Making The Case For Personalised Music: A Guide for Care Professionals
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Thank you for your interest in bringing personalised music to those in your care. With your help, we can bring the healing power of personalised playlists to many more residents and clients who are struggling with a wide range of cognitive and physical impairments.

This guide is intended to help you make a persuasive case to bring our personalised music program to your care facility. We have found that care professionals like you make some of our most powerful and effective advocates. And we have learned from experience that those you care for, as well as you and your colleagues, will reap significant benefits.

Grounded in extensive neuroscience research about how our brains respond to music, tested and proven in hundreds of MUSIC & MEMORY℠ Accredited Organisations, this personalised music system has helped thousands of residents, clients and the staff who care for them. Canadian researchers sum up our programs benefits this way:

- Someone who has been silent or less communicative may begin to talk and be more social.
- Someone who has been sad and depressed may feel happier.
- Someone who has been less mobile may become more physically active.

The experience for many of our accredited organisations has been transformative. The social environment is calmer and more congenial, families are happy to find their loved ones more engaged, and care professionals like you are able to spend more quality time with each individual. In short, Music & Memory’s personalised music system is an important tool for promoting culture change in care facilities.

A Little Background

Music & Memory is all about bringing joy into the lives of people suffering from Alzheimer’s, other forms of dementia and a wide range of cognitive and physical impairments.

Our approach is simple, elegant and effective: We train professionals in residential aged care facilities and other care settings how to set up personalised music playlists on iPods for those in their care. These musical favourites tap deep memories not lost to dementia and can reawaken residents, enabling them to feel like themselves again, converse, socialise and stay present.

Arts Health Institute obtained the exclusive licence to bring Music & Memory to Australia in 2015. This has allowed Arts Health Institute to modify the U.S content of Music & Memory for the Australian context. Training and support is tailored to local needs. Arts Health Institute will deliver the re-contextualised training materials; along with ongoing support, education and access to an international Music & Memory network to accredited services.
How MUSIC & MEMORY℠ Began

Executive Director Dan Cohen founded Music & Memory with a simple idea: Someday, if he ended up in a nursing home, he wanted to be able to listen to his favourite ‘60s music. He’d heard a recent news report about how iPods have grown so popular. Why not bring used iPods as well as new ones into nursing homes to provide personalised music for residents?

When Dan had his brainstorm in 2006, he discovered that none of the 16,000 long-term care facilities in the U.S. used iPods for their residents. Drawing on his background in leveraging technology to benefit those who would otherwise have no access, he volunteered at a local nursing home in Greater New York, creating personalised playlists for residents. The program was a hit with residents, staff and families, and became the prototype for a bigger effort.

With funding from the Shelley & Donald Rubin Foundation in 2008, Dan brought 200 iPods to residents of four New York long-term care facilities and tested the program on a larger scale. Successful outcomes spurred the creation of Music & Memory as a 501(c)(3) non-profit in 2010.

Since then, we have implemented iPod personalised music programs in hundreds of care facilities throughout the U.S. and Canada. A 2011 matching grant outreach effort provided digital music players, headphones, music, training and support to qualifying facilities and has significantly helped to advance our mission.

In April 2012, a documentary about our work, Alive Inside: A Story of Music and Memory, was previewed at the Rubin Museum of Art in New York City. A video clip of Henry, one of the residents reawakened by listening to his Cab Calloway favourites, went viral, now with more than 11 million views, boosting awareness and enthusiastic interest in our program.

As word of the benefits of personalised music spread, in 2013, Wisconsin’s Department of Health Services launched the Wisconsin Music & Memory Initiative, enabling 100 nursing homes throughout the state to become MUSIC & MEMORY℠ Accredited Organisations and bring personalised playlists to their residents. In fall 2014, an additional 150 facilities received accreditation training. Other states are following in Wisconsin’s footsteps, significantly broadening the impact of our program. We are also broadening our approach to serve individuals in hospice care, adult day care, assisted living, hospital and home health care.

Beyond the United States, Music & Memory is gaining ground in Canada, Europe and elsewhere around the world. In January 2014, Alive Inside was screened at the Sundance Film Festival to enthusiastic reviews and won the Audience Award for U.S. Documentaries. More film festival awards have followed, and the documentary received accolades at theatrical releases across the U.S. The outpouring of interest and support for our work gives us great hope that our vision of personalised music as a gold standard of long-term care will be realised.

