



www.musicandmemory.org
ADOPT A NURSING HOME PROGRAM

The Need for Personalized Music

Millions of aging Americans, living in long-term care facilities face cognitive and physical difficulties and have left behind their familiar surroundings, familiar faces, and often their favorite music. Despite the best efforts of loved ones, their lives often lack meaning, spontaneity, choice, and reliable social interaction; in fact, 50% of nursing home residents never receive a visitor and 90% of their time, on average, is spent idle. ~~_-MUSIC & MEMORY™, using inexpensive and readily available technology, connects nursing home residents and others with their individual histories, giving them back their own music and awakening even long-lost memories.~~ identity, and personhood.

Mission

Music & Memory is a 501(c)(3) organization that exists to enhance quality of life for elders through personalized music and other digital technologies.

Vision

By providing access and education, and by creating a network of certified M&M ~~elder care~~ long-term care facilities, ~~_-VA's, hospitals, adult day care, hospices, and long-term care settings~~ home care programs, we aim to make this form of personalized therapeutic music a standard of care throughout the health care industry.

Program Results

Music is already a central recreational activity in long-term care. Because it is group based, music availability is time-limited and song selection is age-appropriate, not person specific. M&M addresses these limitations and provides total music personalization on iPods magnifying the benefits of music for residents regardless of cognitive, physical, or social situation. The benefits of individualized music include:

- ✓ Reduction in agitation and Alzheimer's-related "sundowning"
- ✓ Increased resident cooperation and attention
- ✓ Greater engagement and socialization
- ✓ Provides a ~~More~~ meaningful activity for individuals in dialysis, on vent, and/or bedridden
- ✓ ~~Is~~ Non-pharmaceutical approach to reducing pain, depression, anxiety, and insomnia
- ✓ ~~Calms~~ Ability to calm and relaxes residents, especially including those with high blood pressure

The program currently runs successfully in 650 sites in 45 states and ~~8XXX~~ countries.

Measuring Impact

Recently, M&M conducted a survey of 26 nursing homes that have been using the program for up to 6 years. They reported the following outcomes:

-) 53% report that personalized music has been effective in dealing with depression.
-) 57% report that the program has decreased the incidence of negative verbal and/or physical behaviors.
-) 57% of nursing homes report that the approach substantially reduces anxiety.
-) 53% report that the approach has reduced pain in some individuals.
-) 39% of nursing homes report that the program has been effective with mental illness.

-) 50% of respondents report that they believe that personalized music can reduce the need for antipsychotic medications and 46% said "maybe."
-) 100% responded that most of the time the music brings pleasure to the residents.
-) 67% report that providing personalized music has aided them in caring for the residents.
-) 100% responded that they were "very likely" to recommend the program to other nursing homes.

Adopting a Nursing Home Program Grant

Adopting a nursing home in the community is a funding opportunity which provides the home with the training and equipment needed to start a Music & Memory program for 25 residents. Most roll-outs are completed in 60-90 days after training.

Startup Organization Cost

	Cost Per	Qty	Ext'd
iPods	\$47	25	\$1,175
headphones	\$3	25	\$75
splitters	\$4	2	\$8
adapters	\$2	25	\$50
speaker	\$25	2	\$50
iTunes music	\$500	1	\$500
training	\$600	1	\$600
			\$2,458

-) Each additional person \$60 for equipment plus music
-) Facilities provide their own laptop with ample storage for music

For more information, please contact Robin Chamberlain, Director of Development at robin@musicandmemory.org

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As Seen In

