

Your loved one
received a dementia
diagnosis.

But no one taught
*you how to live
with it.*

Helping families confidently
navigate life after a dementia
diagnosis.

*You don't have to figure
this out alone.*



Dementia, Understood.

PRIVATE DEMENTIA EDUCATION, COACHING & CONSULTING
A Concierge Approach to Dementia Support & Education

The Dementia, Understood.™ Framework



Understand.

Learn what has changed
and why behaviors
make sense.

We explain dementia and
brain change so you can see
behavior as communication,
not defiance.



Adapt.

Adjust your approach
to meet the person
where they are.

We give you practical
strategies to adapt your
communication, environment
and expectations.



Connect.

Preserve dignity and
strengthen your
relationships.

We focus on what matters most—
meaningful connection, trust
and moments that bring joy.

We help families, physicians and care teams
turn confusion into clarity and connection.

WHAT YOU'LL WALK AWAY WITH



Why behavior
makes sense



How to
communicate
differently



How to
respond
calmly



How to reduce
frustration
and stress



What to
expect next



How to preserve
your most
important
relationship

WHO WE HELP



Families & Adult Children



Spouses & Partners



Physicians & Concierge Practices



Hospitals & First Responder Teams



Senior Living Communities



Professional Caregivers
& Home Care Teams

HOW WE HELP

- ✓ Private family education & coaching
- ✓ One-on-one consultations
- ✓ Physician-referred family sessions
- ✓ Hospital & first responder education
- ✓ Staff & caregiver training
- ✓ Community education programs
- ✓ Virtual sessions
- ✓ Ongoing coaching and follow-up

*A diagnosis begins the medical care.
Understanding transforms the experience.*

WHY PHYSICIANS REFER

- ✓ Better prepared families
- ✓ Less crisis and confusion
- ✓ Stronger outcomes
- ✓ Greater provider satisfaction

WE DO NOT

- ⊗ Diagnose or treat medical conditions
- ⊗ Replace your physician or medical team
- ⊗ Provide psychotherapy or counseling
- ⊗ Provide hands-on personal care



*Evidence-based guidance.
Compassionate support.
Practical strategies.
Lasting impact.*

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