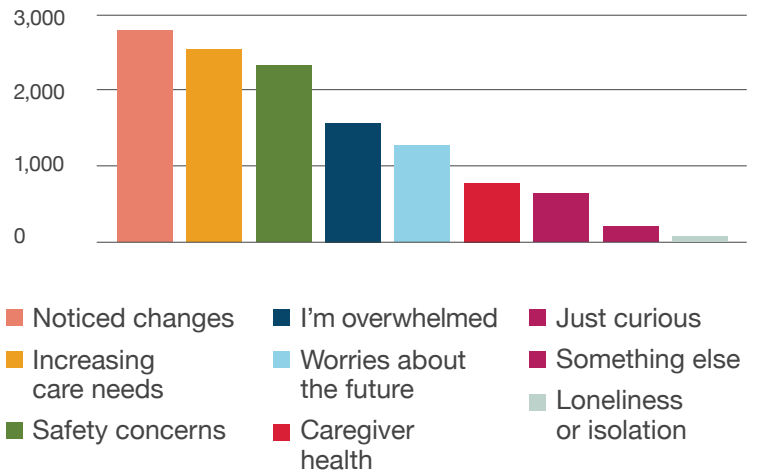


Concerning Factors

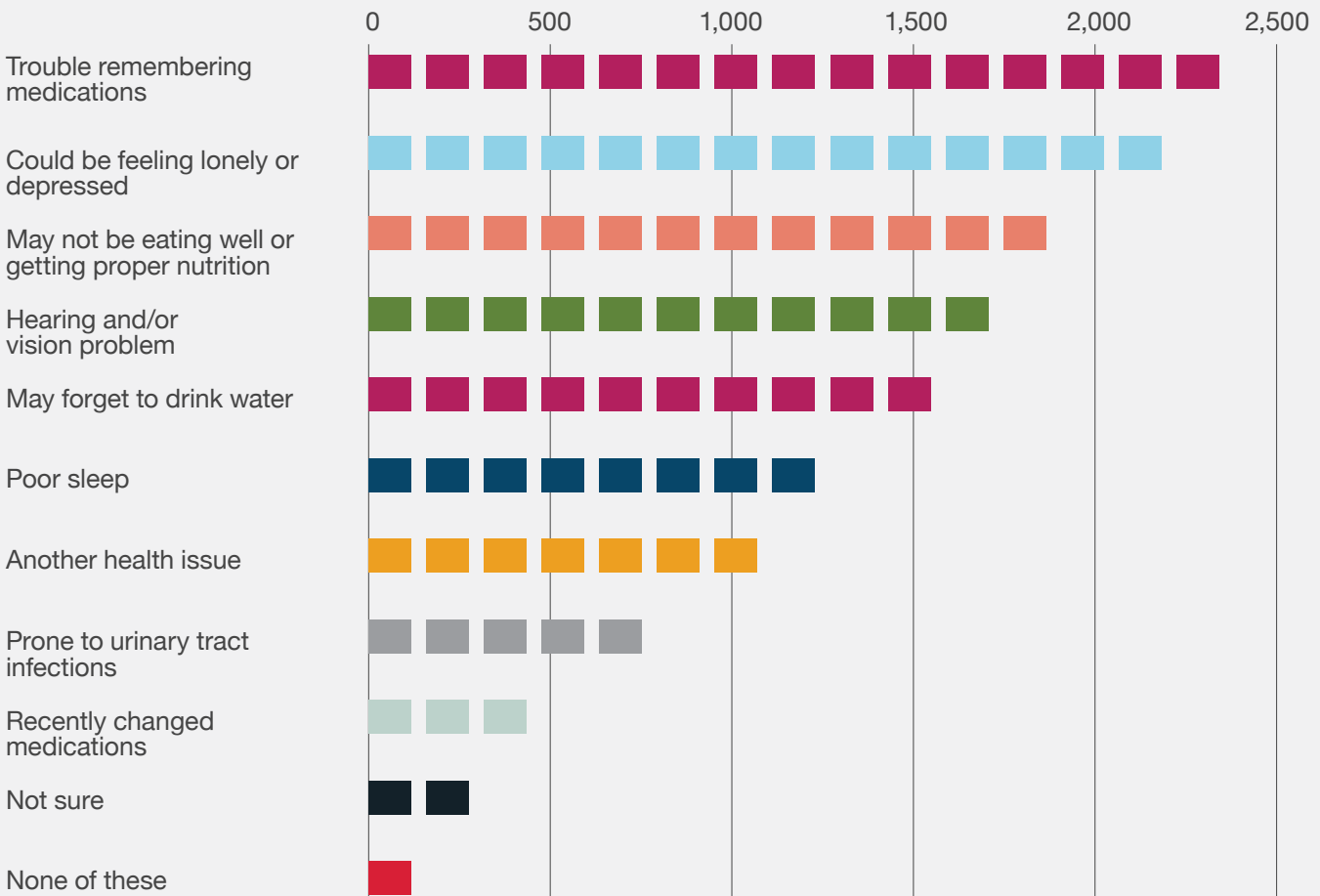
When asked why they're researching memory care options now, caregivers indicated multiple reasons — some related to their concerns about the older adult, but some reflective of their own state of mind.