About the Arts Health Institute

The Arts Health Institute brings artists and health professionals together to change worlds. We also open the world of opportunity for artists to inspire creativity within the healthcare
environment. Our organisation was founded by a group of passionate artists, health professionals and researchers four years ago and is now one of the largest employers of artists nationally. We also work internationally particularly with the organisations in the UK and USA.

We use a combination of all the arts that includes music, dance, literature, performance art, digital, visual and any mix of these art genres to put into a healthcare setting. Underpinned by research, and applied in health environments primarily in hospitals, aged care communities (including retirement living) and residential, disability and rehabilitation services, these experiences have a therapeutic impact on health outcomes. We collaborate with several universities to build research programs where arts interventions can have a therapeutic impact.

The Healing Power of Personalised Music: Key Talking Points

The Brain-Music Connection

As we all know from hearing that song associated with a first love or the hits that were popular in our teen years, music is profoundly linked to personal memories. In fact, our brains are hard-wired to connect music with long-term memory.

Even for persons with severe dementia, music can tap deep emotional recall. For individuals suffering from Alzheimer’s, more recent memory for things—names, places, facts—is compromised, but memories from our teenage years can be well preserved.

Favourite music or songs associated with important personal events can trigger memory of lyrics and the experience connected to the music. Beloved music often calms chaotic brain activity and enables the listener to focus on the present moment and regain a connection to others.

The therapeutic benefits of music have been well-studied and documented by distinguished researchers, including Music & Memory board member Dr. Connie Tomaino and Dr. Oliver Sacks, author of Musicophilia: Tales of Music and the Brain, also co-founders of the Institute for Music and Neurologic Function.

Benefits of Personalised Music

Personalised music has many benefits. Again and again, care professionals tell us that our program is often life changing for everyone involved:

- Finally, professional staff have a way to give pleasure to persons with advanced dementia—often the most difficult to reach. Personalised music provides a means of communication and self-expression when verbal language abilities are diminished.

- Musical favourites replace confusing environmental stimuli with something interpretable; personalised playlists distract from boredom or distress with a soothing, familiar experience.
• Personalised music offers an enjoyable, fulfilling activity for persons in dialysis, on ventilators or bed-bound.

• Individuals are more cooperative, attentive and willing to accept care; musical favourites decrease agitation and provide a distraction from fear and anxiety.

• Brighter moods boost staff morale and enable staff to be more person-centred.

• Because individuals are calmer and less agitated, reactive behaviours are often reduced or eliminated. The music decreases wandering during mealtimes and restlessness.

• Individuals are more engaged with those around them.

• Family and staff are able to connect in a more meaningful way with residents around music and memories.

• Personalised music provides a valuable tool for the effort to reduce reliance on anti-psychotic, anti-anxiety and anti-depressant medications.

In the words of Tony Lewis, President and CEO of Cobble Hill Health Care in Brooklyn, N.Y., “Despite the enormous sums of money spent on mood- and behaviour-altering medications that are often not particularly effective, nothing compares to these iPods when it comes to improving quality of life.”

The MUSIC & MEMORY℠ Accreditation Program

While the concept of providing personalised music using iPods or other MP3 devices is straightforward and elegant, the Music & Memory team have learned a great deal over the past few years about how to successfully implement the program in care facilities. Music & Memory is a comprehensive accreditation program that teaches best practices for how to set up and manage a system for providing a personalised playlist for any resident or client who might benefit.

Our series of three 60-minute webinars, taught by Arts health Institute trainers, enables your team to create a facility-ready iTunes library, efficiently manage many resident playlists, handle equipment and security concerns, integrate personalised digital music into your daily care plans and evaluate the program’s effectiveness. Below is a summary of the program.

Webinar 1: Getting Started

• Why Music?
  – Background and introduction to Music & Memory
  – Benefits of Music
  – Summary of Research (Evidence Based Practice)

• Starting Music & Memory
  – Starter Kit
– Support from Arts Health Institute

• Choosing your team
  – Equipment required by your service
  – Team Requirements

Webinar 2: Technical and legal aspects of Music & Memory

• Why iPod
  – Legality of iPod and music use
  – Benefits of iPod Shuffle and iTunes

• Hardware
  – Introducing iPods
  – iPod functions and controls
  – Headphones, splitters, speakers

• iTunes
  – The iTunes Library
  – What Music? CDs, iTunes Store and audio recordings
  – iTunes Support

• Playlists
  – Creating and modifying your playlist
  – How many songs should I have?
  – Backing up iTunes
  – Loading iTunes to an iPod

