

Scaling the McCance Brain Care Score for Population-Level Prevention of Dementia, Stroke, and Depression and Other Common Age-Related Conditions



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We face a slow-moving pandemic of dementia, stroke, and late-life depression (DSD) that is responsible for the greatest number of disability-adjusted life years lost worldwide and an estimated \$2.3 trillion in annual economic burden. Decades of research demonstrate that to up to 45% of dementia, 75% of stroke and 35% of depression cases can be prevented by addressing modifiable risk factors including hypertension, inactivity, sleep, and social isolation.

To translate this science into action, our MGB team co-developed the 21-point McCance Brain Care Score (MBCS) with patients, caregivers, and clinicians to answer their simple question: "How can I take care of my brain so I don't develop dementia (or stroke or depression)?" The MBCS distills decades of evidence into simple, actionable direction for daily choices known to reduce risk of these common age-related brain disorders. What's more, this single, user-friendly assessment also correlates with reduced risk of cardiovascular disease, and multiple cancers. Validated in clinical and population cohorts, the MBCS has been widely embraced by the public, including a feature in The New York Times.

Embraced for its empowering effect, the MBCS has galvanized a global learning health system: the Global Brain Care Coalition (GBCC). With over 100 organizations in 20 countries, the GBCC is using real-world data and implementation science to scale MBCS adoption, measure outcomes, and incorporate data in a continuous feedback loop of improvement.

To support this effort, the GBCC is building the Brain Care Companion (BCC), an AI-powered, digital platform that guides users through personalized brain health journeys—from initial assessment to goal-setting, tracking, and adaptive interventions. The BCC aims to become a global standard for monitoring brain health and preventing brain disease, arming citizens with evidence-based, personalized care in a direct-to-consumer approach that can partner with formal healthcare.

Anchored in prevention science and powered by global collaboration, the MBCS offers a transformative approach to preventing brain disease and promoting healthy aging across the globe. In the near-term, the BCC platform aligns with CMS's GUIDE model, which provides reimbursement to providers and caregivers for dementia-related care planning and coordination. We seek partners to co-develop, integrate with EHRs, and expand implementation domestically and globally.

