



What is in  
development?



# THE ICA INTEGRATED COGNITIVE ASSESSMENT



TACKLING DEMENTIA WHEN IT COUNTS



# DEMENTIA IS THE BIGGEST HEALTHCARE CHALLENGE OF THE 21ST CENTURY

*(According to the World Health Organization)*

Leading cause of death in the UK

1 in 2 people never receive a formal diagnosis

Early diagnosis will help delay symptoms and hospitalization

(which is the major cost in the treatment of the disease)

EARLY AND ACCURATE DIAGNOSIS  
COULD SAVE UP TO

**\$7.9 TRILLION**  
in medical and care costs

IN 2018, Alzheimer's and other dementias will cost the nation

**\$277 BILLION**

BY 2050, these costs could rise as high as

**\$1.1 TRILLION**



**5.7 MILLION**

Americans are living with Alzheimer's

BY 2050, this number is projected to rise to nearly

**14 MILLION**



# THERE IS A PROBLEM WITH DETECTING DEMENTIA



PRECISION LIMITATIONS



REQUIRES EXPERT  
ADMINISTRATION



LANGUAGE  
DEPENDENCE



EDUCATION  
DEPENDENCE



A LEARNING EFFECT

These limitations in current testing methods have led to a **50%**  
**MISDIAGNOSIS RATE** in the UK