Ten years ago, in *The Myth of Alzheimer’s: What You Aren’t Being Told About Today’s Most Dreaded Diagnosis*, Peter Whitehouse issued a bracing challenge to the way aging processes are perceived and how people who have dementia are regarded by their doctors, families, and by society as a whole.

The core issue is whether it makes more sense to view most cases of the loss of capacities that has been called “Alzheimer’s Disease” as an unexpected interference with the natural course of life, or as a part of the life course that occurs more quickly in some people than others. From one perspective the proper response is medical – especially lots of drugs. The other draws attention to attitudes and approaches to aging and each other both by individuals and society. Put another way, is “healthy aging” a medical outcome or a way of life?

Since the publication of his book the search for pharmaceutical cures has continued, though some manufacturers are showing signs of doubt about potential profits. Professor Whitehouse has continued to work on age/dementia friendly communities, the continuum of long-term care, innovation through integration, and models of health that incorporate psychological, social, and ecological dimensions. Join us as he discusses his work and developments in the social and medical approaches to loss of cognitive capacity as people age.