



# Understanding and managing cognitive challenges in MS



2.8  
million

people worldwide  
are estimated to be  
living with MS



65%

Of people with MS  
experience  
**Cognitive  
differences**

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# Cognitive Symptoms

Symptoms of MS emerge as a result of your immune system attacking the nerves in your brain and spinal cord. Since these nerves are important for motor functions, different parts of your mind can be affected in different ways

Slowed  
Processing  
Speed

Reduced  
Concentration  
and Attention

Auditory +  
Language  
processing

Visuospatial &  
Constructional  
Difficulties

Working  
Memory

Reduced  
executive  
function

# Cognitive Symptoms

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- Difficulty keeping up in conversations or following rapid speed
- Writing quickly

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**Symptoms of MS  
nerves in your brain  
motor functions,**

- Easily distracted or trouble staying focused on tasks
- Struggling to multitask or shift attention

**Symptoms**

**The immune system attacking the  
nerves are important for  
be affected in different**

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- Trouble with recent memory (especially retrieving names, details, or tasks)
- Forgetting instructions
- Holding in mind information in the short term and doing something with it immediately

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- Difficulties with planning, organizing, and problem-solving
- Trouble initiating or completing complex tasks
- Reduced mental flexibility (e.g., switching strategies)

Memory

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Slowed  
Processing  
Speed

Reduced  
Concentration  
and Attention

- "Tip of the tongue" moments become more frequent
- Slowed or effortful speech production

Auditory +  
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Slowed  
Processing  
Speed

- Difficulties with seeing complex shapes and patterns

Visuospatial &  
Constructional  
Difficulties

Working  
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# Physical Symptoms

## FATIGUE

Can be the Biggest barrier to  
cognitive function

A lack of energy that prevents one from continuing an activity. It can manifest as physical fatigue, mental fatigue, or a combination of both.

# Emotional Symptoms

50-60%

## Depression

People with MS will experience depressive episodes 2-3 times higher than the general population

30-40%

5-10%

FREQUENT

POSSIBLE  
SYMPTOMS

# Emotional Symptoms

Often combined with  
depressive episodes

## Anxiety

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## Emotional Lability

Uncontrollable laughing or  
crying episodes,  
disproportionate to actual  
feelings

FREQUENT

POSSIBLE  
SYMPTOMS

# Emotional Symptoms

Stems from both neurological changes and psychological responses to living with MS

**Irritability, Mood Swings, Apathy**

Often combined with depressive episodes

**Anxiety**

50-60%

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50-60%

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### Emotional Lability

Mood swings

FREQUENT

POSSIBLE SYMPTOMS

### Fatigue-related Emotional Blunting

Cognitive fatigue can also lead to reduced emotional responsiveness or mental fog, which may feel like emotional dullness or disengagement.

# Emotional Symptoms

**Physical, cognitive, and emotional change can have a significant impact on a person's work, family life, or time in school**

**At the same time we know that society is largely set up to not enable those with physical difficulties**

# Emotional Symptoms

**Physical, cognitive, and emotional change can have a significant impact on a person's work, family life, or time in school**

**At the same time we know that society is largely set up to not enable those with physical difficulties**

## Key Ideas:

- Disabled people are capable of everyday achievements just like anyone else.
- Disability isn't something to be seen as inspiring by default.
- Society creates barriers, not just our physical conditions.
- We should focus on changing societal attitudes.
- Question stereotypes and challenge low expectations.
- Living authentically means simply being yourself, without conforming to stereotypes.

**Highly recommended watch:**

**<https://youtu.be/8K9GgI64Bsw?feature=shared>**

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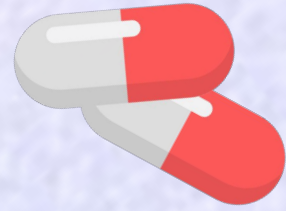
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# Assessment



**Medical History:** Past / Present symptoms, Family history

**Neurological exam testing:** Vision, Hearing, Strength, Walking, Balance

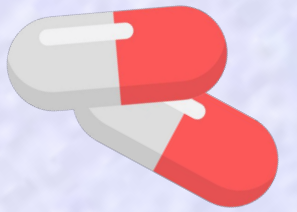
**Blood Tests:** Help to rule out other similar conditions

**Cerebrospinal fluid analysis (CSF):** used to identify oligoclonal bands which when released, could indicate damage to myelin as a result of MS disorder. However, CSF can neither confirm nor exclude the diagnosis.

**Magnetic resonance imaging (MRI):** is used as a non-invasive method to examine the brain and spinal cord to diagnose and track the progression of MS.



# Key members of a multidisciplinary team for people living with MS



- **Neurologist (MS specialist)** – leads diagnosis, monitors disease activity, and guides disease-modifying therapy.
- **MS Clinical Nurse Specialist** – first point of contact for day-to-day questions, symptom triage, treatment education, and coordination of care.
- **Physiotherapist** – designs exercise and mobility programmes, addresses balance, gait, and spasticity issues.
- **Occupational Therapist** – helps with fatigue management, energy-saving strategies, and adaptations for home/work independence.
- **Speech & Language Therapist** – supports speech clarity and swallowing difficulties if they arise.



# Cognitive Assessment Tools



## Brief International Cognitive Assessment for MS (BICAMS)

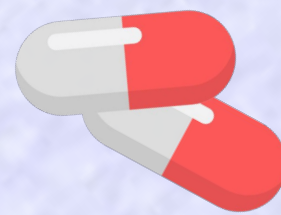
- Battery of tests designed for streamlined cognitive assessment.
- Takes approximately 15 minutes.
- Can be administered by most healthcare professionals.

## National Institute for Health and Care Excellence (NICE) Guidelines

- According to these guidelines, cognition must be fully discussed as part of a comprehensive review.



# Neuropsychology Assessment in MS



Most centres offer neuropsychology assessments to better understand thinking and memory changes. These can help guide support at home, work, or school.

## Clinical Interview

- A neuropsychologist talks with you (and often a family member or partner) to understand your day-to-day thinking challenges.
- They'll ask about memory, attention, language,



# Neuropsychology Assessment in MS



## PSYCHOMETRIC TESTING

### TESTS OFTEN COVER:

<u>COGNITIVE AREA</u>	<u>COMMON TESTS</u>	<u>WHAT IT MEASURES</u>
Intellect	WAIS-IV	IQ, working memory, processing speed, reasoning
Memory	WMS-IV, CVLT-3, Rey-Osterrieth Figure	Verbal and visual memory (immediate and delayed)
Executive Function	D-KEFS, Wisconsin Card Sorting	Planning, flexibility, problem-solving
Attention & Processing Speed	Symbol Digit Modalities Test (SDMT), TMT-A	Focus, speed of thinking
Verbal Fluency	FAS (letter), category fluency	Word-finding and language speed
Language Skills	Boston Naming Test, Token Test, WAIS Vocabulary	Naming, understanding, expressing language



# Neuropsychology Assessment in MS



## NEUROPSYCHOLOGY REPORT

- SUMMARISES THE FINDINGS CLEARLY AND IN CONTEXT.
- HIGHLIGHTS AREAS OF STRENGTH, DIFFICULTY, AND HOW MS MAY BE CONTRIBUTING.
- HELPS WITH WORKPLACE ADJUSTMENTS, EDUCATION PLANS, OR COGNITIVE REHAB REFERRALS.



# Post-Assessment management



## Feedback and Recommendations



The neuropsychologist will explain your results and suggest:

- Helpful strategies and tools
- Cognitive rehabilitation options
- Advice for employers, families, or educators

Goal: to support your daily life, not just diagnose problems.

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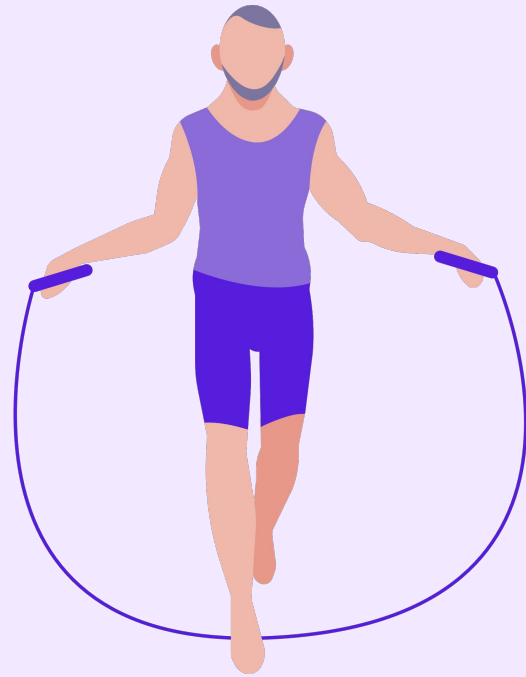


