

# How to Start Music & Memory in Your Facility



MUSIC & MEMORY<sup>SM</sup> is an innovative program that brings **personalized** music into the lives of people who are aging through the use of digital music technology and **personalized** playlists. MUSIC & MEMORY<sup>SM</sup> offers a certification program that trains long-term care staff, caregivers, and family members by teaching them how to create and provide personalized playlists using iPods<sup>TM</sup>. The key is finding the songs with deep emotional connections to past life events of the resident. This enables people with Alzheimer's and other related dementias to reconnect with loved ones and the world around them through music-triggered memories.

MUSIC & MEMORY<sup>SM</sup> is the subject of the Sundance 2014 Audience Award winning documentary film, *Alive Inside: A Story of MUSIC & MEMORY<sup>SM</sup>*, which touchingly depicts the reawakening experienced by residents of nursing homes as they listen to their favorite music on iPods. Watch this 6 minute clip <https://youtu.be/fyZQf0p73QM> or see the film on Netflix.

## The Texas MUSIC & MEMORY Program Overview

The Department of Aging and Disability Services (DADS) received approval from the Centers for Medicare & Medicaid Services to use Civil Money Penalty (CMP) funds for the MUSIC & MEMORY<sup>SM</sup> program as it aligns with the goal of reducing the use of antipsychotic medications while improving the quality of care provided to over 7,000 nursing home residents with Alzheimer's and other related dementias. The CMP funds are providing MUSIC & MEMORY<sup>SM</sup> certification for 432 nursing homes across the state in three phases, with Phase III to be completed by 2018. View *A Story of Hope*, featuring one of the initial 32 facilities participating in the DADS MUSIC & MEMORY<sup>SM</sup> program at <https://youtu.be/wjSVY3kf9S8>.

The anticipated outcomes for participating facilities are:

- Reduced reliance on antipsychotic and anti-anxiety medications;
- Reduced agitation and sun-downing;
- Enhanced engagement and socialization, fostering a calmer social environment;
- Improved staff engagement and morale; and
- Improved quality of life for the people served by the Nursing Facility

DADS/HHSC is conducting a study on the outcomes of the program, and will release a report on the findings.

## Research

<https://www.dhs.wisconsin.gov/music-memory/research.htm>

<http://musicandmemory.org/music-brain-resources/current-research/>

<http://musicandmemory.org/blog/tag/alzheimer-society-of-toronto-music-memory-ipod-project/>

## Training

Facilities not selected for the DADS MUSIC & MEMORY<sup>SM</sup> program can pursue certification themselves. To become a MUSIC & MEMORY<sup>SM</sup> Certified facility, your site must pay for the training and complete all three live Webinars. Groups of facility staff and volunteers are trained, but individuals are not certified. Proprietary (for-profit) facilities must supply at least 10 iPods to initiate training.

A series of three 90-minute, live webinars, taught by MUSIC & MEMORY<sup>SM</sup> founding Executive Director Dan Cohen, MSW, will enable your team to create a facility-ready iTunes library, efficiently manage many participants' playlists, handle equipment and security concerns, integrate personalized digital music into your daily care plans, and evaluate the program's effectiveness.

**Step 1** – Preparing For Certification. Sign up for the Preparing For Certification call at <http://musicandmemory.org/> and follow the blue **Get Trained** tab.

**Step 2** – Register For Certification. Once you have completed the Preparing For Certification call then you're ready to register for MUSIC & MEMORY<sup>SM</sup> certification. Click on the **Get Started** button.

The hours you invest in creating a MUSIC & MEMORY<sup>SM</sup> personalized music program are paid back as residents and clients feel happier, more social, less anxious—just more able to enjoy life—and staff regain valuable time for person-centered care.

## **Cost**

### **MUSIC & MEMORY<sup>SM</sup> Certification**

\$1,000 (U.S.) per organization (for-profit or non-profit).

For groups with multiple sites, the price is **\$1,000** for the first site and **\$600** for each additional site.

Pricing is adjusted based on number of residents/clients at your site:

- 51 or more: **\$1,000**
- 36-50: **\$600**
- 21-35: **\$400**
- 9-20: **\$350**
- 8 or fewer: **\$250**

### **Equipment**

Facilities should plan on spending about \$80 per person for equipment (iPod shuffles, headsets, splitter and start-up music).

## **Assistance with Cost**

Phase III of the DADS/HHSC MUSIC & MEMORY<sup>SM</sup> program nominations will open in November 2016; facilities can nominate themselves by completing a short survey outlining the requirements for participation. The final 150 facilities will be chosen in December 2016 and the program will roll out in 2018. A notice will be sent out via Gov delivery in November with instructions for submitting nominations. Information will also be posted on the DADS/HHSC MUSIC & MEMORY<sup>SM</sup> page:

<https://hhs.texas.gov/doing-business-hhs/provider-portals/long-term-care-providers/nursing-facilities-nf/quality-monitoring-program-qmp/music-memory>.

Nursing homes can also apply for CMP funds to implement a MUSIC & MEMORY<sup>SM</sup> program. For more information about the process, including how and when you can apply, visit: <https://hhs.texas.gov/doing-business-hhs/provider-portals/long-term-care-providers/nursing-facilities-nf/civil-money-penalty-funds-nf-projects>. Facilities applying for CMP funds cannot be a recipient of a contract, grant or other payment from federal or state sources for the same project or use, and cannot be paid by a state or federal source to perform the same function as the CMP project or use.

**Non-profit sites** that complete the training and have NOT received start-up support from government or other funding sources will receive a Starter Kit consisting of 10 iPods (5 new iPod Shuffles and 5 gently used iPods), 10 headphones, 10 AC adapters and one iTunes gift card (\$50. U.S. only). Kits are available for non-profits paying \$600 or more for training.

## **HOSA and other High School Student Volunteers**

DADS/HHSC Quality Monitoring Program (QMP) has partnered with the Health Science Students of America (HOSA) Organization in an effort to solicit volunteers for the MUSIC & MEMORY<sup>SM</sup> program. Student volunteerism is encouraged by HOSA particularly in the health-care field. View the Student Experience (6 min clip) at [https://youtu.be/HnxJ-LM7d\\_0](https://youtu.be/HnxJ-LM7d_0).

HOSA and other high school students can volunteer in Nursing Facilities to assist with fundraising, holding iPod drives, and assist with the technological aspects of the program. The goal of the QMP is to bring MUSIC & MEMORY<sup>SM</sup> to every Nursing Facility in the state with the help of these student volunteers. This provides intergenerational relationships and connections to benefit all involved. For more information email [TXstudent@musicandmemory.org](mailto:TXstudent@musicandmemory.org).

## **For more information**

Info about MUSIC & MEMORY<sup>SM</sup> <http://musicandmemory.org>

Questions can be directed to Stephanie Hoffman [shoffman@musicandmemory.org](mailto:shoffman@musicandmemory.org)

HHSC QMP <https://hhs.texas.gov/doing-business-hhs/provider-portals/long-term-care-providers/nursing-facilities-nf/quality-monitoring-program-qmp/music-memory>