Biographical Information: Professor Murna Downs is the Chair of Dementia Studies in Bradford University and the Head of Bradford Dementia Group. She did her undergraduate degree in Psychology in UCD and wrote her PhD at the University of Vermont in the US. She has published numerous articles in peer reviewed journals on dementia and age-related topics and has edited several books. Her research interests are in the area of the design, implementation and evaluation of interventions promoting quality of life and quality of care in people with dementia and their families. Her interests also include the lived experience of dementia, palliative care and end of life issues.