

March 2022

Memory Lane Games

Turning memories into games for dementia patients and carers

Dementia is an umbrella term for a range of progressive disorders affecting the brain, including Alzheimer's disease. By 2025, it's estimated that over one million people in the UK will have a diagnosis of dementia – and almost all of us will know someone living with the condition.

[Memory Lane Games](#) delivers free app-based reminiscence games to trigger positive memories, encourage socialisation and build connections and conversations for people living with dementia and their carers.

The games aim to provide frustration free, mental stimulation that can help to personalise care for dementia patients. The app is ORCHA certified and GDPR compliant. It covers 100's of local locations, hobbies and periods in time to help find a topic of interest to the person playing. Subscribers can also personalise games with local or family photos and questions.

Memory Lane Games joined the East Midlands Digital Health Accelerator in 2021 to better understand England's health and care systems and how the app could benefit care in different settings.



“The coaching and support to keep refining our message was invaluable.”

How did the Digital Health Accelerator support?

The programme provided an opportunity for the co-founders to refine their message and consider how the benefits of the product might be evaluated, researched and evidenced for the different care settings.

The programme brokered relationships to engage with the care sector and gain feedback on how the product could meet their needs.

“Interaction with the rest of the cohort and the experts who ran some of the sessions was eye opening. The programme helped us to build ongoing relationships with key stakeholders.”

Memory Lane Games co-founder Bruce Elliott



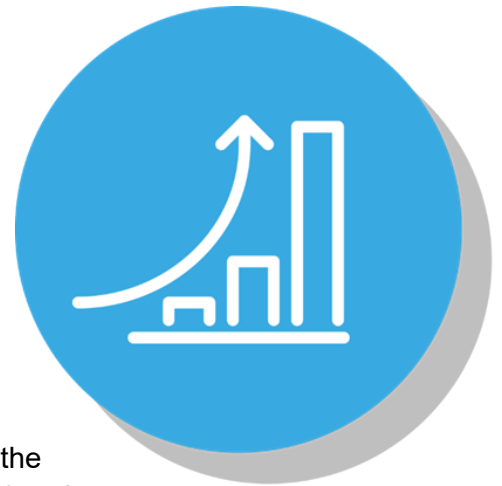
Impacts

With support from EMDHA, Memory Lane Games has been able to develop a deep understanding of the needs and requirements of care settings. They have showcased the innovation at the Nottinghamshire Care Home Forum and to the East Midlands Integrated Care System (ICS) leads. This increased the uptake of users locally and increased their visibility across ICS.

When Memory Lane Games joined the EMDHA, the app had been downloaded 1200 times. During 2021, while they were on the EMDHA programme, they had 50,000 downloads and had 10,000 active users in January 2022.

The company also:

- Continued to build their evidence with a randomised control trial in a hospice on the Isle of Man to assess the impact of Memory Lane Games on people with dementia and their carers
- Were one of 14 UK finalists in [KPMGs Top Tech Innovator](#) competition
- Were part of an [Alzheimer's Disease International](#) report
- Featured on [BBC News](#) and [ITV News](#)



“The freemium app is easy to navigate and use and the quiz questions are very dementia friendly.”

Community Support
Worker, Nottingham City
Specialist Dementia
Outreach Team



Next steps

- Continue to expand the number of In-home care groups and care homes that use the app.
- Develop Speech and Language Therapy based activities for people with dementia including 150 games covering different cognitive levels around word sequencing and word finding.
- Work with employees of KPMG and other companies to expand the number of game topics and locations covered by the app — there are currently games on more than 150 British towns and villages.
- Increase the app's reach from five countries to 20.

Contact us

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