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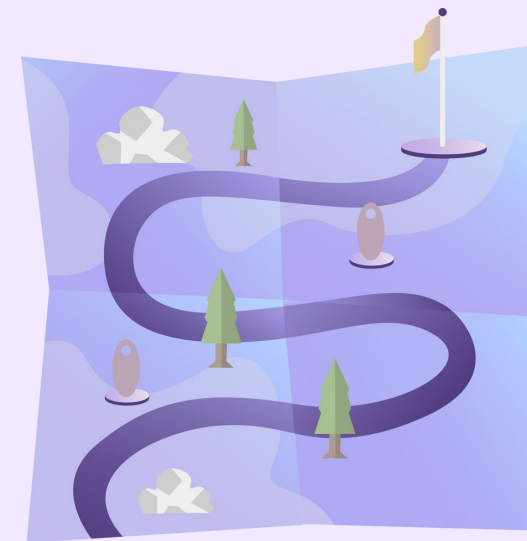
# Treatments



Lifestyle  
Modifications



Psychological  
treatments

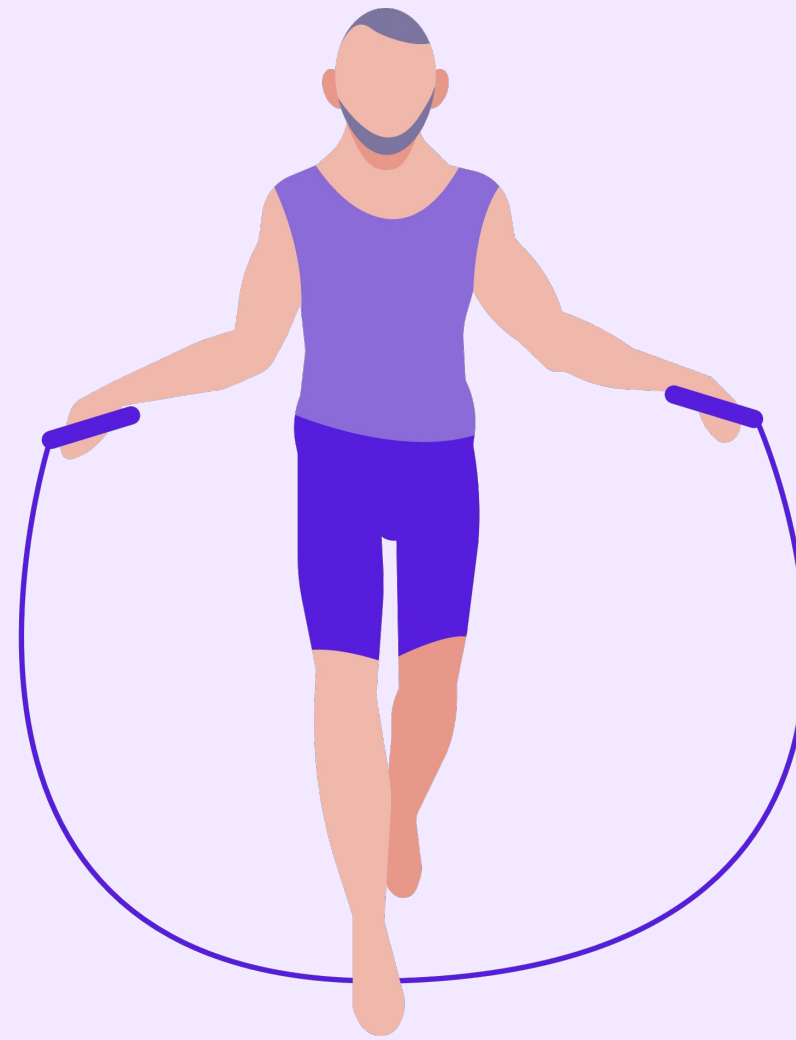


Cognitive rehab  
strategies



Technology  
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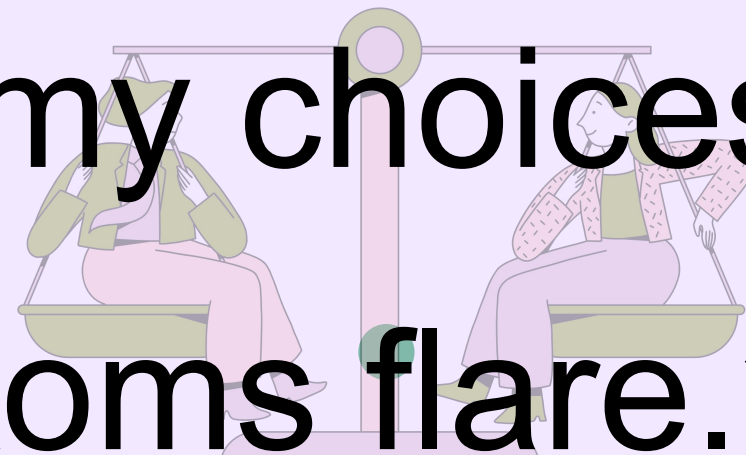
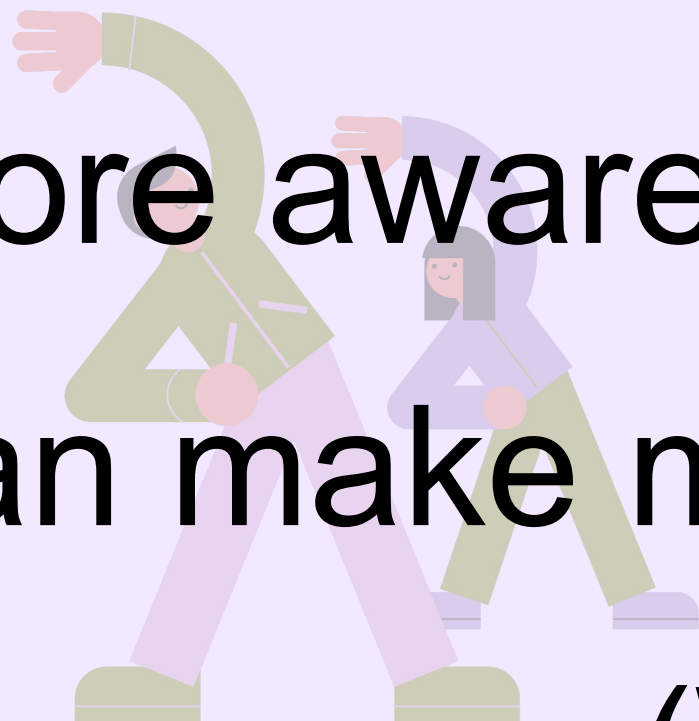
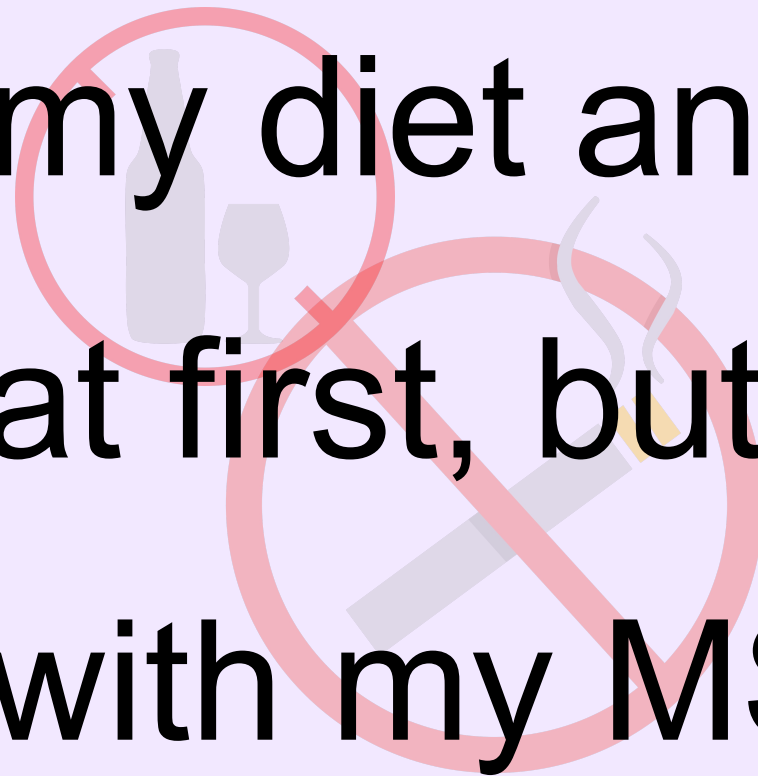
Lifestyle

- Modifications

# Lifestyle Modifications

“Changing my diet and lifestyle wasn’t easy at first, but it’s helped me live well with my MS. Now I’m more aware of how my choices can make my symptoms flare.”

