



LAUNEX LTD

Coaching & Training

Empowering with Clarity & Confidence



Research Horizon

What Does the Science Say

Important Note:

This information reflects global research progress and is provided for educational purposes only. Always seek professional advice from your GP or specialist before making medical decisions.

Designing Care that Moves with Cognitive Capabilities

(Launex Research Horizon, 2025 Edition)

Reawakening the Curious Mind in Care Settings

Within many care environments, daily life can unintentionally become predictable; not because structure is wrong, but because creativity fades under routine. Yet, emerging neuroscience suggests that curiosity itself keeps neural pathways active. Stimulating a person's *interest*, not merely their memory, helps sustain motivation and engagement.

At Launex, we encourage care specialists to design micro-moments that rekindle curiosity: choosing between two music pieces, identifying scents, or simply engaging in open-ended storytelling. These aren't activities for "busy hands;" they're deliberate invitations to *think, feel, and respond*.

When Routine Replaces Purpose

Over-reliance on fixed schedules can quieten individuality. While safety and predictability are essential, uniform routines risk communicating to the person that their day no longer belongs to them.

Cognitive science demonstrates that autonomy supports neural resilience; even minor choices can activate the prefrontal cortex and improve emotional regulation. By offering controlled flexibility (for example, selecting clothing colours, meal sequence, or music during care), we preserve both dignity and identity.

Designing Care that Moves with Cognitive Capabilities

True person-centred care doesn't resist decline — it *moves with it*. Cognitive changes in dementia, Parkinson's, and other neurodegenerative conditions don't erase capacity; they transform how it is expressed.

Care design must therefore evolve dynamically. When verbal communication weakens, shift towards sensory and relational communication: tone, rhythm, eye contact. When planning becomes difficult, use visual or tactile cues rather than step-by-step verbal prompts. The goal isn't to "bring them back" — it's to *meet them where they now live cognitively*.

This adaptive approach ensures care environments grow alongside the person's capabilities rather than holding them to outdated expectations of who they used to be, or to daily group-scheduled routines that no longer reflect their individual rhythm.

Shaping the Future of Cognitive Dignity

Care environments must reflect not just compassion, but understanding of the *brain as it changes*. Integrating evidence-based stimulation (art, sound, movement) with respect for each person's current cognitive rhythm allows dignity to remain intact throughout progression.

At Launex, we call this **Cognitive Dignity™** — a framework where neuroscience informs empathy. It's about designing care that listens to the mind's remaining language, however softly it speaks.

This philosophy isn't confined to professional settings alone. Families and Dementia Carer Specialists alike can use the Cognitive Dignity™ approach as a compass — a reminder that progress in dementia care is not about holding on to who the person was, but walking alongside who they are becoming. When care evolves with cognition, understanding replaces frustration, and both sides of the relationship rediscover calm.

The **Launex Dementia Brain Map™** visualises this process. It bridges the gap between neuroscience and everyday care, helping Dementia Carer Specialists and families translate science into daily understanding.

Launex Compliance Statement

This article aligns with the standards and frameworks of the World Health Organization (WHO), International Classification of Functioning, Disability, and Health (ICF), Care Quality Commission (CQC), and International Coaching Federation (ICF).