Additional questions dive deeper into noticeable changes and concerns, highlighting the top factors that motivate memory care research.

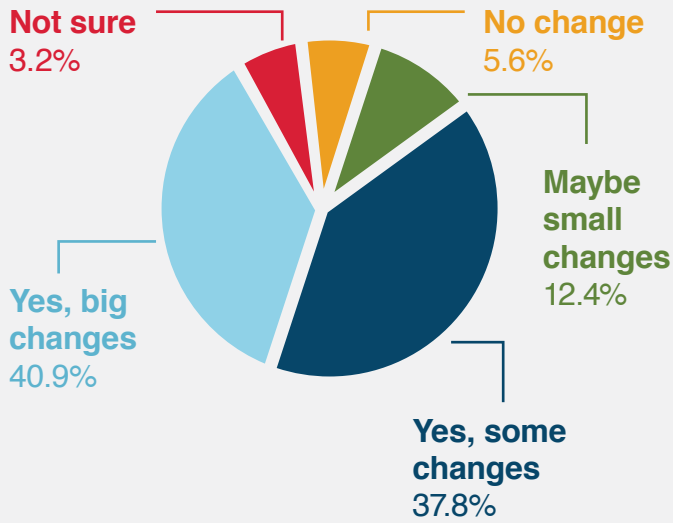
Why do you think it might be time to consider memory care?



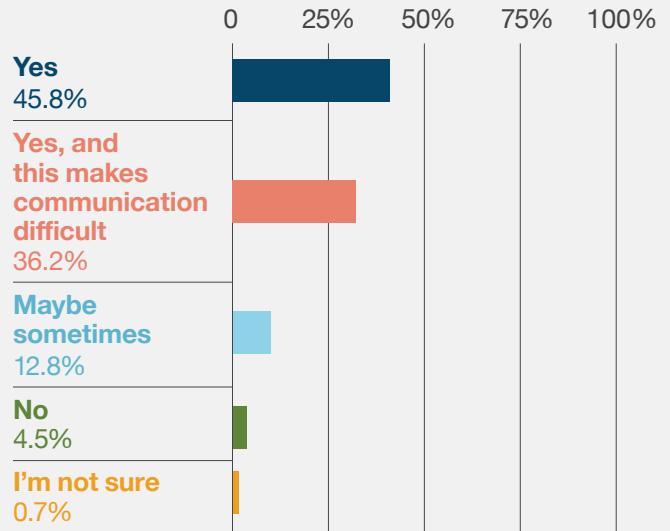
What other issues are affecting the older adult now?