(WebMD)

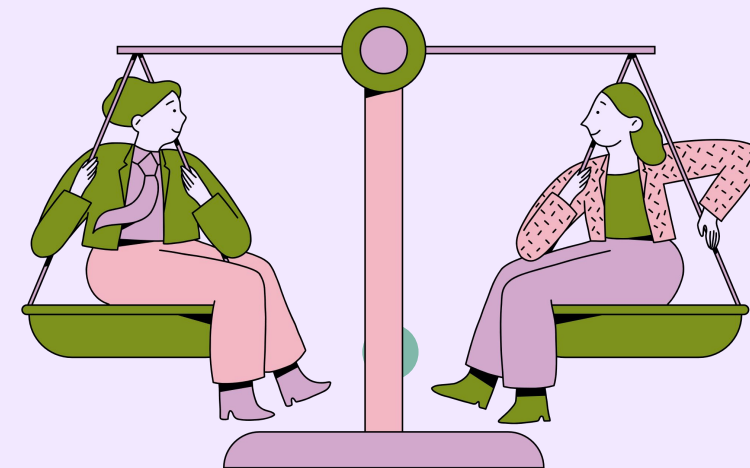


# Lifestyle Modifications



## Dietary Changes:

- Eating healthier foods
- Swap junk food for natural vegetables
- Reduce sugary drinks
- Reduce alcohol consumption



# Lifestyle Modifications

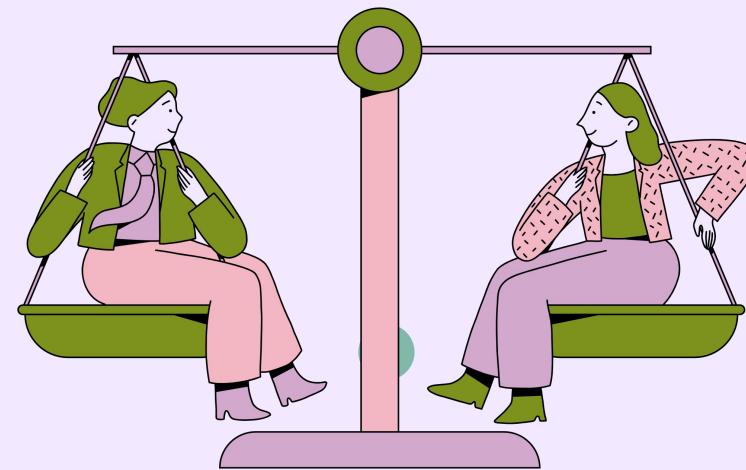
## Physical Activity:

- Incorporate gentle, realistic exercise routines: walking up stairs, daily walks, etc
- Maintain constant activity
- Develop exercise routine



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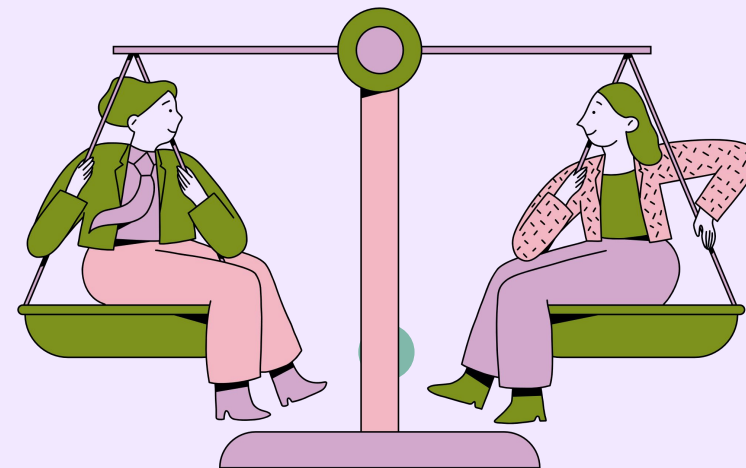
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- Limit alcohol intake: and incorporate alcohol free days



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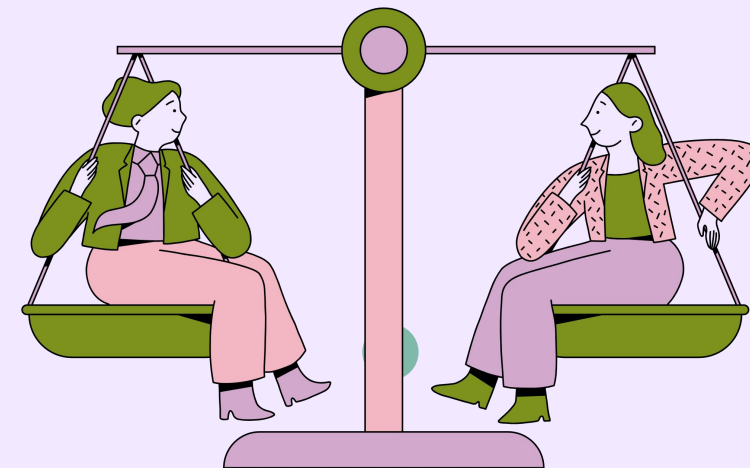


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## General Wellbeing:

- Stay hydrated
- Maintain positive sleeping habits
- Consider adopting work-life balance and prioritizing personal needs



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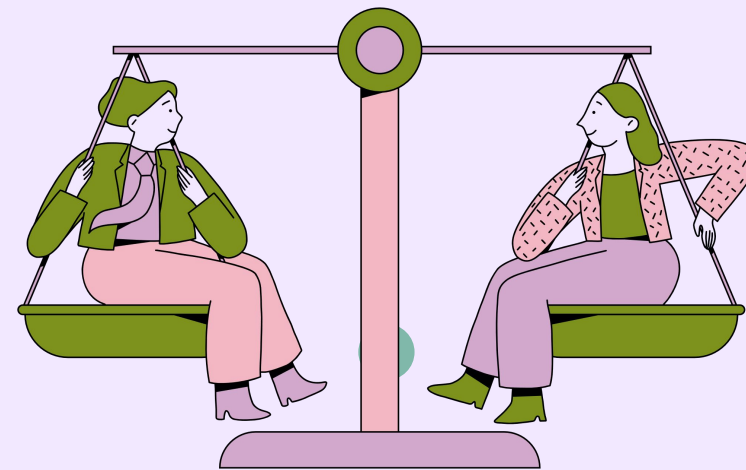


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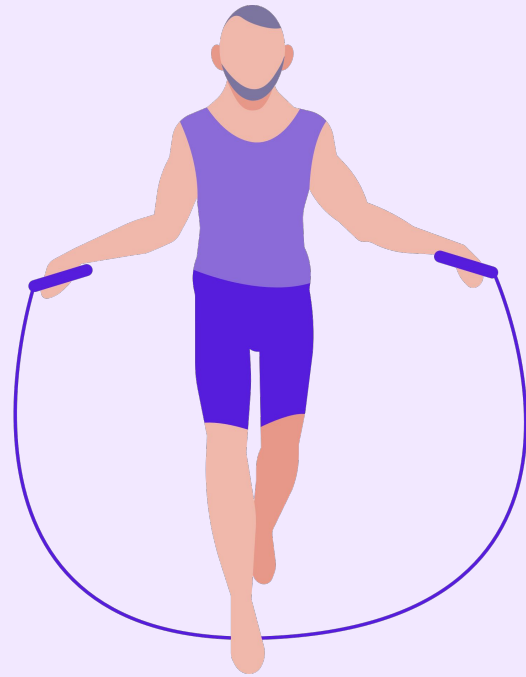


## Broader Life Reflection:

- Take moments of the day to reflect on what's important in your life
- Recognize positive aspects of life
- Seek support and advice from professionals



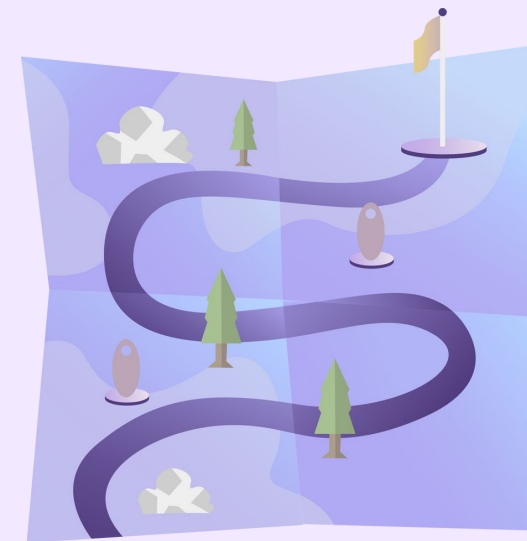
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Lifestyle  
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Cognitive rehab  
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Technology  
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Psychological  
• treatments

# Acceptance and Commitment Therapy (ACT)

ACT is a "third wave" cognitive-behavioral therapy that encourages people to accept difficult internal experiences (thoughts, emotions, symptoms) rather than trying to control or avoid them. It promotes psychological flexibility—the ability to act according to values even in the presence of discomfort.


