Application: 4988

Dementia Australia

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Dementia Australia

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Dementia Australia

Category

P02. Educational or Research Institution of the Year - Healthcare Technology

Educational or Research Institution of the Year Submission Format

Written Answers

a. Briefly describe the nominated non-profit organization's history and past performance (up to 200 words). Required

Dementia Australia is a leader in harnessing the power of gaming technologies, VR, AI and other high-tech tools to transform dementia education, understanding and care.

Since beginning its audacious tech journey in 2011, Dementia Australia has developed a range of world-leading, tech-driven tools which have made a profound difference in the lives of people impacted by dementia. From BrainyApp, a world-first app with tips and games to reduce the risk of dementia that was downloaded more than 400,000 times, the world's first dementia experience using VR, Talk with Ted, an AI powered online simulation to support respectful communication with people living with dementia and the latest release, D-Esc a VR training tool for a behavioural emergency, designed for participants working in health care, caring for people living with dementia.

Dementia Australia's innovations have attracted national and global acclaim and media coverage and garnered multiple national and international awards.

Our successes have inspired governments to invest and philanthropists and care providers to further support our work.

Through harnessing technology and dreaming big, we are improving the lives of people living with dementia, making a profound and lasting difference to their experience and everyone who is impacted by dementia.

b. Outline the nominated non-profit organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

In 2024, it is estimated there are more than 421,000 Australians living with dementia. Without a medical breakthrough, this figure is expected to increase to more than 812,500 by 2058.

Australian research indicates at their first consultation with a healthcare professional, 76% of people diagnosed with dementia had advanced beyond the early-stage and 20% were in the moderate-to-severe stages, highlighting the extent of delay in dementia diagnosis.

BrainTrack was specifically designed to address the need for earlier diagnosis of dementia.

BrainTrack encourages users to start a confidential conversation with their primary care physician about brain health, by encouraging help-seeking to enable timely diagnosis of dementia. Rather than offering a memory test, the app promotes a wellness approach by providing messaging about healthy brain ageing, risk factors associated with poor brain health, strategies to promote brain health, and links to evidence through curated library guides, and creating an individualised brain-health profile.

Using gamification and haptics, underpinned by empirical evidence of cognitive changes that occur for people with declining cognitive function, this technology aims to engage individuals who have a health or lifestyle predisposition to dementia, those who are interested in healthy ageing, and concerned they may be experiencing early changes in cognitive health.

By prompting confidential conversations with primary care physician, BrainTrack supports early diagnosis.

BrainTrack received funding from the Australian Medical Research Future Fund to conduct a large-scale study to understand BrainTrack use and its influence on help-seeking, knowledge and beliefs about dementia, to be released in 2025.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other institutions in the organization's field and/or to the organization's own past performance (up to 250 words). Required

Since launching in October 2022, BrainTrack has achieved significant success, with downloads exceeding 100,000 from Australia, India, New Zealand, US and UK.

BrainTrack was launched by Ministers from the newly elected Federal Government at a Meet the Ministers Webinar initiated by Dementia Australia attracting 1685 registrations.

The media launch and marketing campaign reached more than 4 million, including Channel 7, Woman's Weekly, The Herald Sun (News Corp), ITWire, Sky News and Who Magazine.

BrainTrack achieved the target of 40,000 downloads in less than 6-months, beating the target date by 2.5-months.

In release week, BrainTrack was the number-one most downloaded education app on the Apple and Google stores.

Almost 78% of BrainTrack users have participated in all eight activities, with more than 90% of those users completing each activity.

The average time of engagement within the app is 36.58min. The average number of sessions by each user was 4.2.

More than 56,000 cognition reports have been generated by more than 20,0000 users.

2023-2024 BrainTrack Awards:

• Winner, Best App for Good, Google Play Australia

• Winner, Best Hidden Gem, Google Play Singapore

• Winner, iAwards Technology, Community/not-for-profit, Australian Information Industry Association, Australian Capital Territory

• Winner, iAwards Technology, Community/not-for-profit, Australian Information Industry Association, National

• Runner up, Asia Pacific ICT Alliance Awards (APICTA) Community and not-for-profit, Hong Kong

• Silver Award, Pharmaceuticals and Healthcare, Marketing Interactive PR Awards, Southeast Asia, South Asia and Oceania

• Highly commended, Future of Ageing Awards Australia, Health and Wellbeing category

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

BrainTrack was developed by Dementia Australia with the Applied Artificial Intelligence Institute (A²I²), Deakin University and funded by the Australian Government.

Dementia Australia's 'Cutting edge technology applications' – first released in 2023, this is a living document that includes the latest data and other developments. This document was developed to capture the story of the impact of Dementia Australia's technology and includes some historic products that are no longer available for various reasons including technology evolution, for example the availability of mobile headsets, and discontinuation of funding. https://www.dementia.org.au/sites/default/files/2024-03/Cutting-edge-technology-applications.pdf

BrainTrack - https://www.dementia.org.au/braintrack

D-Esc - https://www.dementia.org.au/professionals/professional-development-and-training/d-esc

Talk with Ted/Engage with Ted - https://www.dementia.org.au/professionals/professional-development-and-training/talk-ted

• 2023 Simulation Australasia Awards – winner

• 2022 Future of Ageing Awards – winner

Ask Annie - https://www.dementia.org.au/professionals/professional-development-and-training/ask-annie
• 2022 Future of Ageing Awards – winner

Enabling EDIE - https://www.dementia.org.au/professionals/professional-development-and-training/enabling-edie

The Dementia Friendly Home app - https://www.dementia.org.au/get-support/technology/dementia-friendly-home-app

A Better Visit App - https://www.dementia.org.au/get-support/technology/better-visit-app

Webpage Link

https://www.dementia.org.au/sites/default/files/2024-03/Cutting-edge-technology-applications.pdf (https://www.dementia.org.au/sites/default/files/2024-03/Cutting-edge-technology-applications.pdf)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.dementia.org.au/braintrack (https://www.dementia.org.au/braintrack)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

https://www.dementia.org.au/professionals/professional-development-and-training/talk-ted (https://www.dementia.org.au/professionals/professional-development-and-training/talk-ted)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

https://www.dementia.org.au/professionals/professional-development-and-training/ask-annie (https://www.dementia.org.au/professionals/professional-development-and-training/ask-annie)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

https://www.dementia.org.au/professionals/professional-development-and-training/enabling-edie (https://www.dementia.org.au/professionals/professional-development-and-training/enabling-edie)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

https://www.dementia.org.au/professionals/professional-development-and-training/d-esc (https://www.dementia.org.au/professionals/professional-development-and-training/d-esc)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/68065/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2ODA2NSwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9yZ_
Cutting-edge-technology-applications.pdf)

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (https://www.asia.stevieawards.com/rules-and-terms-conditions-competition).

Terms and Conditions

I Agree