



Key Takeaways for Policymakers

About AgeTech Insights



A market intelligence series grounded in lived experience



Equips end users, entrepreneurs, investors, ecosystem leaders, and policymakers to make evidence-informed decisions



Generates actionable insights that shape innovation design, adoption, investment, and policy



Ensures end users remain central to how agetech priorities are identified, developed, and advanced



Unlocking Dementia Prevention

The Role of Technology in Supporting Brain Health

Dementia prevention has emerged as one of the most important and promising opportunities in healthy aging and public health initiatives. Informed by an international survey of more than 2,000 adults in Canada and the United Kingdom, alongside market intelligence and the latest scientific evidence, *Unlocking Dementia Prevention: The Role of Technology in Supporting Brain Health* explores how people perceive dementia prevention, the barriers they face to making lifestyle changes that support brain health, and the role technology can play in supporting lasting behaviour change.

The key findings are summarized below; the full report delves deeper into market context and survey data, while unpacking themes and trends.



See the full report

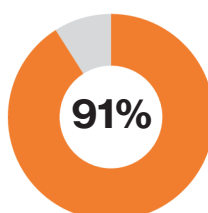
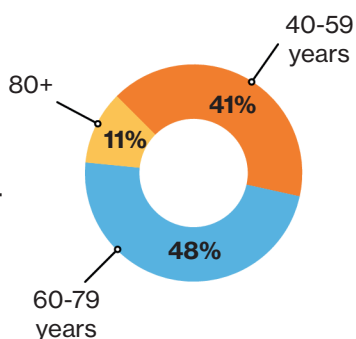


See the full infographic

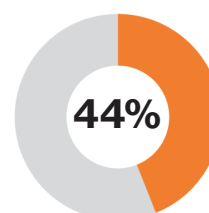
We surveyed **2,090** respondents aged 40+ across Canada and the United Kingdom to understand how much people know about the lifestyle choices that lower dementia risk, the barriers associated with them, and how technology can support brain health in their day-to-day lives.



Respondents ranged in age from 40 to 96+



Have a close personal connection to dementia



Say they are unsure if they'll develop dementia in their lifetime

Key Takeaways for Policymakers



1 Strengthen primary care as the foundation for dementia prevention

Unlike physical activity or social engagement, managing chronic health conditions and mental health depends heavily on trusted medical guidance. Survey respondents frequently reported uncertainty about which actions are effective in navigating these conditions, alongside difficulty accessing expert medical advice.

Policy opportunities:

- + Introduce complementary approaches, such as remote care monitoring, virtual care, and team-based care models, alongside continued investment in primary care capacity to increase access to trusted information amid shortages of medical professionals.
- + Invest in policies that support both primary care capacity and alternative delivery models – rather than treating them as separate tracks – to make dementia risk reduction guidance accessible at scale.

2 Develop public health campaigns and policies that support dementia prevention across the life course

Canadians are increasingly aware that behaviour changes in midlife can have dementia prevention benefits in later years. Policies should reflect this lifespan approach, rather than exclusively supporting older persons.

Policy opportunities:

- + Develop initiatives grounded in scientific evidence (e.g., the 2024 update of the Lancet Standing Commission for Dementia Prevention, Intervention and Care and the World Health Organization's 2026 guidelines on reducing the risk of dementia) that help young and middle-aged adults find communities for meaningful social connections, engage in exercise, and manage cardiovascular and/or mental health conditions for long-term dementia prevention benefits.

E.g., workplace mental health benefits, community infrastructure that supports physical activity and social connection, and midlife cardiovascular screening programs could deliver long-term public health and economic returns by reducing dementia prevalence over time.



3 Improve equitable access to hearing and vision care as dementia prevention strategies

Our findings demonstrate that hearing and vision care are two of the least recognized – but still scientifically meaningful – potentially modifiable risk factors for dementia. Almost half of respondents cited cost as the primary barrier to accessing these supports, underscoring affordability and access as the key obstacles preventing people from addressing them.

Policy opportunities:

- + Consider expanding public or insurance coverage for hearing aids and vision care (e.g., subsidies, means-tested coverage, and/or inclusion in provincial health benefit plans) to remove the cost barrier to care that improves quality of life and supports dementia prevention long-term.

4 Support responsible adoption of digital health and AI through evidence and trust

The report finds widespread use of digital technologies among older persons and growing use of AI systems, such as chatbots. However, trust in AI-generated health advice remains low.

Policy opportunities:

- + Establish regulatory frameworks, clinical validation standards, and clear disclosure policies for when AI is used in health interactions.
- + Ensure digital tools for brain health are developed and implemented into practice safely, with trust and privacy as foundational principles.