## Core Processes:

- Acceptance: Making room for unpleasant feelings rather than fighting them.
- Cognitive defusion: Learning to "step back" from unhelpful thoughts (e.g., "I'm useless because I can't work anymore").
- Mindfulness: Being present, non-judgmentally, with internal and external experiences.
- Values-based action: Identifying personal values and committing to

# Acceptance and Commitment Therapy (ACT)



## Why it's helpful in MS:

- Chronic conditions like MS often involve pain, fatigue, and emotional upheaval. ACT helps patients accept what cannot be changed and focus on purposeful living.
  - Useful for adjustment to diagnosis, managing emotional distress, and coping with uncertainty.
- 

# Compassion-Focused Therapy (CFT)

CFT helps people cultivate **self-kindness**, emotional warmth, and inner safety—especially important for individuals who struggle with **shame**, **self-criticism**, or **trauma**. It draws on evolutionary psychology and attachment theory.

## Core Components:


- Three-affect system model: Balancing threat, drive, and soothing systems.
- Developing the compassionate self: Practicing guided imagery, self-compassion, and compassionate thinking.
- Addressing inner critical voices: Reducing shame and internal

# Cognitive Remediation Therapy (CRT)



CRT is a structured, often **computer-assisted therapy** that aims to improve cognitive processes such as attention, memory, and executive functioning. It uses **targeted exercises**, often with **adaptive difficulty**, and strategy training to generalize improvements to daily life.

## Key Features


- Repetition and reinforcement: “Drills” or tasks designed to retrain specific cognitive functions.
  - Compensatory strategy training: Teaching tools like chunking, verbal rehearsal, or external aids.
  - Can be delivered individually, in groups, or via digital platforms (e.g., RehaCom, CogniFit).
- 

# Cognitive Remediation Therapy (CRT)

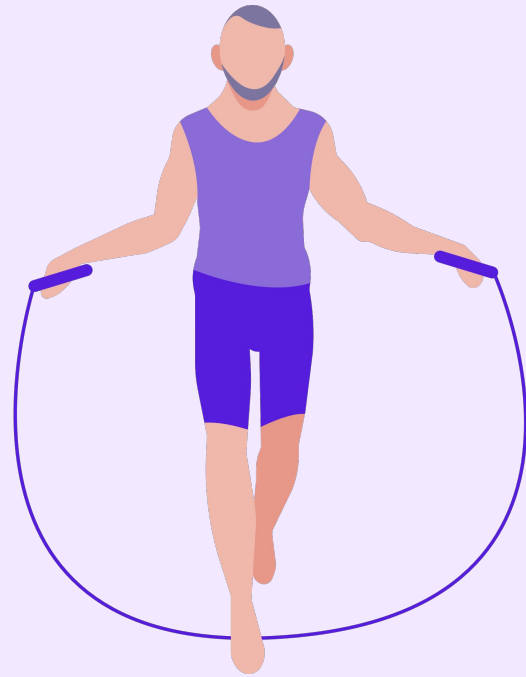


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## Is it's helpful in MS?

- Campbell et al. (2016, Cochrane Review): Found moderate evidence that cognitive rehabilitation improves cognitive performance, particularly attention and memory, in MS.
  - CRT helps maintain independence, return to work, and improve quality of life.
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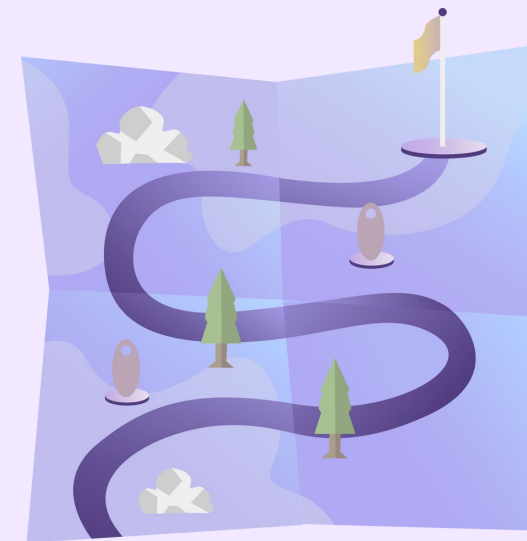
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# Thinking More Slowly:

## Strategies for Processing Speed

Sometimes it feels like it takes longer to think through and complete tasks. Here are ways to support processing speed:

- **Take Your Time:** Give yourself extra time to think before answering or making decisions. Build in extra time for your work, and if you have deadlines, build in lots of time.
- **Use Tools:** try typing, dictation and AI to speed you up and reduce what you have to hold in your head.
- **One Thing at a Time:** Avoid multitasking — focus on one task to reduce overload.
- **Break Tasks into Steps:** Small chunks are easier to manage than big jobs.
- **Plan Around Fatigue:** Do thinking-heavy tasks when your energy is best.

# Memory – Tricks to Help Remember



## 1. Use External Memory Aids

Take pressure off your brain by storing information outside of it.

- Use notebooks, diaries, or digital calendars for appointments and daily plans.
- Set reminders or alarms on phones/watches for key tasks (e.g., medications).
- Place Post-it notes on visible surfaces (e.g., front door, mirror).
- Use pill organizers with labels for times/days.
- Keep a whiteboard or noticeboard in a central place at home.

## 2. Establish Daily Routines

Routines reduce the number of things you need to remember.

- Do key tasks (like taking medication) at the same time each day.
- Pair new tasks with existing habits (e.g., “take pills after brushing teeth”).
- Use visual charts or calendars to map out your week.

“Fragile before fixed” — do new tasks just before habits you never forget.

# Memory – Tricks to Help Remember



## 3. Create Strong Associations

Make information meaningful and connected to what you already know.

- Use mental pictures (e.g., make verbal info into visual images).
- Memory palaces
- Link names or lists to vivid images or rhymes (e.g., Stephanie = “step + knee”).
- Use mental cues like rhyming, categorising (e.g., dairy, veg, tinned goods), or location-based

## 4. Keep Things in the Same Place

Reduce “where did I put that?” moments.

- Assign set places for important items (keys, glasses, bag).
- Use trays, bowls, or labelled drawers.
- If you carry multiple items, count them and mentally check before moving.

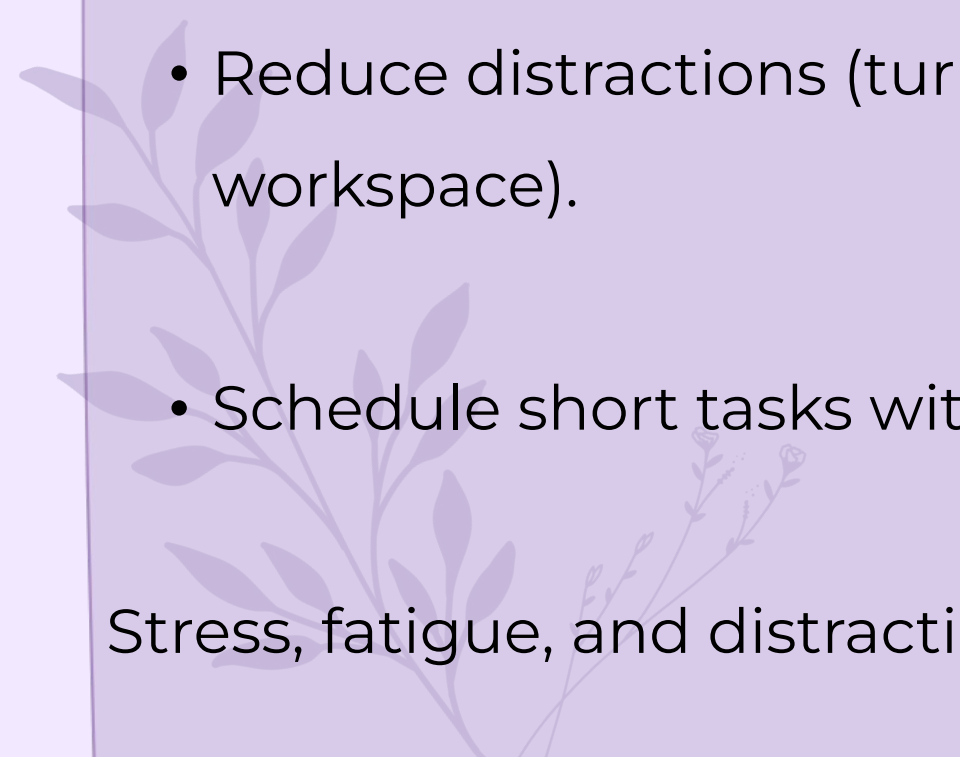
“If you can lose it, label it.”

# Memory – Tricks to Help Remember



## 6. Reduce Cognitive Load

Simplify how much your memory has to do at any one time.

- Avoid multitasking.
  - Work in a quiet, organised space.
  - Reduce distractions (turn off notifications, tidy workspace).
  - Schedule short tasks with breaks between.
- 

Stress, fatigue, and distractions amplify memory slips.

## 7. Tell Others and Ask for Help

- It's okay to let people know how they can support you.
- Ask people to give you information slowly and clearly.
- Repeat it back to them to confirm.
- Ask for written follow-up (especially at medical appointments or work).

