



LAUNEX LTD

Coaching & Training

Empowering with Clarity & Confidence

2025

Launex Dementia Care Support Torch

Paying for Dementia Care: Financial Planning & Protecting Family Assets

**Knowing a little is not enough
when someone depends on you.**

Each insight connects to the
*Dementia Care & Understanding –
A Family Pathway Course.*

**From First Signs
To End-of-Life
And Beyond**



Paying for Dementia Care: Financial Planning & Protecting Family Assets



Money is one of the difficult topics to bring up when dementia enters a family's life.

It can feel uncomfortable, even inappropriate, to think about finances when the focus is on care and wellbeing.

But dementia has a way of forcing the issue when it is least convenient.

Money feels like the last thing families want to discuss when dementia appears, yet it is one of the first areas where problems emerge. Decisions about care often collide with questions of cost, assets, and who has the authority to act. Families who delay these conversations frequently discover they are out of options — forced into choices they never expected to make.

Many people assume that access to bank accounts or bills is automatic between spouses or family members. Without the right structures in place, families can find themselves unable to act on even the simplest financial tasks. What feels like everyday life suddenly becomes a barrier.

For others, the shock comes when a home or savings are counted toward care costs. Families who believed they were safe sometimes learn that circumstances leave them with no choice but to sell — while others only later discover there might have been protections or plans they could have put in place earlier.

On top of this, benefits or allowances exist that could ease financial pressure, yet they are rarely explained clearly and are often missed altogether. Families are left asking: *Why did no one tell us?*

These gaps are not rare — they are common. And they are avoidable. But avoiding them means acting early, understanding what needs to be in place, and seeking the right guidance before crisis removes your options.

Launex does not replace legal or financial professionals, but we do shine a light on where families get caught out, and guide you through the preparation that keeps control in your hands. The right time to prepare isn't after a crisis — it's before one begins.



Anybody can do a quick internet search on the cost of dementia care. The question is: what care are you getting for what you are paying for? How are you interpreting that financial figure into care quality and meeting care needs? We all look for fast answers, but if dementia needs were that simple, you'd already have them.

The truth is, dementia is never straightforward. It affects each person differently. Families deserve more than scattered advice; you deserve a structured, evidence-based pathway built on understanding.

Knowing a little is not enough when someone depends on you. Gain the knowledge of what, where, when, and how — with clarity and confidence. Lives are changed by action, and harmed by an absence of knowledge.

Launex turns complexity into clarity. Our Dementia Care & Understanding – A Family Pathway Course – From First Signs To End-of-Life & Beyond, breaks these terms down in plain language, shows you why the distinction matters, and gives you a clear pathway: from the first signs, to recognising care needs, to knowing who to turn to, what to put in place and when. We provide you with insights before having to move away from home and if you do, what to expect and the right questions to ask.

These practical steps build the foundation for everything that follows. In the next phases, we guide you through these crossroads and through each phase you will learn more about dementia, the types and the impacts on daily living:

Phase 2 – Recognising the Early Shifts and Setting Safe Dementia Care Foundations

We focus on recognising and documenting those first signs, understanding the fundamentals of good dementia care, and exploring what kind of early care should be considered. We also learn to recognise and respond to risks such as neglect or abuse while preparing for professional assessment.

Phase 3 – Navigating the Diagnosis Pathway and Knowing Your Rights

Learn how to prepare for the first GP appointment, understand the dementia diagnosis pathway, and identify the key rights and early legal matters families should focus on from the start.

Phase 4 – Life After Diagnosis: Routines, Wellbeing & Home Adaptations

Once a diagnosis is confirmed, families begin learning what life with dementia really means day to day. This phase focuses on understanding the type of dementia, why it matters, and how to build routines, connections, and a safe home environment that supports wellbeing. It also introduces early legal and financial steps to ensure stability and peace of mind as you move forward.

Phase 5 – Understanding Dementia in the Brain

Through the Launex Dementia Brain Map™ we explore how dementia types and symptoms influence behaviour and daily ability, helping families judge when changing care settings becomes necessary.

Phase 6 – Dementia Progression Explained

Helps families recognise patterns of change, understand how perception and communication evolve, and know what support to put in place as dementia care needs change.

Phase 7 – Behaviour Changes: Calm Responses to Anger, Wandering & Repetition

Behaviour is communication. This phase shows how brain changes drive agitation, wandering, repetition and withdrawal, and teaches steady, empathy-first responses that reduce distress for the person and the family.

Phase 8 – Mid-Stage Transitions & Future Care

Plan the busy middle well: adapt routines and the home, balance safety with dignity, bring in the right carers/equipment, and recognise when home support is no longer enough. Learn how to evaluate and choose care settings and prepare practically and emotionally for a smooth transition.

Phase 9 – Late-Stage, End-of-Life & Beyond

Focus shifts to comfort, sensory connection and presence. Families learn what to expect physically and emotionally, how to work with professionals, and how to protect dignity through the final stage and the first days after.

Call to Action

You do not have to figure it out alone.

✓ Download our next Torch

<https://launexltd.com/resources/torches>

✓ Start your Family Course today and gain the knowledge to support those depending on you.

Enrol directly at:

<https://launexltd.com/courses/dementia-care-course/>

✓ Every situation is unique. For tailored guidance and support, book a personal coaching session:

 coaching@launexltd.com

Read more about coaching here:

<https://launexltd.com/launex-coaching/coaching-overview/>

View our current coaching rates:

<https://launexltd.com/launex-coaching/launex-coaching-rates/>

✓ Free Membership Invitation

Join the *Launex Dementia Support Membership* — Free

Gain access to our Support Library, exclusive tools, and community Q&A designed to help families navigate dementia care with confidence.

Sign up for free today at:

<https://launexltd.com/memberships/dementia-support/>

✓ Upgrade to the Launex Coaching Membership

For families and carers who want personal guidance, the Coaching Membership offers discounted one-to-one sessions, group coaching, and early access to new courses and events.

Learn more or join at:

<https://launexltd.com/memberships/launex-coaching-membership/>

✓ For more information, email info@launexltd.com or visit <https://launexltd.com> to learn more.