Alzheimer's disease or any other form of dementia is an individual disease. Everyone who has a dementia illness will experience different behaviors and triggers. These issues also could manifest in varying ways depending on the type of business an individual who has Alzheimer's might be frequenting. Potential signs of dementia include frustration, confusion, repeating words and phrases, poor judgment, and problems communicating.

Following is a potential scenario for how Alzheimer’s disease could impact the banking industry. Included are tips to help businesses better recognize and respond to the challenges those with a dementia illness may be facing. If an individual appears to be in immediate danger, it’s recommended that that business call 911 for further assistance.

**Banks**

**WHAT WOULD YOU DO?**

A longtime senior-age customer comes into the bank obviously confused and wants to withdraw from his account a substantial amount of money – for which he has insufficient funds – to buy a race car, an action uncharacteristic for the normally frugal individual.

**Tips:**

- Poor judgment is one potential sign of dementia. Seek to understand what the individual is going through.
- Treat the customer with dignity and respect, and be encouraging.
- Ask to call a family member that you know to assist the individual if he is alone.
- Follow your company’s policies and procedures about how to handle the business ramifications of the situation.

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Following is a potential scenario for how Alzheimer’s disease could impact drug stores and pharmacies. Included are tips to help businesses better recognize and respond to the challenges those with a dementia illness may be facing. If an individual appears to be in immediate danger, it’s recommended that that business call 911 for further assistance.

### Drug Stores

**WHAT WOULD YOU DO?**

A regular customer who approaches the pharmacy counter is having problems communicating what he wants, repeating the same questions and comments over and over:

**Tips:**

- Communication problems can increase as Alzheimer’s disease advances. Try to understand that the customer must be very frustrated as well.
- Remain calm and reassuring, and maintain eye contact.
- Speak slowly while using short, simple words to try to understand what the customer needs.
- If the customer is unable to complete the transaction, check with your company management to learn how to deal with the business aspect of a situation such as this.

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Following is a potential scenario for how Alzheimer's disease could impact grocery stores. Included are tips to help businesses better recognize and respond to the challenges those with a dementia illness may be facing. If an individual appears to be in immediate danger, it’s recommended that that business call 911 for further assistance.

**Grocery Stores**

**WHAT WOULD YOU DO?**

A customer is wandering through the store and, when you approach him, he doesn’t appear to know where he is.

**Tips:**

- Understand that the customer is likely frightened.
- Approach the customer slowly from the front and use a comforting tone of voice.
- Politely address the customer by sir.
- Reassure him that he is safe and everything is O.K.
- Refer to company procedures to learn how to appropriately resolve the issue if you are unable to help the individual find what he needs.

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Following is a potential scenario for how Alzheimer’s disease could impact restaurants. Included are tips to help businesses better recognize and respond to the challenges those with a dementia illness may be facing. If an individual appears to be in immediate danger, it’s recommended that that business call 911 for further assistance.

**Restaurants**

**WHAT WOULD YOU DO?**
A customer has just ordered his meal and, when he is served, he can’t recall what he ordered and becomes upset.

**Tips:**

- Limit distractions during communication.
- Respect the individual’s feelings.
- Apologize and take the blame (e.g., “I’m sorry; I must have misheard your order”). Try to redirect with a comment such as: “This fried chicken is our favorite meal. Would you try it and let me know what you think?”
- Contact management to help resolve the situation if the behavior escalates.

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Following is a potential scenario for how Alzheimer's disease could impact public safety organizations. Included are tips to help businesses better recognize and respond to the challenges those with a dementia illness may be facing. If an individual appears to be in immediate danger, it's recommended that that business call 911 for further assistance.

**Public Safety**

**WHAT WOULD YOU DO?**

Police respond to an 85-year-old woman who claims she hears voices from someone she believes has broken into her home. When the police arrive, no one is there.

**Tips:**

- Seek to understand that the individual truly believes someone is in her home and is very upset.
- Introduce yourself to the homeowner and call her ma’am.
- Be respectful. Explain that you checked the house and tell the homeowner no one is there and she is safe.
- Call a relative or close friend if that information is available.
- Consult with agency management to ensure protocol is followed in this situation.

For more information on Alzheimer’s Friendly BusinessSM education go to AlzheimersFriendlyBusiness.com.

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