# Attention – Staying Focused in a Busy World

**It can be hard to concentrate, especially if you're tired.**


**Try these focus-friendly ideas:**

- Cut Out Distractions: Turn off TVs, silence phones, and reduce noise if possible.
  - Leave your phone in a different room if its distracting
- Short Bursts of Focus: Work or read for 15–20 minutes, then take a break for 5 minutes.
  - Apps like Focus Keeper can help you do the Pomodoro method.
- Use To-Do Lists: Helps you stay on track and remember what's next.
- If you get bored quickly switch between tasks every 15 minutes.
- Rest and do gentle exercise: If your attention drifts, take a walk or nap and try again later.

# Finding the Right Words – Verbal Fluency Tips



## Struggling to find the right word or name?

- Pause, Don't Panic: Give yourself a moment — the word often comes back.
  - Describe Instead: Use other words ("for cutting paper" = scissors).
  - Use Gestures or Point: If the word won't come, show what you mean.
  - Practice with Word Games: Crosswords or naming games can keep you sharp.
  - Let Others Know: Tell friends or family it's OK to wait while you find the word.
  - Slowed speech isn't about intelligence — it's about how quickly the brain retrieves
- 

# Holding Information in Mind – Working Memory

**Working memory is your brain's "mental notepad." It helps you hold on to information just long enough to use it — like remembering a phone number or a list of steps.**

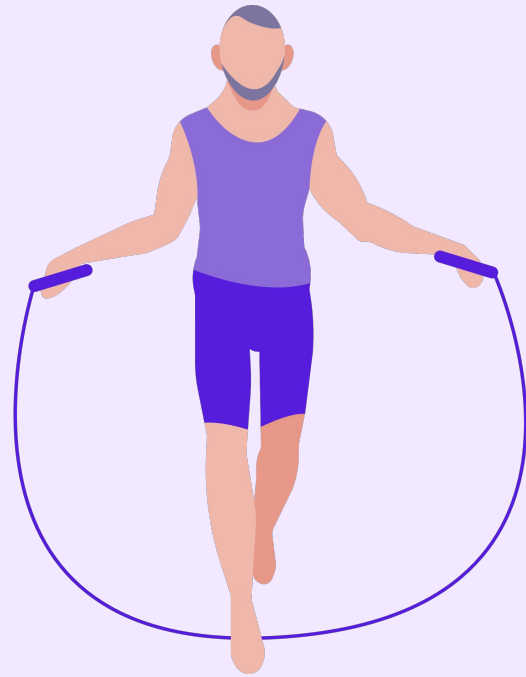
Common problems:

- Forgetting what someone just said
- Losing track of a conversation or task
- Struggling to follow instructions with multiple steps

What helps:

- Write it down: Use notes, whiteboards, or your phone
- One step at a time: Ask people to give instructions slowly or in parts
- Repeat it back: Say the info out loud to yourself
- Use visual reminders: Diagrams, lists, or pictures can help more than words

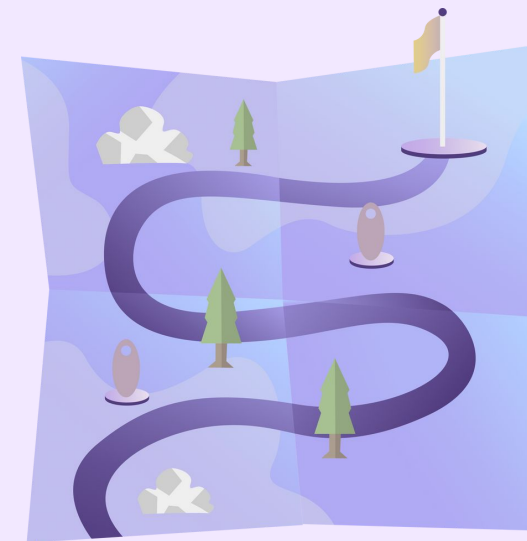
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Treatments



Technology •  
• strategies



# Technology



## Smart Calendars:

- Use colour-coded calendars for clarity
- Share calendars with carers, family, or support workers
- Get alerts for daily tasks and appointments
- Try apps like Cozi, Outlook, or Google Calendar



# Technology



## Location-Based Prompts:

- Get reminders when you arrive at or leave a place
  - Apple Reminders (via Siri)
    - Google Keep
    - Google Assistant



Make sure your phone's Location Services are turned on



# Technology



## Assistive Devices:

- Smart pillboxes with lights, buzzers, or alarms
- Wearable devices with GPS, reminders, or emergency contact buttons
- Voice assistants and smart displays (e.g., Echo Show, Google Nest) that:
  - Speak reminders
  - Show schedules



# Technology

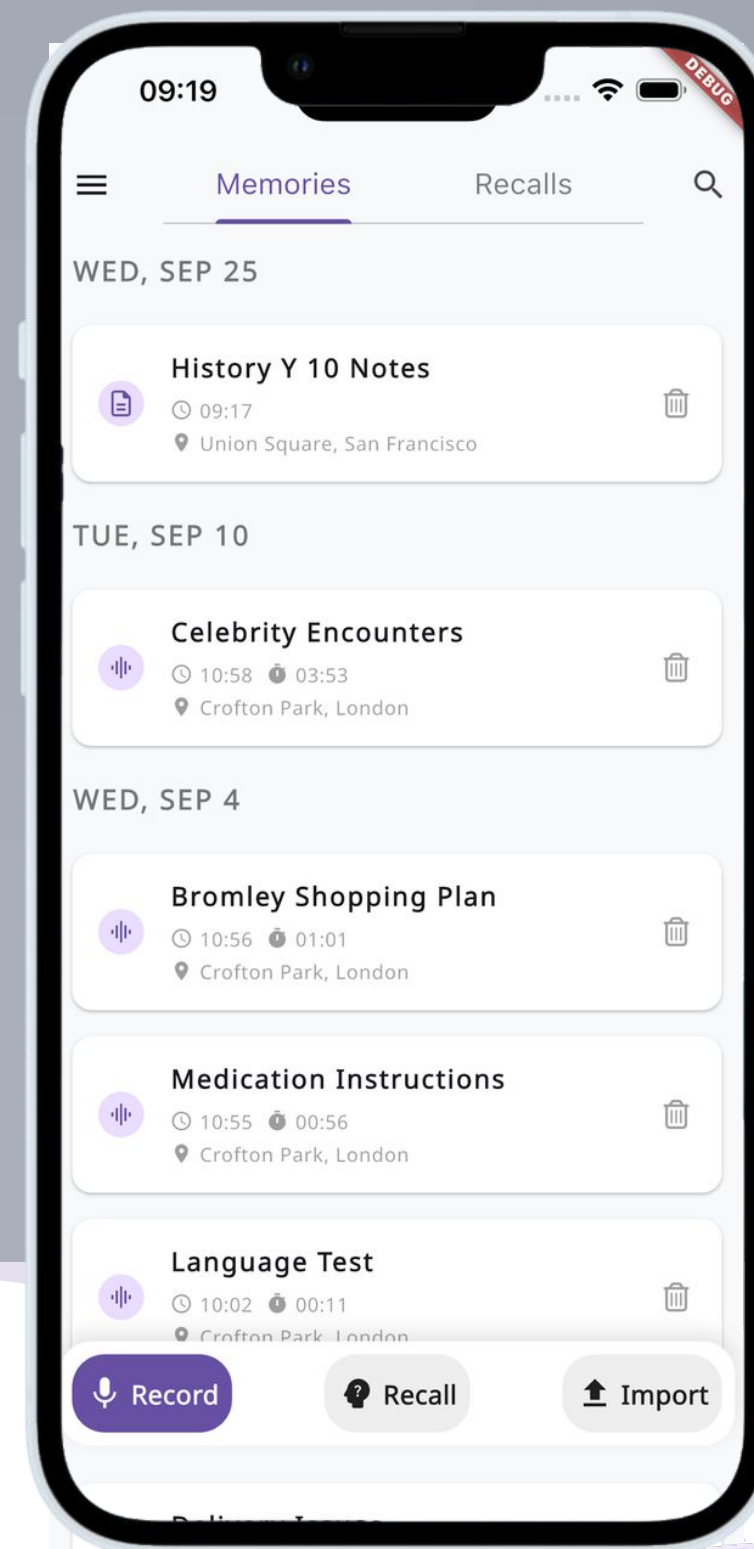
## Brain Training Apps:

- Enjoy memory games and exercises:
  - BrainHQ, Lumosity, CogniFit
- RehaCom (usually used with a clinician)

Fun for mental stimulation, but works best alongside real-life strategies. Little robust evidence that they work.