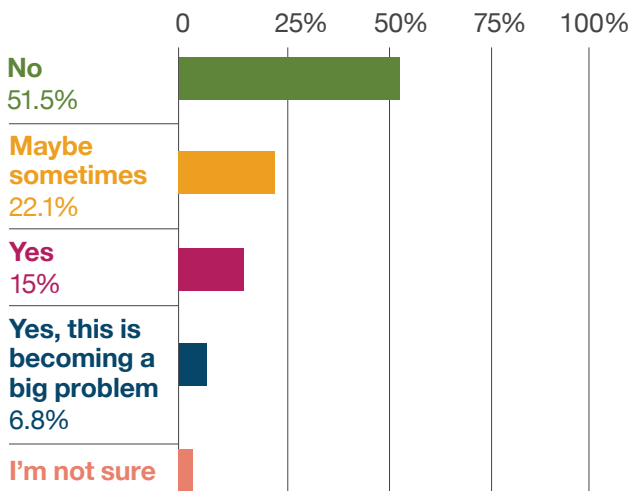
Are you noticing changes in how they handle decisions?



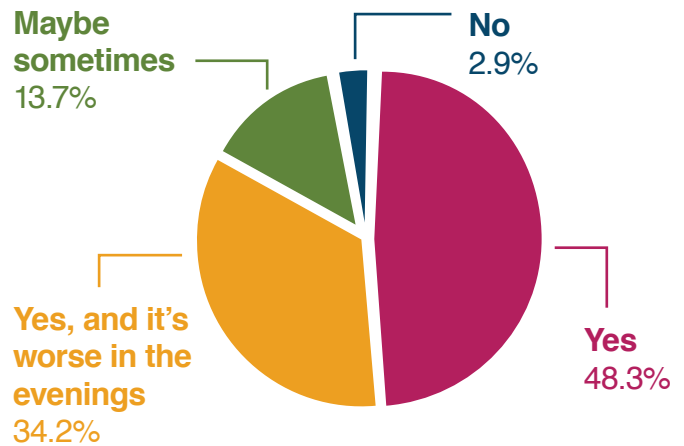
Is communication a concern, especially around repeating things or searching for the right words?



Is wandering a concern?



Are you noticing signs of confusion or disorientation?



DIAGNOSIS: Just over 72% of respondents were aware of a dementia diagnosis — whether it was Alzheimer’s, another dementia, or just early signs of dementia or MCI. Regardless of diagnosis, behavior changes like disorientation and trouble with decision making are commonly reported by those conducting memory care research.

Additional Considerations

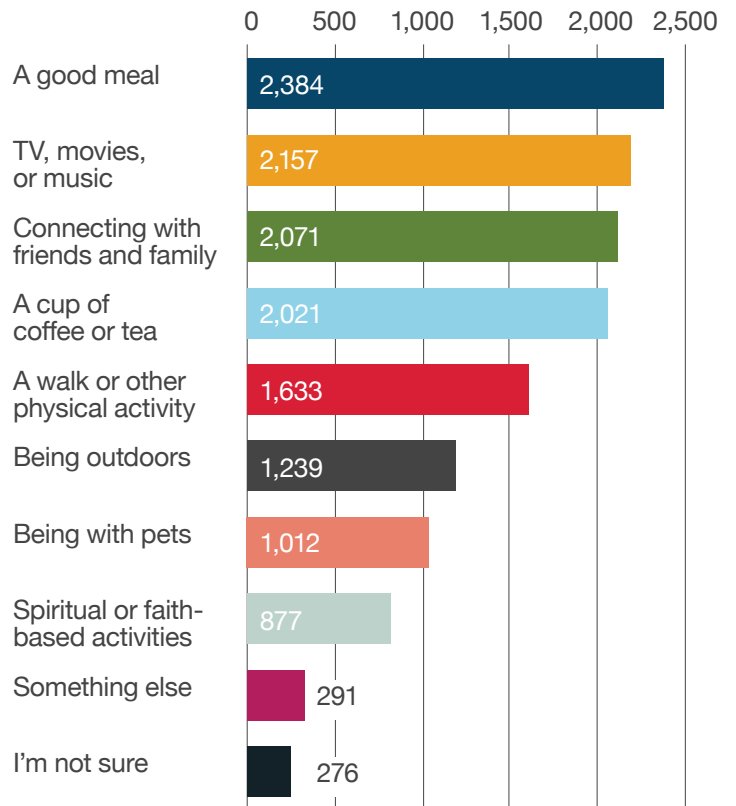
FINANCES: When asked about financial preparedness, a sizable portion of respondents indicated that they've done some planning, followed closely by a large group looking for additional information.

