

ReelLife

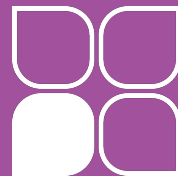
CONVERSATIONS

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Founder & CEO

Our Story

ReelLife Conversations began with my own family's experience of supporting my mum through dementia.

Like many families, we realised that the biggest changes weren't always memory—they were the everyday conversations that help us stay connected.



When conversations change, relationships change.

As conversations become harder, people often need new ways to connect.

Dementia changes more than memory. As conversations become harder, people often participate less, confidence can fall and relationships naturally begin to change.

Conversations should not feel like a test.

We realised that supporting conversations isn't about improving memory—it's about helping people participate with confidence.

- Traditional reminiscence often begins with remembering.
 - A photo doesn't have to trigger a memory to have value.
 - The goal is confidence and participation, not testing memory.

The Science

-  **Reminiscence Therapy:** Decades of research show reminiscence can reduce anxiety and improve communication in people with a dementia.
-  **Accessible by Design:** Designed specifically for people with a dementia and cognitive decline
-  **AI Supporting Conversation:** AI helps surface familiar people, places and conversation prompts that support confidence rather than test memory.
-  **Human Needs:** Designed to support confidence, self-esteem and belonging—drawing on established psychological thinking, Maslow's Hierarchy of Needs.

Designed with common sense. Grounded in science. Enabled by technology.

The difference isn't the photograph. It's the conversation.



How we often use photos:

“Who’s this?”

“Do you remember where this was?”

“Why were you there?”

“When was this taken?”



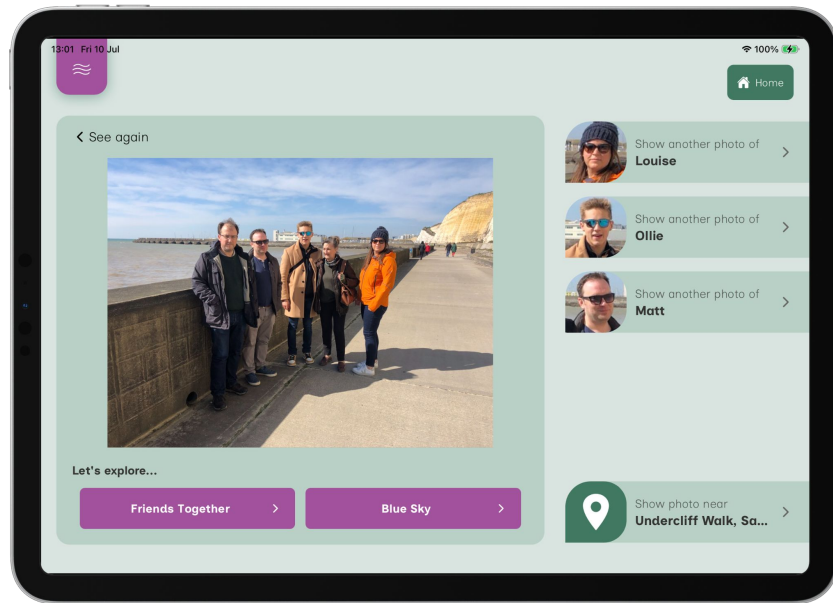
Every photo offers more than one way into conversation - no memories needed

Supporting better conversations with every photo

Supporting the Conversation:

A Way In: Every photo offers more than one way into conversation. We help you find it.

People & Places: Names and locations are always close to hand, helping conversations feel more normal and personal.



Supporting the Person:

Build Confidence: Gentle prompts and familiar information help people participate with confidence, without worrying about getting things 'right'.

Keep Conversations Flowing: Linked photos create a natural flow, making it easier to keep conversations going

Supporting human connection, one photo at a time

Supporting the quality of care you strive to deliver:



PEOPLE

People deserve to be known beyond their diagnosis

Every person has something to contribute



RELATIONSHIPS

Conversation can become harder

Opens up new possibilities for conversations and moments



CARE TEAMS

Staff are busy and under pressure

Gives staff more ways into conversation



CONSISTENCY

Not every team member finds conversation easy

Helps every member of the team have better conversations

Every meaningful conversation is part of quality care.

Simple to Introduce

-  **Easy to get started :** Families and the wider circle of care can quickly and easily add photos, names and stories through our **Family Admin Portal**.
-  **Start small:** Start with one person, one service or one team. Then grow at your own pace.
-  **Works alongside existing care:** ReelLife Conversations runs on tablets and phones, whether that is a shared care device or the person's own. There is no need to adapt your existing care systems or processes.
-  **Security:** Secure by design - GDPR-first with enterprise-grade security to protect personal information.

Designed to fit alongside the care you already provide.

Bringing ReelLife Conversations into your service

Whether you're introducing ReelLife Conversations to one person or across multiple services, we'll work with you to find an approach that fits your organisation.

-  **Organisation Licensing:** Provide ReelLife Conversations directly for the people that you support
-  **Start small:** One person, one home, one floor or one service
-  **Supported implementation:** Training, onboarding and rollout support to help your team succeed.

Designed to grow with your organisation.

Let's chat.



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