# Recallify



# Recallify

<https://recallify.ai/>

“I do not want to be treated differently. I don’t want someone sitting with me all the time writing things down for me”. (Chronic epilepsy teenager)

“I can’t keep his memory book up to date. There must be something more technological we could use”. (Mother of AVM bleed teenager)

“I am not going to be able to pass my GCSE’s since my stroke. I can’t keep up with lessons and remember them”. (ABI teenager)

“He just sits in class not taking anything in. I am going to have to give up work and home school him”. (Mother of stroke teenager)

“He does not ask me to repeat, but then clearly does not remember the instructions I have given him and needs support from me or other students around him. (Teacher of TBI teenager)

- Different routes that lead to memory problems and difficulties learning.
- Knock on effects on academic achievement and mental health

# Recallify



## Record/Upload

- Live & precise voice transcription in multiple languages
- Import audio, video, text content
- AI-generated summaries, categorization



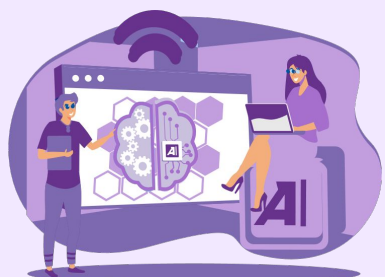
## Ask

- AI-powered voice-recall functionality
- Contextual memory blending



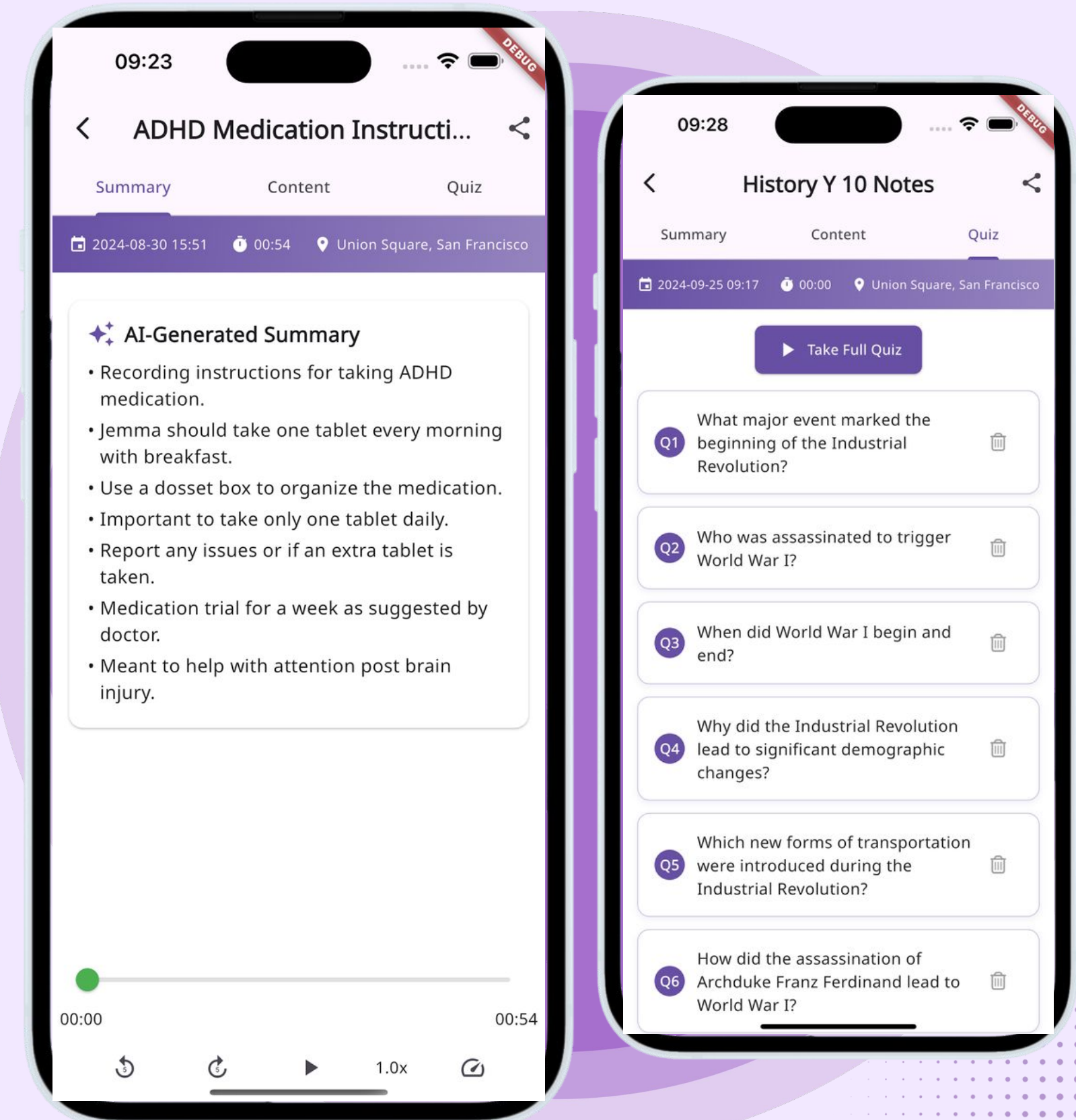
## Quizzes

- AI-generated recognition quizzes on any content



## Reminders

- Reminders can be set immediately in your own calendar out of voice notes and summaries