Are they financially prepared for a move?



LIFESTYLE & ACTIVITIES: When asked about activities that make a “good day” for the older adult in their lives, these caregivers shared the importance of small moments — a good meal, a movie, a personal connection — even a cup of coffee or tea. Insights like these can help memory care providers create content, and a residential experience, that resonates.

What elements make up a good day in their life?*



*Caregivers could choose as many answers as were applicable.

Summary

When a friend or loved one suffers from dementia, the burden on the caregiver can be confusing and lonely; the quest for definitive answers overwhelming.

As Anne Tumlinson, founder of the caregiver support organization Daughterhood writes, “Don’t let the fear of what others may think cloud YOUR thinking. The decision to make this move (to a memory care community) can be the bravest and best thing you can do.”³

When a caregiver makes that decision and visits a memory care community website, they fall into two categories: those that have immediate need and are motivated to get in touch right away and a “hidden audience” that’s doing research to help them move forward with confidence. Understanding that “hidden audience” — and providing digital access to information and self-education tools — can help senior living marketing and sales teams convert more anonymous web browsers into leads.

By reaching and educating the caregiver community, memory care providers may be able to help people make life-enhancing decisions sooner.

Want to see how you can help older adults and caregivers choose memory care sooner?

Contact sales@roobrik.com or call (984) 484-9111.

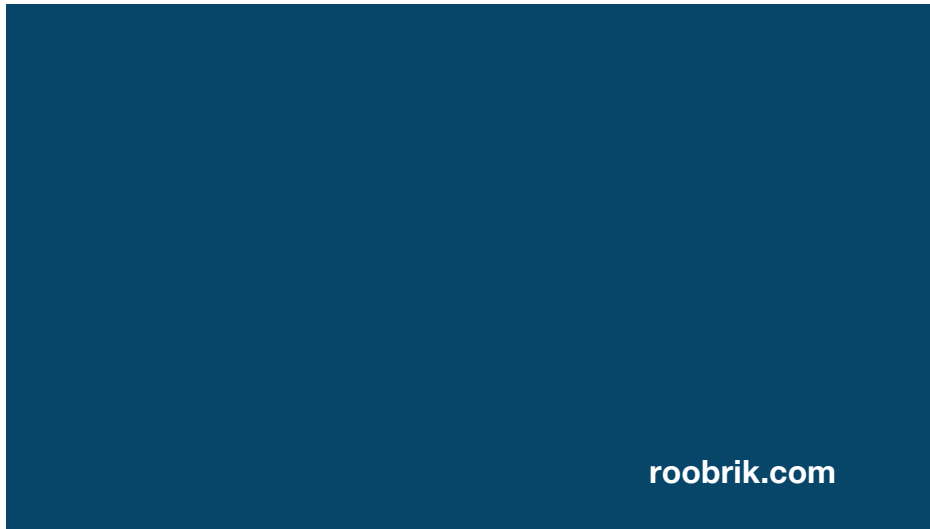
1. <https://jamanetwork.com/journals/jamaneurology/fullarticle/2797274>

2. <https://www.alzheimers.org.uk/blog/why-dementia-different-women>

3. <https://daughterhood.org/throwing-in-the-towel-the-6-most-important-questions-to-ask-when-you-want-to-quit-caregiving/>



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