



**Paul Hogan, Chairman and Co-Founder of
Home Instead Senior Care**

Remarks

**Alzheimer's Disease International 2014 Conference
Dementia: Working Together for a Global Solution**

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Good Afternoon. I'm Paul Hogan, Chairman and Co-Founder of Home Instead Senior Care. Last year my company provided more than 60 million hours of home care through more than 1,000 franchise offices in 18 countries on four continents. More than two-thirds of the 65,000 clients we serve today have Alzheimer's disease or another dementia. And, since 1994 we have helped more than 1 million seniors remain in their home as they age. For a long time, we have seen first-hand the needs of family carers.

In addition to my work at Home Instead Senior Care, I also serve as the Vice Chair of the World Economic Forum Global Agenda Council on Aging. The Council is dedicated to helping the world age better. Today, the Council is working to change the perception that aging is a burden on society. While we believe there are definitely challenges, aging should be celebrated. People around the world enjoy a longevity dividend due to advances in research and success in dealing with childhood diseases.

According to *Global Aging 2010: An Irreversible Truth*, a report from Standard and Poor's:

"No other force is as likely to shape the future of national economic health, public finances and policymaking as the irreversible rate at which the world's population is aging."

Additionally, a report issued by the World Economic Forum Council on Aging called, *Global Population Aging, Peril or Promise*, states:

“... the 30 years of additional life added to the average lifespan in many parts of the world during the 20th century was the reward for past investments in life extension. Now that the survival to older ages is a common occurrence, humanity is paying a heavy price for our longer lives. The rise of a persistent array of unwelcome chronic and disabling diseases, including Alzheimer’s disease, are, in large measure, a product of the privilege of living long enough to experience them.”

The magnitude of the challenges presented by Alzheimer’s disease is growing exponentially due to the rapid aging of the population. There is a near-perfect correlation between advancing age and risk of Alzheimer’s, and left unchecked, the current situation will explode into epidemic proportions.

Investing today in Alzheimer’s early diagnosis, research and support for family carers will have huge payoff in the decades ahead.

Governments cannot deal with the Alzheimer’s challenge alone. This disease demands a robust, coordinated global strategy which includes experts from governments, nongovernmental organizations, academia and private industry.

If the status quo is maintained, Alzheimer’s will become a fiscal nightmare in the 21st century, overshadowing all other health and social challenges we face. Alzheimer’s will not only become a fiscal nightmare, but also a burden on global economic growth, as the disease prevents millions from participating in the workforce, volunteering and mentoring.

Today I’d like to focus on one particular area that I view as one of the greatest challenges presented by Alzheimer’s – the burden it places on families, carers and friends of people with Alzheimer’s disease.

Caring for a person with Alzheimer’s disease can be overwhelming. Research shows that carers themselves frequently are at increased risk for depression and illness, especially if they do not receive adequate support from family, friends and the community.

The World Health Organization also notes that in low- and middle-income countries, much care for people with Alzheimer’s disease is being provided informally by family; given this, the actual global costs of care may be

underestimated if informal care is not included in the estimation methodology.

The costs of Alzheimer's to health care and social support systems are staggering ... and growing ... already at more than one percent of global GDP.

As the world population ages, the traditional system of "informal" care by family, friends and the community will not be sustainable – smaller families, increased urbanization, workforce mobility and the changing role of women have created a smaller pool of carers.

The number of dependent seniors in the world will rise from 101 million in 2010 to 277 million in 2050, an almost threefold increase. And many of these seniors, more than 35 million, have Alzheimer's disease.

These numbers are daunting. (Pause)

My company recently released a survey that revealed the fact that people fear developing Alzheimer's disease more than any other life-threatening disease, including cancer, stroke, heart disease and diabetes.

Additionally, half of the survey respondents said they would rather receive an Alzheimer's diagnosis than care for someone with the disease.

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The information from this survey confirmed what I see every day – people feel unprepared to care for a loved one with Alzheimer's disease. and the need for support, education and respite for these families is critical.

All of us, as leaders in the field of Alzheimer's disease, have a responsibility to provide additional support to those providing care. We need to serve as advocates, not only for people with Alzheimer's disease, but also for the people who provide the care for them.

Carers are not just aides helping around the house, making sure seniors take their medications and assisting with hygiene needs — no, carers are

the family members that have sacrificed parts of their lives for the loved ones who raised them. Carers are the spouses that have been by their side for decades. Carers are lifetime friends refusing to let this ugly disease come between a strong bond.

An astonishing 44 percent of people over the age of 50 in established countries are currently serving as carers, while also attempting to maintain balance in their own lives.

We know through the work we do each and every day is that families living with Alzheimer's disease are desperate for support ... they need it today. The kind of support that will allow sons and daughters, husbands and wives, to not just be a carer but also be a child or spouse. The goal of the discussion today is to make sure every one of these moments is cherished – not lost due to the worry and stress that comes with providing care.

In my role as vice chair of the World Economic Forum Global Agenda Council on Aging, I am deeply committed to seeing the world move forward – in its perception of its aging population, how it cares for people with Alzheimer's disease and how it supports the people providing that care.

Until there is a cure for this horrible disease, there is a great need for support for carers. Alzheimer's doesn't only impact the person who receives the diagnosis, it impacts the family and friends who provide the care. We must make more and better support for family carers a priority

Remember that Alzheimer's disease affects more than the person with the diagnosis – it affects the husbands and wives, children and grandchildren, friends and neighbors as well.

Today, I implore all of you to let these carers know help is available. Work to connect carers with resources early and often – not late and at the point of desperation.

Strive to increase and enhance resources in your communities to make it easier for carers to access the available resources so they can get the help they desperately need. Hold education workshops, host support groups and offer respite care to provide a care solution until the day comes when there is finally a cure for Alzheimer's disease.

I challenge each of us to do one thing – help connect carers to the help they need. Until there is a cure, we must care for the carer.

Thank you for your time this afternoon.