

For Immediate Release

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‘Prompt’ Memory Assistant App Launches at Alzheimer’s Show

A new app that helps people with memory problems to prepare for each day with confidence is being launched at the Alzheimer’s Show in London on 9th and 10th June 2017. It will also be on display at the Manchester exhibition on 23rd and 24th June.

Prompt offers reminders with photos and background information about the people and places mentioned in each event. Users are able to see their shared history with family, friends, neighbours or colleagues as an instant prompt to recall their relationship. The system shows information such as when they last met, what they talked about as well as likes and dislikes. Information can also be stored about places, such as where to park, what’s good to eat in a café or when the user last visited a venue. The service collates information each time something new is added and makes the most recent update available. Users can also search for information by asking questions. Families and carers can help manage the app through secure shared accounts. After set up, the app will work offline if no internet connection is available. Initially it’s available for iPhone and iPad, with an Android version to follow.

Prompt was recently showcased at London’s Design Museum as part of an exhibition about the future of healthcare and was a finalist for insurer AXA PPP’s HealthTech & You challenge on technology for healthy ageing. This month the company was named as one of 101 UK tech start-ups to watch by Business Cloud magazine and was also selected by Uber as one of 4 European start-up businesses as winners of the UberPITCH competition.

The app has been researched and developed in collaboration with people living with early and young onset dementia, their families and clinical staff. It has also been tested by people recovering from head injury and has been reviewed by the Digital Accessibility Centre prior to release.

Memrica, the company behind the app, was set up to create technology that makes a difference. Founder Mary Matthews started working on Prompt as a result of family experience of dementia and neurological disease.

Mary says, “I’ve seen first-hand how people can become anxious about forgetting and quickly lose their confidence in social situations. We want to change that! We chose to launch at the Alzheimer’s Show because it brings together a community that’s as passionate as we are about helping people to live life to the full. We’re focussed on what people can do and helping them to keep doing the things they love, as long as possible.”

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