The journey to dementia-friendly financial services

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Alzheimer’s Society

alzheimers.org.uk
Dementia: challenge society

- Accessing financial services is very important to people with dementia for a number of reasons
- Living well and remaining independent for as long as possible
- Financial planning is essential to meet both short and long-term care costs
- Symptoms of dementia make increasingly difficult to manage money on a day to day basis without support
Short changed: Protecting people with dementia from financial abuse
Common problems with managing money

• 76% of the people with dementia report problems managing their money

• Difficulties include processing information, physical handling of money,

• Technical nature of banking security systems and remembering important passwords and PIN numbers

• Difficulty talking about financial issues with family members
Prime Minister's challenge on dementia
Dr Trevor Jarvis, BEM - Influencing change

- Trevor Jarvis used his experience to help the financial sector understand the needs of a people.
Financial services

**Recognise**

Improve our ability to recognise customers that might have dementia even in the absence of formal diagnosis or notification.

**Understand**

Understand how dementia might impact them and their carer’s in their dealings with us.

**React**

Treat customers with dementia with respect and give them as much independence as possible whilst with supporting their carers.
Each commitment has been given a coloured difficulty rating based on the complexity of the commitment and the likely length of time an organisation might take to meet the commitment.

**Green - Straight forward**  
**Amber - Some complexity**  
**Red - Complex**
Commitment from Financial Sector
Thank you

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