

Covering dementia risk

Let's create a new way to help ageing consumers



Fear of getting dementia ranks among the top concerns of a growing ageing population. Swiss Re's consumer research shows that many consumers would purchase an insurance solution to tackle this risk, and tells us more about how much they'd pay and what features and services they value most.

Swiss Re's extensive research reveals that – if it were available – consumers would be willing to purchase an insurance product that helps them understand and manage the impact of dementia through services and financial support.

Helping consumers address one of their biggest concerns for ageing could open entirely new markets and be a great force for good. Swiss Re is looking for partners to join us in exploring new ways to meet the needs of a growing older population.

Summary

- Dementia is a top concern among ageing consumers.
- An insurance + services solution could help manage this risk, and consumers say they'd buy it.
- The winning combination must have:
 - a financial benefit to offset some of the high cost of care.
 - services for support along the way, including before and after diagnosis.

More about dementia

Dementia is an umbrella term for a collection of cognitive degenerative illnesses. Alzheimer's Disease is the most common and well-known example, but there are many others including Vascular Dementia and Dementia with Lewy Bodies.

There is no known cure – yet – and dementia symptoms become progressively more severe over time, often making patient care both emotionally and financially devastating. However, understanding of the risk factors is improving, including lifestyle and genetics.

What do consumers really want?

Understanding now: How can I improve my lifestyle now to help reduce my risk of dementia?

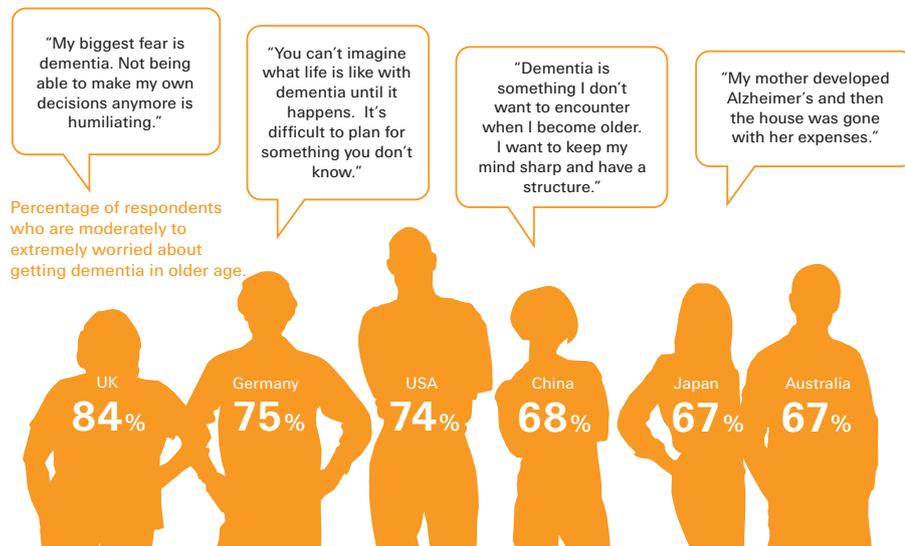
Support upon diagnosis: I need advice to plan and the support to get my affairs in order.

Support for caregivers: I'm worried about being a burden on those around me. I want to ensure they receive support, information and help to manage this stress.

Ongoing help and advice: I'd like access to services that will help me and my caregivers manage ongoing needs after diagnosis.

Financial support: It's a must to ensure there will also be money available to offset some of the costs of care as the disease progresses.

Widespread worry: Dementia is top concern among the ageing



Source: Swiss Re "Who are the ageing?" and ANZ "Through Retirement" consumer research, 2016. Note: 2 of 3 Australians ranked dementia as their first or second greatest fear for older age.

Contact your Swiss Re Life & Health representative so we can explore the possibilities together.

Learn more from our "ageing wallet" and consumer research at: swissre.com/ageing.

We're smarter together.