

Caring for the Caregiver: MemorEase as a Technological Intervention to Reduce Dementia Caregiver Burden

Katherine Cruze, Public Health and Public Policy, The Ohio State University
Ashley Lippincott, Keenan Center for Entrepreneurship, The Ohio State University

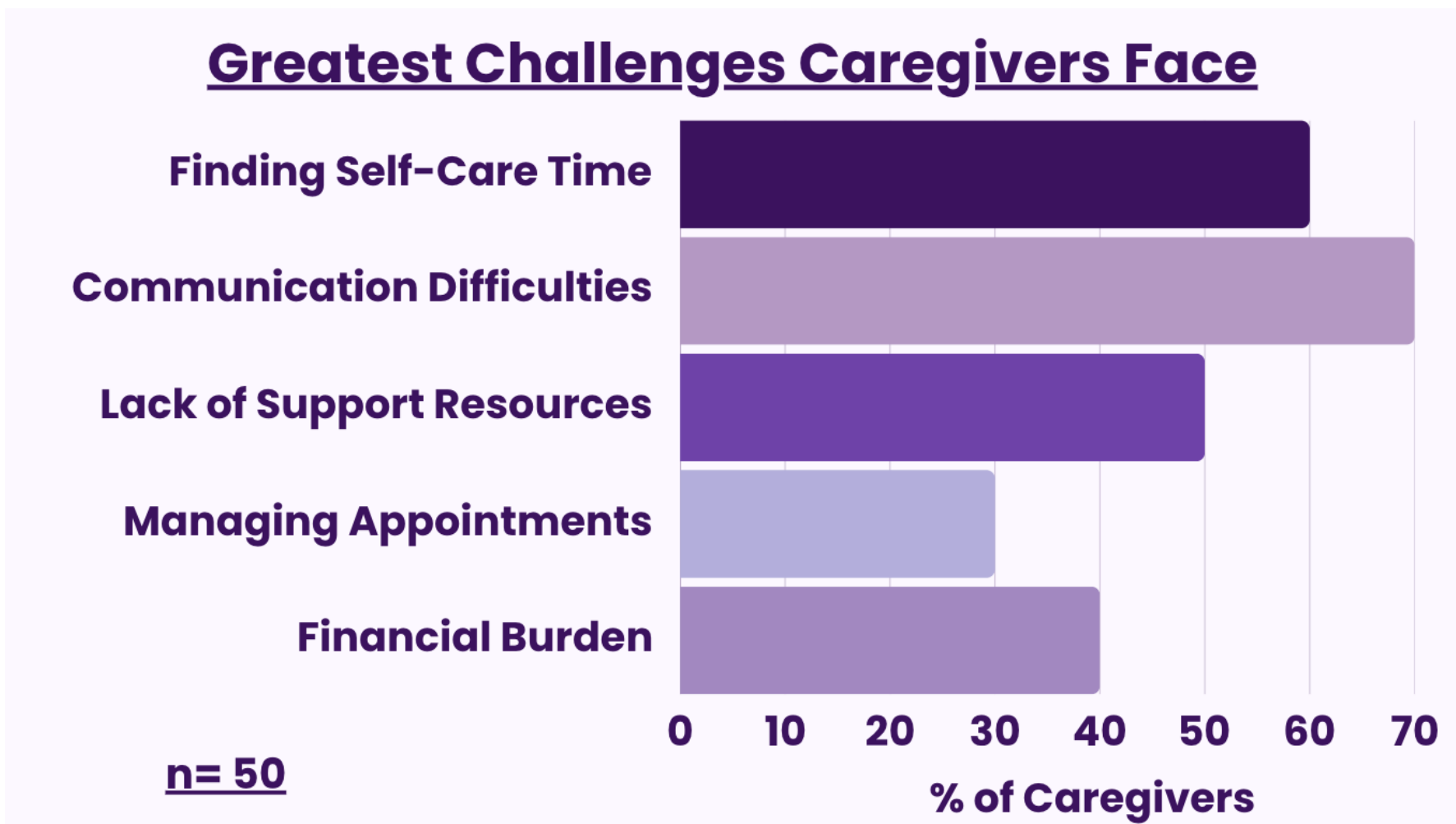


BACKGROUND

- In 2023, Ohio was home to 236,000 individuals living with Alzheimer’s disease, ranking seventh among all states in total cases.¹
- In Ohio in 2025, 452,000 family caregivers of patients living with dementia (PLD) provided 679 million hours of unpaid care valued at \$13.3 billion.²
- Nationwide, 77% of caregivers report poor mental health and well-being.³
- Caregivers spend over 92 hours a month providing care.⁴
- 40% of dementia caregivers experience at least moderate levels of social isolation or loneliness.⁴

PROCESS & DEVELOPMENT

- Sent out surveys, interviewed caregivers and memory care facility administrators, attended caregiver support groups, and held focus groups to understand the needs of the target community.
- Originally assumed a resource hub would be most valuable for caregivers, but survey and interview responses showed that caregivers wanted more social support.
- Hired an app developer to create the new app that will match both caregivers and their loved ones based on shared interests, schedules, location, comfort level, and level of ability.



