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BUSINESSES THAT CARE: A DEMENTIA AWARENESS CONVERSATION™

Presented by Elder-Well® Adult Day Program

WHAT IS DEMENTIA?



Dementia is not a single disease; it's an umbrella term that covers a wide range of specific medical conditions, including Alzheimer's disease. Symptoms include memory loss and other cognitive changes, severe enough that they have a difficult time completing activities of daily living.

BEHAVIORS THAT MAY INDICATE SOMEONE HAS A MEMORY IMPAIRMENT...

- **Confusion or Disorientation:** They may appear lost or unsure of where they are.
- **Repetitive Questions or Actions:** They may ask the same question or perform the same action repeatedly.
- **Difficulty with Decision-Making:** They may struggle to make decisions or may take a long time to decide.
- **Agitation or Frustration:** They may become agitated or frustrated, especially in loud or busy environments.
- **Wandering:** They may wander aimlessly around the store.
- **Difficulty Understanding Instructions:** They may have trouble understanding or following verbal instructions.
- **Difficulty with Payment:** They may have difficulty counting money or using payment methods.

'DEMENTIA FRIENDLY' BUSINESS OWNERS PROVIDE...

- **Clear Signage:** Using easy-to-read signs help customers find their way around the store.
- **Seating:** Offer seating areas for customers who may need to rest or take a break.
- **Flexible Payment Options:** Have payment options for customers who may have difficulty with traditional payment methods.
- **Training for Staff:** Provide training to your team on how to recognize and assist customers with dementia.

"Pssst... We can help with this!"



'DEMENTIA FRIENDLY' CUSTOMER SERVICE TEAMS KNOW HOW TO...

- **Assist with Empathy:** Offer assistance to customers who appear lost or confused.
- **Use Clear & Simple Language:** Speak slowly and clearly, use a gentle and relaxed tone. Avoid using complex sentences or jargon.
- **Be Patient:** Stay calm and understanding with customers who may take longer to make decisions or complete transactions.
- **Respect Their Dignity:** Treat customers with dementia with respect and dignity and avoid drawing attention to their condition.

BUSINESS OWNER RESOURCES



Including videos, customer service tips, communication examples, and details to schedule a team training...

Scan QR code to view online!