Webinar 3: Implementing and maximising the benefits of Music & Memory

Systems
  – When and why to use Music & Memory (this will make your job easier)
  – Introduction to staff, residents and family
  – Care plans
  – Documentation
  – Infection control
  – Storage

Music
  – Being a music detective
  – Making and tracking changes
Measuring Success

– How to gauge success
– Recommended Measures
– Upcoming M&M courses

Bonus: Year round access to training and support

As you and your professional team develop your pilot Music & Memory, we will provide year round ongoing support via webinar training and one-to-one consultations, as needed. Our goal is to ensure that your service launches a successful program that can be expanded over time to meet the needs of all. Arts Health Institute also offers additional consultancy services to get your systems up and running or if there are additional program needs we can support.

As a MUSIC & MEMORY℠ Accredited Organisation, you and your team will become part of our growing network. Benefits include:

• Access to our Best Practices Resource Bank of marketing materials, forms, policies and procedures that can be modified to meet the needs of your service

• Participation in and results from our program evaluation and assessment research; benchmark data and state-of-the-art best practices

• Listing as a MUSIC & MEMORY℠ Accredited Organisation on our website, a great resource for families seeking care facilities that offer our program in their communities

• Access ongoing special interest webinars including CPD accredited webinars for RN’s. A calendar will be provided.

• Unlimited access to the ‘getting started’ webinars as more of your staff get involved with the program and require training. This is ideal for new staff and long term sustainability of Music & Memory in your service.

Your accreditation training program includes:

• Orientation and training for your entire implementation team in a 3-hour course (three 60-minute webinars) taught by Arts Health Institute training facilitators.

• Monthly trouble shooting webinars to support your program

• On-line support

• Optional on-site consultation service to support program outcomes. (Costed separately and tailored to your requirements.)

• Access to an international Music & Memory network

• Access to Music & Memory volunteers in your area
Upon successful completion of the training program, your facility will become a MUSIC & MEMORY℠ Accredited Organisation—demonstrating to residents, clients and their families that you are at the forefront of person-centred care. Organisations are eligible for annual reaccreditation, fees apply and access to continuing education, training and support continues following successful reaccreditation.

How to Gain Buy-in from Decision Makers

The biggest concern we hear from care facility leadership is this: Great program, but we don’t have the time and/or budget to make a commitment. Those who have experienced the program first-hand make the opposite case. In fact, 100 per cent of respondents from the Spring 2012 Staff Survey of Accredited Music & Memory Organisations said they would recommend our program to other nursing homes.

More recently, in October 2014, a survey of more than 1500 respondents across the U.S. indicated that access to personalised music has become a priority for people seeking appropriate long-term care for a relative or themselves. Key findings of the survey were:

- Most respondents (83 per cent) would favour a nursing home that offered residents iPods with individualised playlists versus a similar nursing home that did not.
- Half of respondents would consider moving outside their city to find a nursing home that offered residents iPods, with 8 per cent willing to move out of state.
- More than half of respondents would spend more money on a nursing home that offered residents personalised iPods.

In short, as we age, the survey results suggest that ensuring quality care for the mind as well as the body is becoming a much higher priority for long-term care consumers. Personalised music provides a humane, uplifting and fine-tuned approach to holistic, person-centred care in nursing homes—one well worth pursuing and paying for.

A Powerful Tool for Culture Change

Here’s what we’ve learned: The hours and resources that you and your team invest in creating a Music & Memory personalised music program at your facility will be paid back as you enable residents to feel happier, more social, less anxious—just more able to enjoy life. Most residents accept care more readily, and your facility will more easily meet and exceed goals to reduce use of anti-psychotic medications. In addition, the program may help your facility to attract residents and their families, as access to personalised music becomes a higher priority among those seeking long-term care.

An Indicator of Organisations Commitment to Quality

This is a truly personalised intervention that requires knowing the person and their preferences. The therapeutic benefits of the use of music speak directly to many of the 44 expected outcomes across the four Standards of the Australian Aged Care Quality Agency (AACQA) Residential Aged Care Accreditation Standards.
The structure and focus on providing a systematic, organisation wide implementation of Music & Memory speaks to the principles of Standard 1: Management systems, staffing and organisational development. Music & Memory represents a systematic approach that is responsive to the needs of care recipients, their representatives, and staff. The ongoing support, and education provided to accredited organisations enables organisations to clearly demonstrate their commitment to continuous improvements in service delivery.

