

Calling Primary Care! Co-Designing a Dementia Navigation Tool with Ariadne Labs

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Introductions



Bruce Finke

Geriatrician and
Primary Care
Physician, Senior
Advisor Primary
Health Care



Nora Downey

Senior Project
Manager, Serious
Illness Care



Umila Singh

Design Specialist

Who We Are



We are a joint center for health systems innovation at Brigham and Women's Hospital and the Harvard T.H. Chan School of Public Health





Vision and Mission

OUR VISION

Our vision is that health systems equitably deliver the best possible care for every person, everywhere, every time.

OUR MISSION

Our mission is to save lives and reduce suffering for people everywhere by creating scalable solutions that address system failures to improve health.

Human-Centered Design (HCD)

Design in partnership with **real people**: their needs, perspectives, problems, and solutions



A Growing Challenge in Primary Care

With Alzheimer's cases set to nearly double by 2050, and with novel tools reshaping detection and treatment, rapidly enabling primary care to better support patients and families is critical.

Our ?

Primary care clinicians often lack the support, skills, and confidence to effectively and efficiently deliver diagnosis of cognitive impairment and dementia, and subsequent care.

Primary care is uniquely positioned to diagnose and deliver care for patients living with dementia. With their ongoing relationships and deep knowledge of patients, PCPs can navigate diagnostic uncertainty, initiate meaningful conversations, and effectively guide patients and families through the dementia journey.

Existing Dementia Care Toolkits are Incomplete

We collated and analyzed all of the major dementia care guideline models to understand their major components.

Toolkits	Prevent	Identify a Concern	Assess for Cognitive Impairment	Evaluate for Dementia (and Type)	Disclose Diagnosis	Make a Plan/ Refer to Specialist(s)
GSA KAER Toolkit	●	●	●	●	●	●
BOLD Toolkit for Early Dementia Detection		●	●	●	●	●
NICE Guidelines (UK)	●		●	●		●
CLEAR Communication Toolkit					●	
CiPC Booklet CiPC Program Website		●	●		●	●
DETeCD-ADRD	●	●	●	●	●	
5-Step Brain Health Workup		●	●	●	●	●
DetectED		●	●	●	●	●
Assessment of Cognitive Complaints Toolkit		●	●	●	●	●

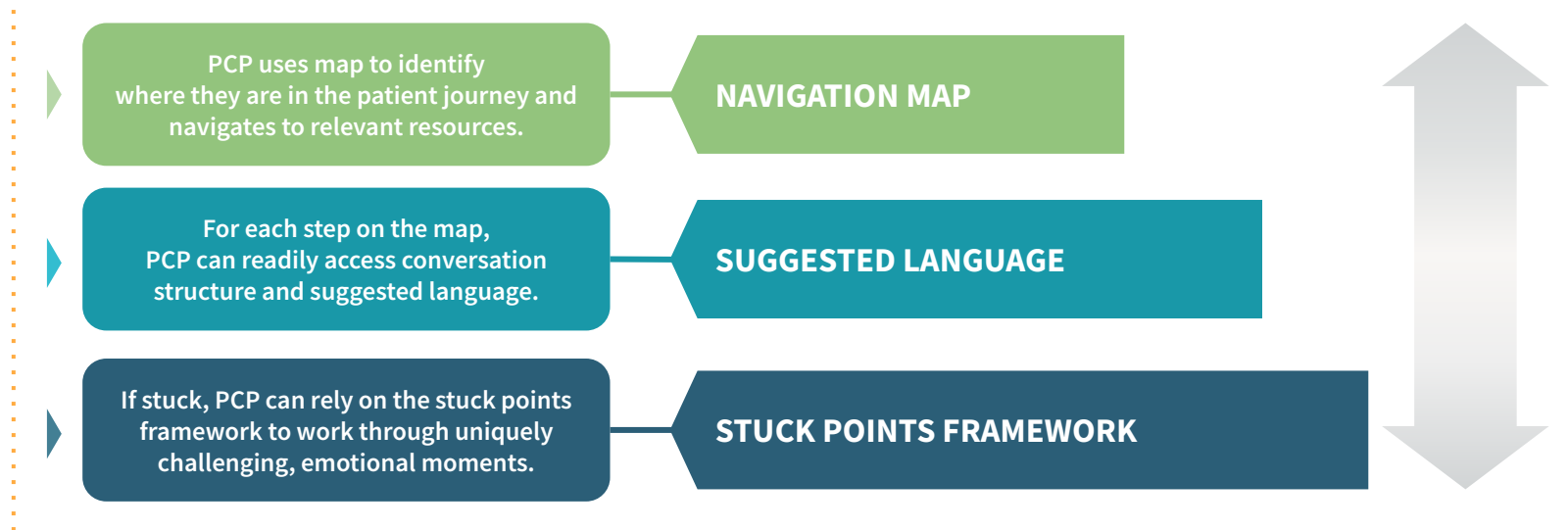
Our goal:

To reorient the field towards **empowering primary care teams** — equipping them to better **recognize, diagnose, and communicate about cognitive impairment** — and to map a path forward for those living with dementia and those who care for them.

Our Approach

Our unique, simple and holistic approach has real routes for impact

USER JOURNEY



We have created a prototype, an early version of a tool, that we would like your feedback on.

Our tool provides a clear structure for the dementia journey, helping clinicians and families anticipate and navigate key milestones and transitions.

