



What is MUSIC & MEMORYSM?

The Music & Memory program was created by Dan Cohen, MSW, who was a regular volunteer at a local nursing home. Mr. Cohen began trying various approaches to connect with residents living with Alzheimer's disease, and recognizing how widely used personalized music has become, he decided to take the concept to a more person-centered approach with the residents of nursing homes. Quite simply, he worked with family members and staff caring for residents diagnosed with forms of dementia to learn about each resident's life experiences in an effort to learn what specific songs, or types of songs each person may enjoy. Then Mr. Cohen simply loaded those songs onto an iPod Shuffle fitted with headphones. As the residents listened to their music, the changes in their demeanor, mood, ability to communicate with family & staff were both profound and immediate. These residents literally came alive when given the opportunity to listen to music that was special to them. They became able to engage in lively and interactive conversations with those around them. As an added bonus, the residual effects of their music lasted even after the music had ended.

The Need in Nevada

In Nevada this year, over 33% of nursing facility residents have been diagnosed with Alzheimer's disease or related dementia as reported by American Health Care Association, *LTC Stats: Nursing Facility Patient Characteristics Report*. In addition, based on the latest Quality Measure data, Long Stay Anti-Psychotic Medicine use in Nevada's nursing facilities is above the national average.

The Nevada Music & Memory Initiative perfectly addresses the challenge for a multidimensional approach to target enhanced person-centered care for residents in nursing facilities, particularly those suffering from dementia-related diseases.





What is the Nevada MUSIC & MEMORYSM Initiative?

The Nevada Music & Memory Initiative is a two-year program funded through the federal Civil Monetary Penalty fund administered through the Division of Health Care Finance & Policy (DHCFP). The project will impact the lives of at least 860 SNF residents in 43 nursing facilities through the following deliverables:

- ✚ To disseminate the MUSIC & MEMORYSM program to 860 residents in 43 Nevada nursing facilities and develop a strategy for further spread and sustainment of the program through local community engagement.
- ✚ To document the effects of MUSIC & MEMORYSM for residents with dementia as it relates to the improvement of their quality of life. To quantify, the following benefits will be documented:
 1. The reduction of antipsychotic and anti-anxiety medications.
 2. Reduction of agitation and sundowning.
 3. Reduction of rates of high pain.
 4. Enhanced engagement and socialization, fostering a calmer social environment.
 5. An increase in cooperation and attention – less resistance to care.
 6. A decrease in staff stress.
 7. An increase in family engagement.

Program Eligibility

Any licensed and Medicare / Medicaid certified skilled nursing facility in Nevada is eligible to participate in this project. Skilled nursing facilities with primary focus on short stay or that have fewer than 20 total residents or have fewer than 20 residents with a diagnosis of dementia will be reviewed on a case by case basis for eligibility.

What will Participating Facilities Receive?

Once enrolled in the Nevada MUSIC & MEMORYSM Initiative after completing the participation agreement, the facilities will be required to attend an orientation webinar. After the webinar, the facilities will receive:

- ✚ Certification for staff through three 90-minute training webinars and support provided by MUSIC & MEMORYSM for one year. A minimum of four team members as described in the participation agreement must be certified at all times. However, others are encouraged to become certified as well.
- ✚ 20 iPod Shuffles, headphones and AC adapters. One external speaker, one splitter, and \$175 in iTunes gift cards.
- ✚ Monthly webinars / conference calls with support from the Perry Foundation throughout the project period.

What will be Required of Participating Facilities?

- ✚ A commitment to implement and maintain the Nevada MUSIC & MEMORYSM Initiative. This implementation will include an individualized assessment and care plan for the use of an iPod Shuffle with a personalized music playlist as part of the care and treatment routine for each participating resident.
- ✚ Provide a minimum of four employees to complete MUSIC & MEMORYSM training and implement the program consistently, including one representative from each of the categories listed below. Two of these representatives must be designated as project leads.
 - Executive Leadership (Administrator or someone with decision-making authority)
 - Nurse Leader (Director of Nursing, Clinical Nurse Educator, etc.)
 - Activities Director
 - CNA
- ✚ Facilities must self-report results on a quarterly basis throughout the duration of the program.
- ✚ If a nursing facility fails to comply with participation requirements for three months, the facility will be dropped from the program and required to return the equipment.
- ✚ The facility agrees to replace any equipment provided through the Nevada MUSIC & MEMORYSM Initiative should it become damaged or lost.
- ✚ The facility agrees to reassign the equipment to a new resident should the original person no longer reside in the facility or declines further participation.



About the Perry Foundation

The Perry Foundation is a 501 (c)(3) non-provider based non-profit in Nevada whose mission is to improve the quality of care for residents living in post-acute and long-term care communities. This has primarily been achieved by providing evidence-based education to the caregivers and health care professionals working within these communities. In the past three years, the Perry Foundation has been instrumental in improving the quality of care in Nevada's Nursing Facilities and Assisted Living Communities through providing education, subsequently awarding thousands of Continuing Educational Units to Licensed Administrators, Licensed Nurses, and Social Workers. In 2016, the Perry Foundation has worked with the Sanford Center for Aging to develop the Nevada Alliance to Transform the Culture of Aging, focused in improving resident care through culture change and has been approved for a grant to bring the MUSIC & MEMORYSM program to Nevada.

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To download the Application / Participation Agreement, visit: www.PerryFoundationNV.org

For any questions, feel free to email Robert Kidd: Robert@PerryFoundationNV.org