Standard 2: Health and personal care is prefaced by the principle that “Care recipients’ physical and mental health will be promoted and achieved at the optimum level in partnership between each care recipient (or his or her representative) and the health care team.” While there is no guarantee that any one individual will respond positively to the music (many factors determine outcomes, including choosing the right music, as well as the individual’s personality), the vast majority of care facilities that have adopted our program report significant results for most of their residents.

Music & Memory engages care recipients, families and staff in a structured intervention that promotes active control, and recognition of personal preferences. This is at the heart of Standard 3: Care recipient lifestyle. For those with impaired cognition or ability to communicate music can provide an opportunity for self-expression.

Beyond being just an enjoyable experience personalised music can act to mediate peoples experience of and responses to the physical environment. Music replaces confusing or distressing environmental stimuli with something interpretable, soothing and familiar. In addition Music & Memory provides staff with a system that has been shown to reduce agitation and wandering which supports the principle of Standard 4: Physical environment and safe systems. That states, “Care recipients live in a safe and comfortable environment that ensures the quality of life and welfare of care recipients, staff and visitors.”

Across hundreds of Accredited Music & Memory Organisations, we hear the same feedback that goes to further support Music and Memory as a demonstrable commitment to quality care through systematic and person centred interventions:

- As residents or clients listen to their playlists, you’ll experience a mood shift: less agitation, fewer demands for attention.
- Staff and residents or clients enjoy a continuous flow of unexpected, positive outcomes.
- Individuals are calmer; and engage in more appropriate social behaviour.
- Staff feel energised and uplifted as once-remote individuals come alive and reconnect.
- Individuals look forward to listening to their iPods as a valued activity.
- Family and staff are able to connect in a more meaningful way with their loved ones around music and memories.
• A more peaceful social environment, where individuals are engaged in the personal, independent activity of listening to their own music, significantly frees up staff time and energy.

In short, our personalised playlist system enables those you care for to regain a sense of their own individuality. Nothing could be more important in the effort to transform the culture of elder care.

What Care Professionals Say

The most persuasive case for the therapeutic benefits of Music & Memory’s personalised playlist system comes from those who have experienced it first-hand. In Spring 2012, professional care staff in Accredited Music & Memory Organisations were surveyed to find out how our program affected residents and the staff member’s ability to care for them. Here are the key results:

• 100 per cent of respondents said that personalised music brought more pleasure to residents most (74 per cent) or all (26 per cent) of the time.

• Just over two-thirds of respondents (68 per cent) reported that personalised music helped them to care for residents most of the time. Another 9 per cent said it helped all of the time.

• More than half (58 per cent) said personalised music was substantially effective for many or all residents with depression.

• 71 per cent of respondents said personalised music was substantially effective for many or all residents with anxiety.

• 62 per cent of respondents said personalised music was substantially effective for many or all residents with verbal and/or physical behaviour.

• 53 per cent of respondents believed that personalised music can help reduce use of anti-psychotic medications; another 44 per cent responded that it may help.

• 100 per cent of respondents said they would recommend the program to other nursing homes.

At the back of this guide, you’ll find a handout of additional comments by survey respondents, detailing more specific observations of how personalised music has created positive outcomes for their residents. Please feel free to distribute.

A Magnet for Good Publicity

One of the most rewarding outcomes of our efforts has been positive publicity for our program and the facilities that participate. Reporters love to tell our story; the results for individuals and their families are so uplifting that people want to spread the good news.

Here’s an excellent example of enthusiastic regional U.S. news coverage about our program’s success at Bethany Village in Cumberland County, Pennsylvania. We
encourage you to discuss this with the communications director of your facility, to explore promotional opportunities once you have completed the accreditation program.

On our website, www.artshealthinstitute.org.au, you’ll find more excellent videos and news coverage of our work that you can also share with members of your team and don’t miss the video of Henry, which has gone viral with more than 11 million views, and counting!

**Engaging Community Support**

There has been an outpouring of worldwide interest in the Music & Memory program since the Henry video went viral in April 2012. Many people have asked how they can get involved to help spread the therapeutic benefits of Music & Memory’s personalised music program. We understand that our accreditation program may represent a significant investment for your facility. It also represents an opportunity to engage volunteers in your work, to help you raise funds, and assist with training residents or clients and staff to use the equipment and to help create personalised music playlists.

