**Ideation Phase**

**Define the Problem Statements**

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| Date | 24 May 2023 |
| Team ID | NM2023TMID11242 |
| Project Name | Cognitive Care: Early Intervention for Alzheimer's Disease |

**Customer Problem Statement Template:**

The problem at hand is the lack of widespread cognitive care and early intervention for Alzheimer's disease. Alzheimer's is a progressive neurodegenerative condition that affects memory, cognitive abilities, and daily functioning. Despite its prevalence and significant impact on individuals and society, there is a need for greater emphasis on proactive measures and early interventions to address the challenges posed by the disease.

Limited Awareness and Late Diagnosis: Many individuals and families lack awareness about the early signs and symptoms of Alzheimer's disease, leading to delayed diagnosis and missed opportunities for early intervention. This delay can result in a missed window for potential treatment and support.

Insufficient Access to Timely Healthcare: There is a lack of access to specialized healthcare professionals who can provide comprehensive evaluations and timely interventions for individuals exhibiting cognitive decline. Limited availability of specialists, long wait times, and inadequate healthcare infrastructure contribute to delayed diagnosis and intervention.