

UNDERSTANDING AND MEETING THE NEEDS OF CUSTOMERS WITH DEMENTIA

Dementia is a broad term which is used to describe a range of signs and symptoms which involve a progressive decline in a person's mental abilities. This decline affects a person's ability to remember, make rational judgements and to communicate.

There are an estimated 850,000 people in the UK who have some form of Dementia and more than 44 million worldwide (Alzheimer's Society 2014). With an ageing UK population, this figure will get higher and our need to understand the symptoms and needs of those with dementia as customers is vital for all businesses.

This course gives an insight in to how you should be gearing your organisation up to meet the needs of your changing customer demographic and provides some useful tips to help you understand and meet the needs of your customers who have Dementia.

Course Outline

1. What is Dementia
2. Causes of Dementia
3. Signs of Dementia
4. The needs of customers with Dementia
 - an opportunity or an inconvenience?
5. How to meet the needs of customers with Dementia
 - creating the right environment for our customers
 - the person centred approach
 - communicating with customers who have dementia

Getting in touch

To find out more about this course and other ways we can help your organisation, please contact us.

Contact: Neville Beardsmore
Tel: 0121 247 5736 / 07984 030 180
E-mail: neville@cfatraining.co.uk
On-line: www.cfatraining.co.uk

I look forward to hearing from you.