Other groups that can help you with fundraising include religious youth groups, scout troops, Rotary chapters and other service clubs, schools, as well as university service or service clubs. Speak with the individual responsible for coordinating volunteers at your facility to brainstorm ideas.

Through our website, www.artshealthinstitute.org.au, we are building a resource bank of community volunteers who want to help with fundraising, and other work to promote our efforts.

**We Look Forward to Hearing from You**

We will be pleased to answer any questions you might have about adopting this personalised music system. Please be sure to share the information in this guide, the handouts and the explanation of our MUSIC & MEMORY℠ Accreditation Program with members of your leadership team.

We look forward to helping you succeed with bringing the therapeutic benefits of personalised music to your care facility. Be sure to contact us. Thank you!

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**Sample of June 2012 Survey of Accredited Music & Memory Organisations: Staff Comments**

**Q: Are there any positive outcomes you would like to share?**

1. The personalised music program has provided evidenced based mood shifting and emotional stability for our residents who suffer from depression and anxiety. We also have many who are currently under music care due to their apparent behavioural issues and we are working to ensure they are provided the music that have been
observed to assist in shifting their moods to a more positive level. The residents look forward in hearing their music and are even requesting to add additional selections as the music experience also helps in memory recall.

2. Reducing aggressive behaviour and depression.

3. Patients with anxiety and depression are less agitated and appear calmer. The music transports them to a happier place in their minds. Patients who have chronic pain forget their pain while listening to music. Dementia patients appear more cognitive while listening to music. Overall, the patients using personalised music are given a better quality of life.

4. Our residents have improved mood, brighter affect, increased socialisation, etc. They tend to verbalise and sing more after listening to their iPod.

5. It is wonderful to see the participants ask for their iPod from the staff like they would a glass of water. That is culture change!

6. Turns frowns into smiles, increases engagement. Just having the ability to offer as an intervention.

7. A brighter affect, increased socialisation, increased verbalisation/vocalisation, improved mood, decrease in restless behaviour, increased cooperation with care.

8. Increased socialisation. Reduced anxiety increased sense of well-being. Residents using iPods daily are happier. Short-term patients state the iPods help to reduce anxiety, reduce boredom, assist with relaxation and helps them to sleep.

9. At least three residents who were not eating well now listen to their iPod 30 min before meals and intake has improved. A resident who was resistant to care now listens to the iPod before care and is more receptive to staff direction. Overall more upbeat and pleasant dispositions are noted.

10. We have a resident who yells very loudly, when we put her iPod on she relaxes within minutes.

11. Documented decrease in PRN anxiety medications. Currently trialling regular medication dose reductions in anti-anxiety, and depression, and insomnia medications since behaviours/moods have stabilised with introduction of iPods. Families have noticed mood changes. Caregivers are now asking for iPods for control group residents, as iPods are proving an effective diversion when giving AM care to combative residents. Have also found that residents that are on an oxygen compressor benefit because the compressor’s noise is agitating or competing with other sounds. Helps resident drift off to sleep with compressor. Relaxes during the day because they are not confronted with compressor noise on a constant basis. Residents want to “share” their iPods because they are so thrilled and I hear “guess what they are singing now?”. I especially enjoy seeing a particular resident wheeling down the hall doing what staff call “the wheelchair boogie” and singing to Roy Orbison (Pretty Woman) or Jerry Lee Lewis (Great Balls of Fire).
12. We have been introducing these to people with very advanced dementia and have seen an immediate response to the music. We also have a gentleman with little to no short-term memory seeking out the music.

13. Helped reduce boredom, helped change mood to positive, distracts residents from frequently asking for pain medicine.

14. They reduce PRN Ativan.

15. Very effective when used by CNA’s (care staff) for ADL when behaviours are present. I would not say it that it reduces the use of psychotropic medication but sometimes reduces the need for PRN medications.

16. One staff uses the iPod late in the day for resident with dementia who gets restless late in the day.

17. Residents have taken ownership of their music. It is wonderful to see their faces come alive when they hear music that is familiar and brings out a special memory!

18. One gentleman who had a diagnosis of failure to thrive actually gained weight and began taking an interest in the world after he started using the device. Another woman had her blood pressure reduced during times of personal care when the device was used.

19. All residents enjoy their personalised music; they look forward to listening to their music and also changing the playlist. Some residents enjoy their iPod during their dialysis sessions—puts some pleasure in a not so pleasurable procedure. Our CNAs (care staff) report positive changes with residents who exhibit challenging behaviours during care.