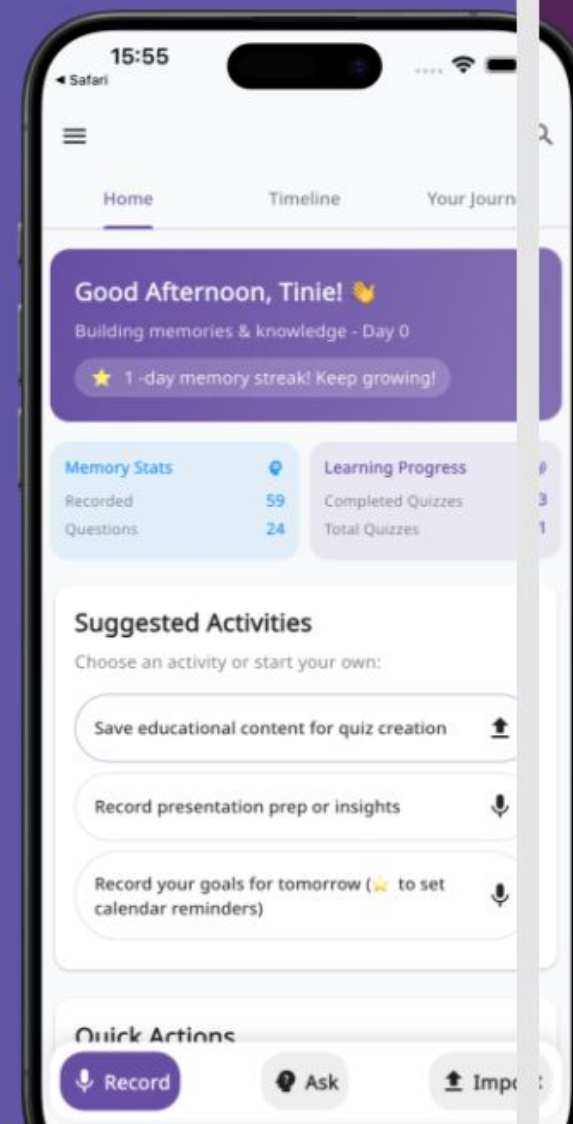


# Recallify

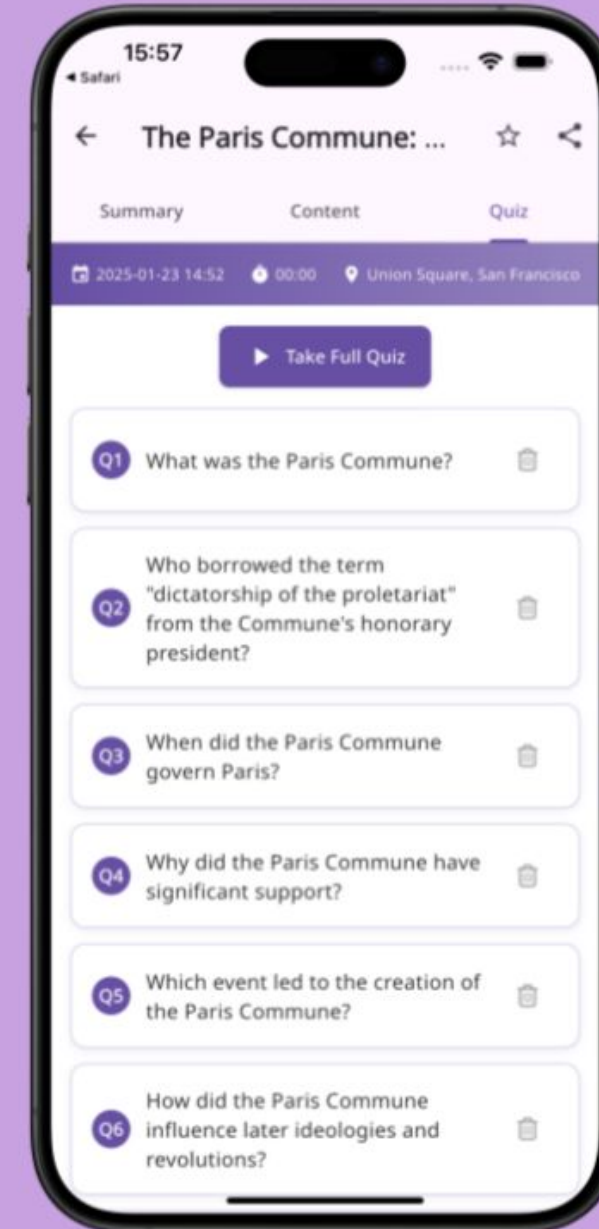
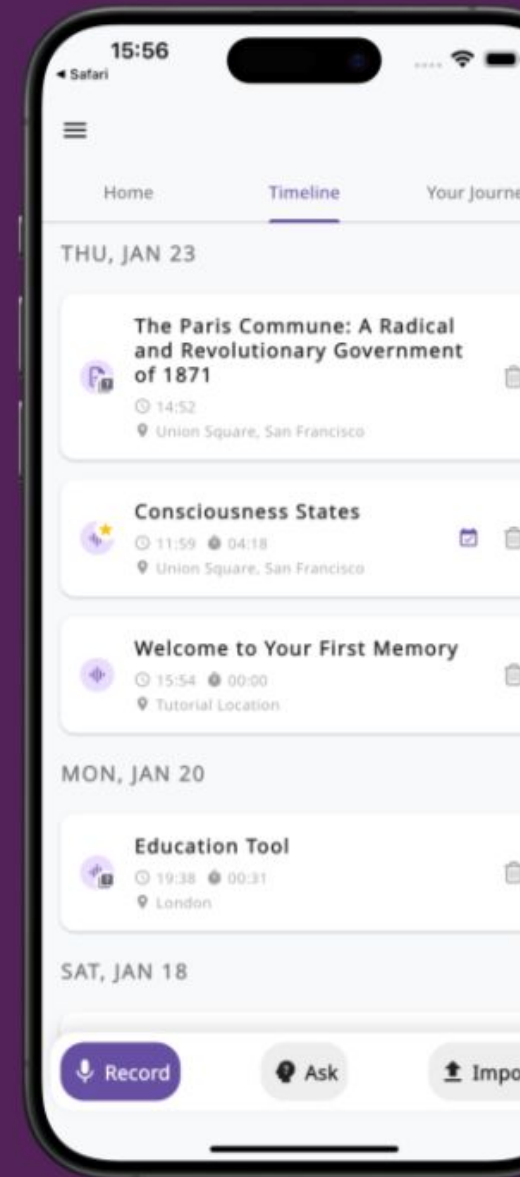
Capture, recall, train  
your memory with A.I.



Record or import  
voice, text, video  
content

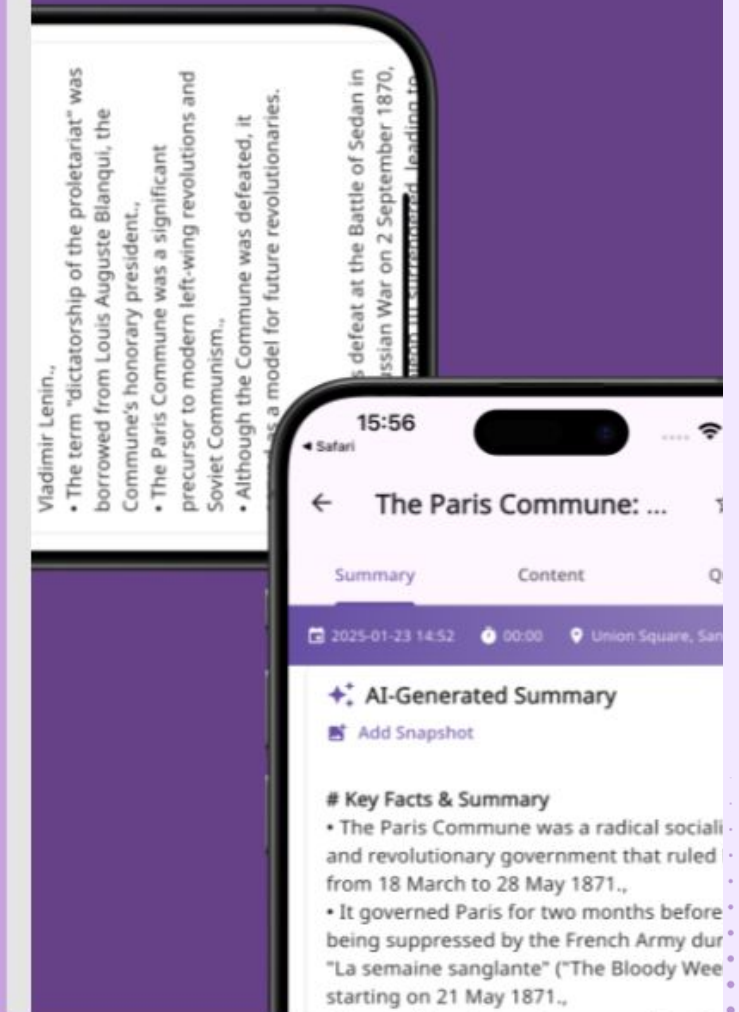


Revisit, add  
reminders, ask  
questions



Generate quizzes on  
your content

## Memory & Learning Companion



## Julie's story

Julie is a social worker. A neurological condition and subsequent diagnosis of hydrocephalus turned her life upside down, requiring neurosurgery and a long recovery. Lead to persistent fatigue and significant memory difficulties

“In my pre-brain injury life, I would have been able to take notes, keep up, and then remember everything I hadn't written down. That's now just... an absence.”

“We had some recent training days—four hours of sitting and listening. I can't manage that like I used to. But with Recallify, I could record, and later read the summary. It filled in the gaps my brain missed.”

Julie now records meetings, training days, and observations using Recallify.

Julie uses it at parents' evenings and school information events for her children. These sessions often overload her with unnecessary details, making it hard to extract the practical information she needs.

“It helps me filter. I just need to know: when does the trip leave, what does she need, and where does she need to be. I can capture that clearly in Recallify and set reminders without having to sort through piles of handouts.”

The convenience of having everything on her phone—recordings, reminders, documents, and memory-refresh quizzes—means Julie can better balance her professional and personal life.

“I use it every week to get on with life. For work, for family, for living in the moment—then going back later to find what I forgot.”

# Our Team

**Veteran founders with deep experience in mental health, cognitive assessment, memory rehabilitation, Artificial Intelligence, Product build.**



**Dr Sarah  
Rudebeck**  
**Chief Clinical Officer**

- Neuropsychology, DPhil, Oxford Univ.
- Clinical Psychology, PhD, Royal Holloway Univ.
- 10+ years clinical experience in the public sector (NHS).
- 5+ years clinical experience at own private practice with 5+ associates.



**Dr Berkan  
Sesen**  
**Chief Executive Officer**

- A.I & Clinical Decision Support, DPhil, Oxford Univ.
- 10+ years industrial experience in building teams & businesses powered by A.I.
- 15+ years' experience in delivering AI-driven products in the medical and financial domains.



**Prof Faraneh  
Vargha-Khadem**  
**Scientific advisor**

- Professor of Cognitive Neuroscience, UCL.
- Consultant Paediatric Neuropsychologist, GOSH.
- 40 years clinical and research experience in memory disorders.



**Bethnal Green  
Ventures**  
**Investor**

- Leading Tech of Good Impact accelerator in the UK
- Investment and support of development
- 3-month programme March-June 2025

# Feedback

- We are looking for feedback from people with neurological conditions. This feedback helps us change and make the App more helpful.
- So far, we have had feedback from a range of other neurological conditions, but not MS.
- Recallify is a tech for good product for social impact
- Everything you put into the app is doubly encrypted and private. We cannot see what you record and upload.
- Go to: <https://recallify.ai>, scan the QR code or search Recallify in the Play and App stores.
- Drop me an email with your feedback or we can set up a quick feedback call I would love to hear from you: [sarah@recallify.ai](mailto:sarah@recallify.ai)