Activity

Scenario

You are a primary care provider seeing Ron, a 75-year-old man with type 2 diabetes and hypertension for a routine follow-up visit. His A1C has historically been stable between 7.0–7.5%, but was 8.5% at the last visit and is now 9.0%.

Ron reports that he is taking his medications as prescribed. However, when you ask him to explain exactly how he takes each medication, his responses are vague and non-specific.

During this visit—originally scheduled for diabetes and blood pressure management—you begin to have concerns about possible cognitive impairment.

Activity: How do you think through this today?

Walk us through your thought process and steps.

TASKS

1

On your worksheet, outline your thought process step-by-step. Start with your first reaction or question, then continue down to what you would do next.

2

Consider: What concerns come to mind?

First I'd

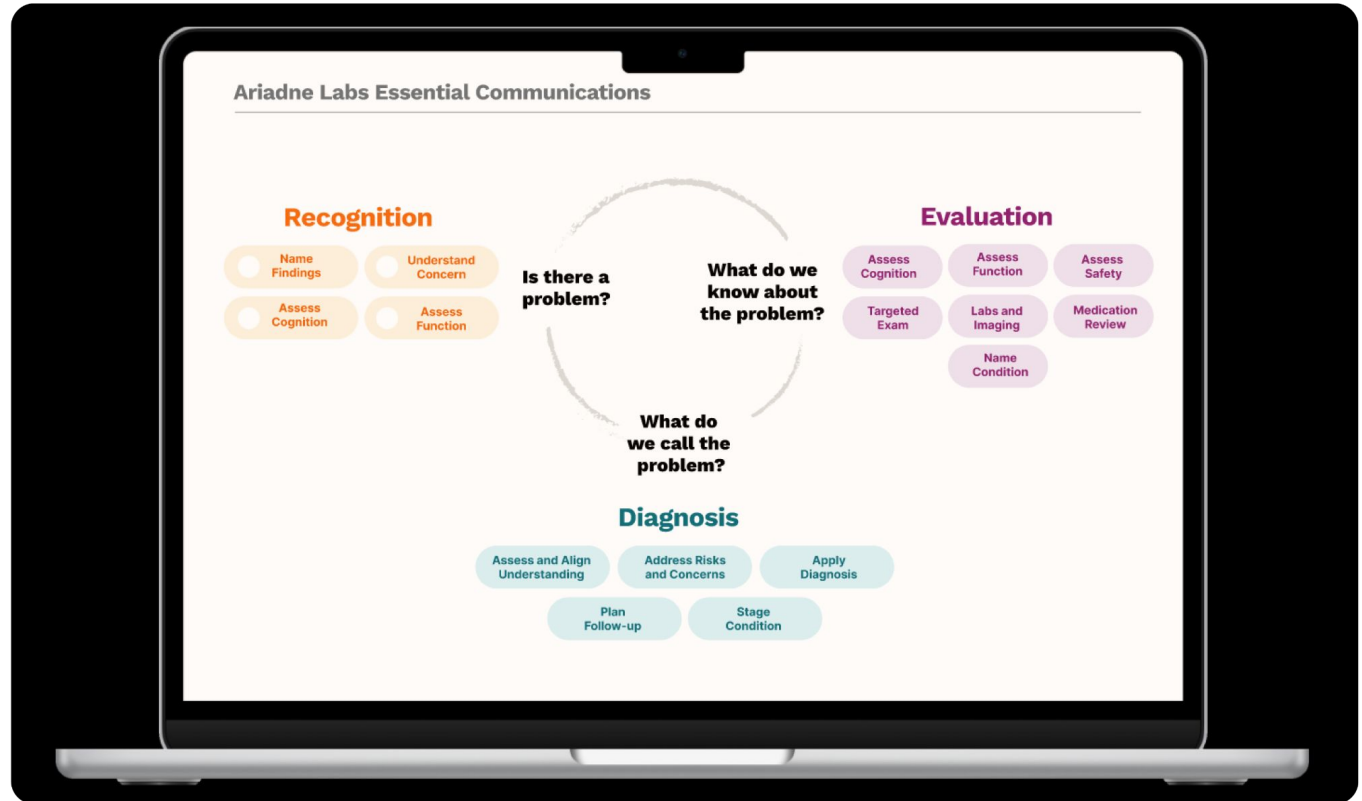
Then I'd

Then I'd

Then I'd

Demo

Link to
the [Figma
prototype](#)



Activity: How would you use this tool for the same scenario?

Walk us through your thought process and steps.

TASKS

1 Read through the map.

2 Can you find where to go on the map?

- What led you there?
- Can you figure out what to do next?
- Are there any additional cues missing that could be helpful?
- Use the worksheet to document.

First I'd

Then I'd

Then I'd

Then I'd

Debrief:

- What are the 2–3 biggest differences between your approach and your approach with the tool?
- What are you curious about?
- Where did you go and why?
- What felt confusing?
- What was missing if anything?

Reflection

Reflection

5 min: Individual Reflection

- How well does the map fit your experience in primary care?
- Can you find yourself on it? Can you navigate on it?
- Where does the tool get in the way or not fit your mental model?

Group Share Out

Thank You



Brigham and Women's Hospital
Founding Member, Mass General Brigham



HARVARD T.H. CHAN
SCHOOL OF PUBLIC HEALTH

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