MemorEase is a mobile app designed to reduce social isolation experienced by both caregivers and PLD by helping them connect with others in similar situations.

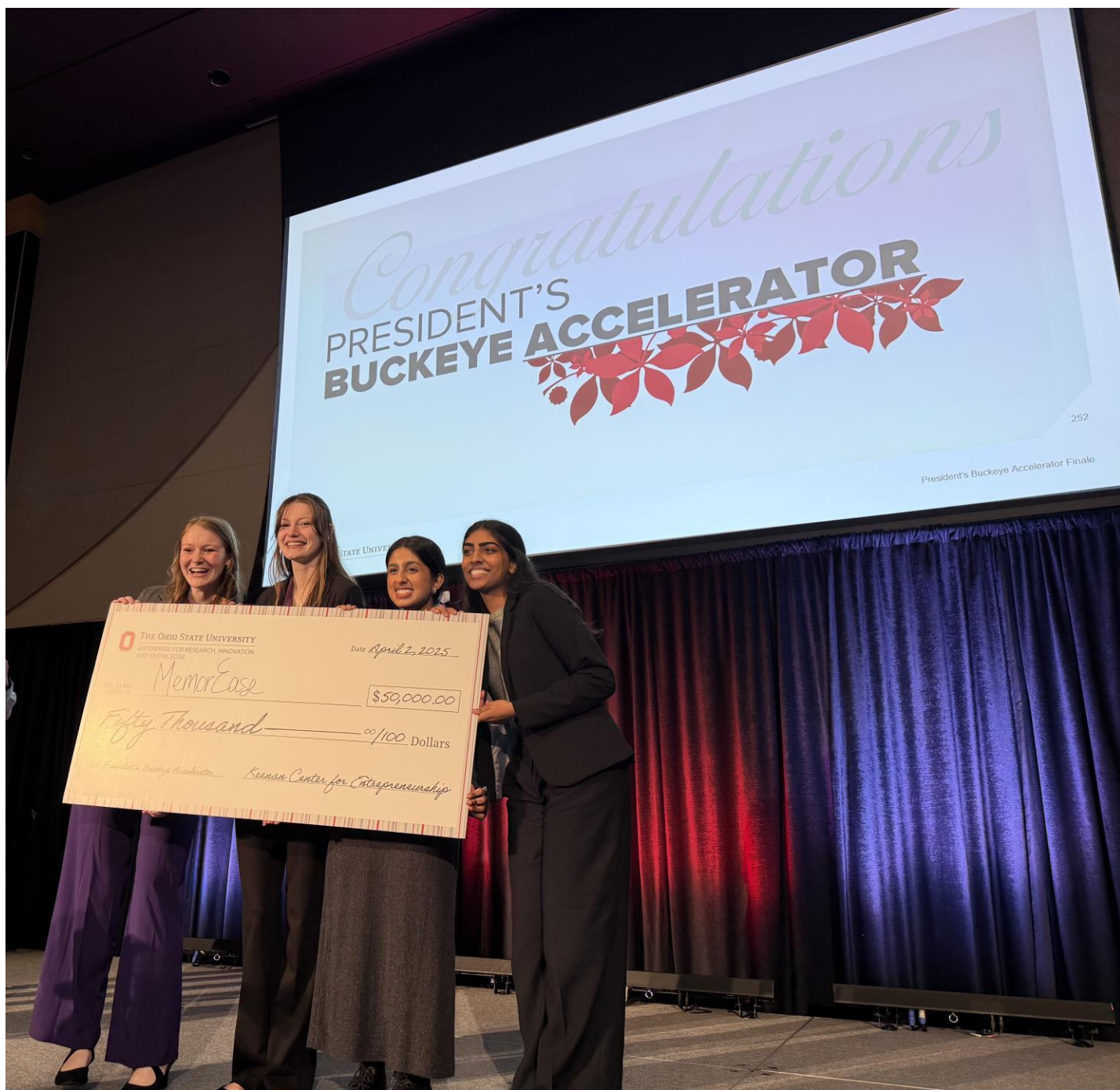


PROGRESS & OUTCOMES

- Pivoted design from a resource hub to a relationship-building matching platform.
- Received letters of support from organizations working in this field.
- Began volunteering at Ganzhorn Suites to meet users where they are.
- Included caregivers and PLD in the new design.
- Created an advisory board.

FUTURE PLANS

- Continue to focus on the mission through market research and consultations with business and healthcare advisors.
- Develop a minimally viable product (MVP) to distribute to users for initial testing and feedback.
- Begin the Institutional Review Board (IRB) study process.
- Expand the app to include activity and location suggestions for dementia-friendly meetups.
- Expand MemorEase to help other types of caregivers.



References & Acknowledgements

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¹ Prater, E. (2023, August 2). *These 10 U.S. states are predicted to have the most people with Alzheimer’s disease. Here’s why.* Fortune.
² Alzheimer’s Association. (n.d.). *Ohio Alzheimer’s Disease Facts and Figures.* [Infographic].
³ Guardian Life. (2024). *Caregiving in America.*
⁴ Alzheimer’s Association. (2024). *Alzheimer’s fact and figures.* [Infographic]

Interested caregivers, scan the QR code to fill out our market research survey.