# CONTACT US



Sarah Rudebeck, Co-founder & CCO  
Berkan Sesen, Co-founder & CEO



sarah@recallify.ai



<https://recallify.ai>



iOS app  
QR CODE



Scan

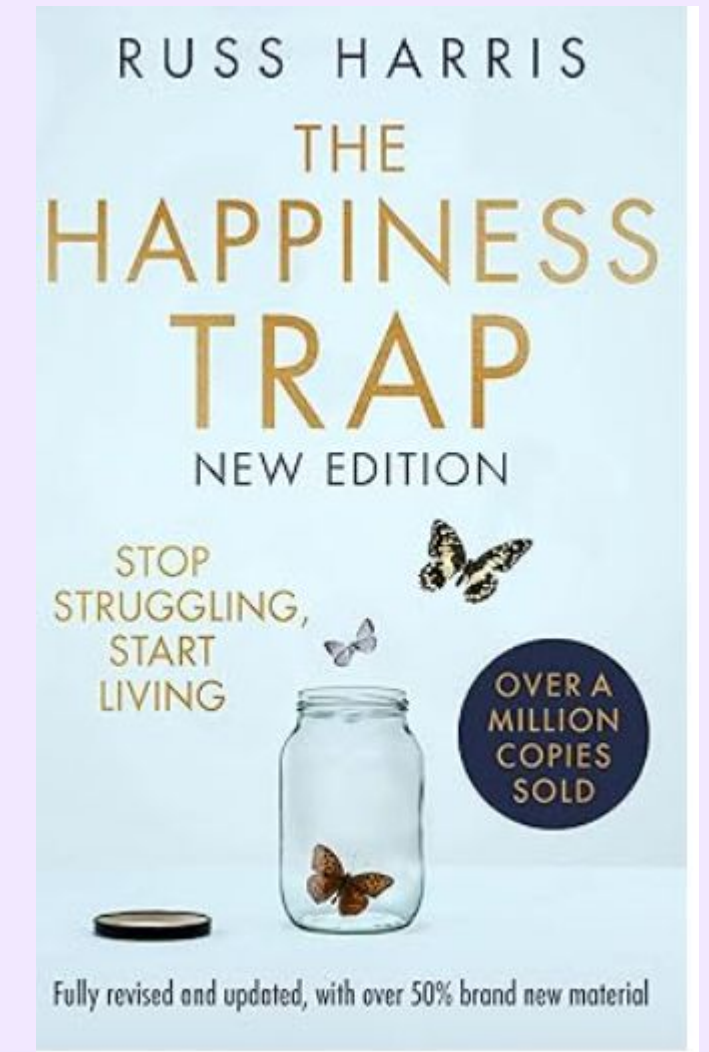
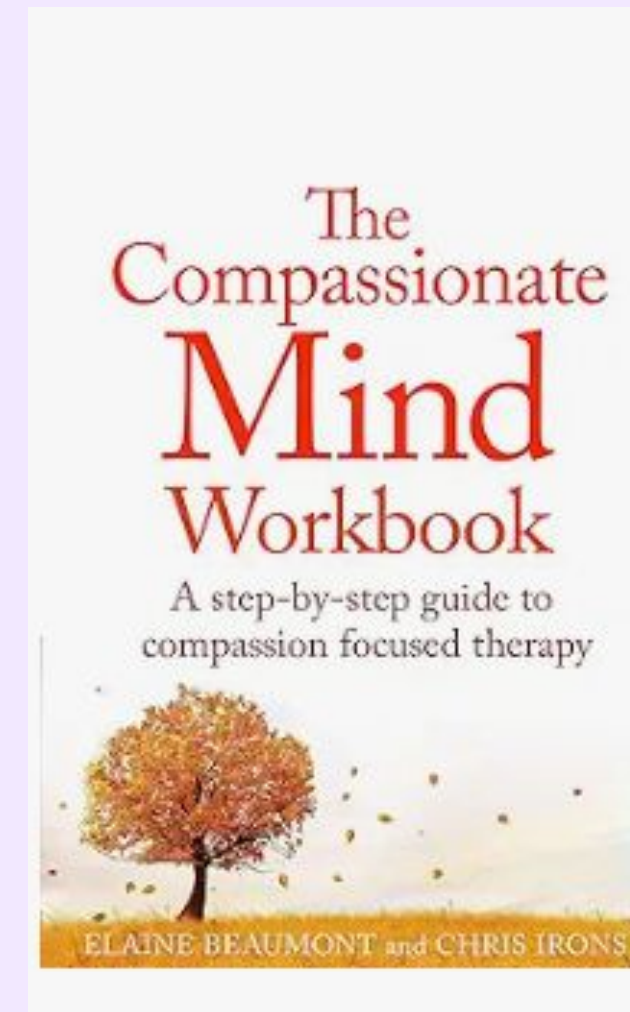
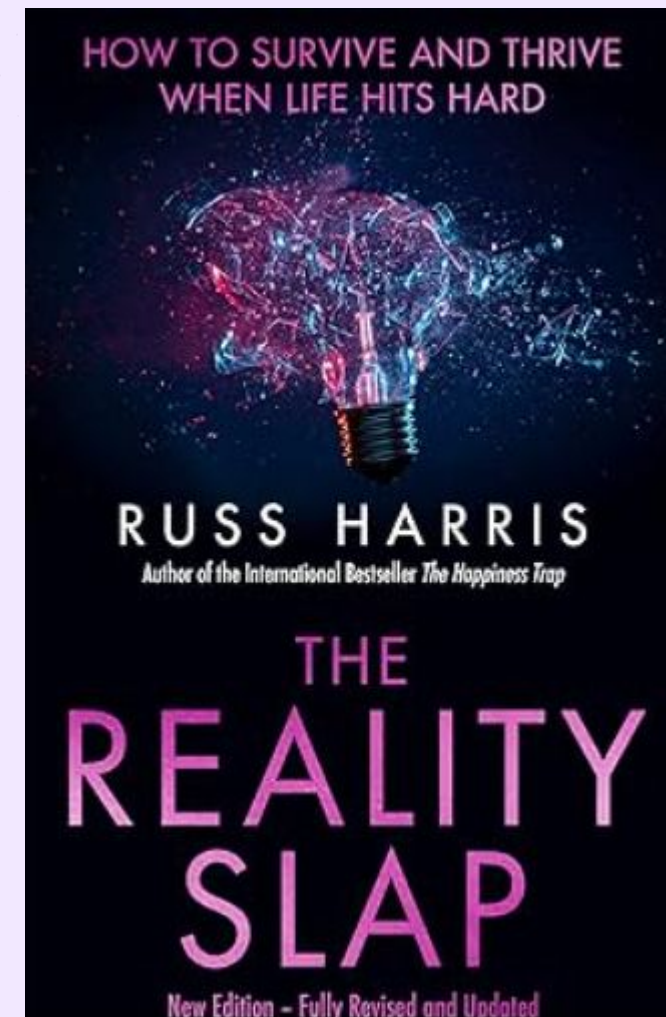
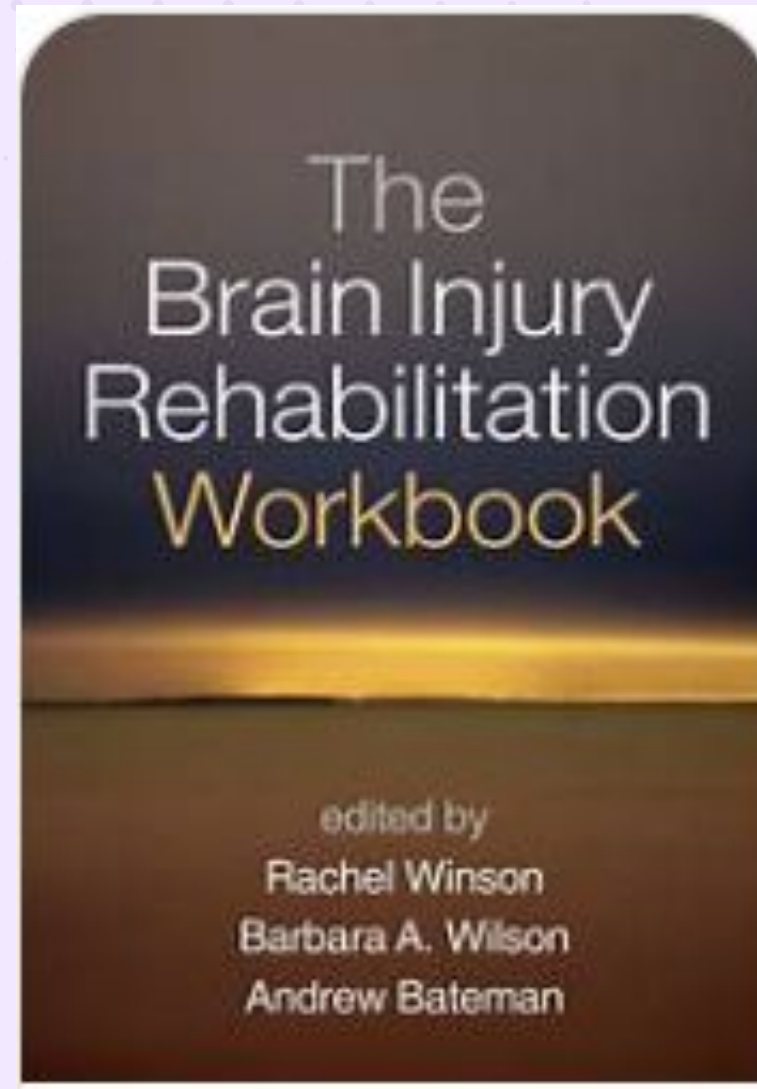
Android app  
QR CODE



Scan



# References



# Compliance



# Questions?