



JOANNA LAFLEUR

Joanna
DEMENTIA EXPERT

www.joannadementiaexpert.com

DEMENTIA EXPERT | SPEAKER | AUTHOR | CONSULTANT



National Dementia Educator, Speaker,
Author, and Consultant.

Trusted by more than **400,000** caregivers
and healthcare professionals.

ABOUT JOANNA

Joanna LaFleur is a nationally recognized dementia educator, speaker, author, and consultant and the founder of **Joanna Dementia Expert**.

With more than 20 years of experience as a caregiver, memory care operator, educator, and consultant, Joanna helps families and professionals better understand dementia through practical, compassionate education.

Her engaging presentations combine real-world experience, humor, and proven strategies—leaving audiences inspired, informed, and equipped to make a difference.

FEATURED SPEAKING TOPICS

All presentations are available as keynote sessions, workshops, or customized trainings tailored to your audience.



Dementia 101

Essential knowledge every caregiver and healthcare professional needs.



Understanding Dementia Expressions

Learn what's happening in the brain and how to respond with confidence and compassion.



Living Grief

Supporting families through the emotional journey of dementia with empathy and hope.



The Art of Redirection

Practical communication strategies that reduce distress and build connection.



Cannabis and Dementia Care

An evidence informed look at benefits, risks, safety considerations, and practical applications.



Caring for Patients with Dementia in the Hospital

Equip hospital teams with practical strategies to improve communication, reduce distress, and create a safer, more compassionate care experience.

AUDIENCES



Healthcare Professionals



Nurses



Social Workers



Hospital Staff



Assisted & Memory Care Teams



Family Caregivers



Aging Services Professionals



Community Organizations

IMPACT



400,000+

Followers across social media



Millions

of annual video views



20+ Years

of dementia care experience



National

conference speaker



Author of
Bringing Joy Every Day



Founder of
Joanna Dementia Expert



Consultant to healthcare organizations, senior living communities, and family caregivers

alzheimer's associations

OHCA
OHIO HEALTH CARE ASSOCIATION

ALAA
THE VOICE OF ASSISTED LIVING & SENIORS

SELF
MAGAZINE

M UNIVERSITY OF MICHIGAN

Assisted Living Association of Alabama

M Institute of Gerontology
UNIVERSITY OF MICHIGAN

USI University of Southern Indiana®

And many more organizations across the country.

LET'S CONNECT



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Empower.
Connect.

