



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

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# 101

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How personalized music is used to  
increase the quality of life for  
dementia and Alzheimer's patients.





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[WalkerMethodist.org](http://WalkerMethodist.org)



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What is  
**MUSIC & MEMORY<sup>SM</sup>**

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**MUSIC & MEMORY<sup>SM</sup>** is a non-profit organization that works to bring personalized music and individualized playlists into the lives of older adults around the world in an effort to improve their quality of life as they age.

MUSIC & MEMORY's program also educates nursing home, assisted living, and resident staff and care professionals, as well as their family and caregivers how to create and provide personalized music and playlists using iPods as well as other digital audio systems. This program and personalized music enables those struggling with Alzheimer's, dementia, and other cognitive and physical challenges to reconnect with their world and those around them through memories and nostalgia triggered by their music.

By establishing educational programs, providing access to training and music, and building a network of MUSIC & MEMORY supporters and care professionals, MUSIC & MEMORY's ultimate goal is to make this form of personalized music therapy a standard treatment throughout the healthcare industry and in senior communities everywhere.



## The History of MUSIC & MEMORY

Dan Cohen, Executive Director and founder of MUSIC & MEMORY started this program from a simple idea:

“Someday,” Cohen thought, “if I end up in a nursing home, I want to be able to listen to my favorite ‘60s music.” This thought, along with news stories at the time telling of iPods’ popularity and use, helped Cohen arrive at a pivotal realization – why not bring new and used iPods into senior communities and provide personalized music for residents?



After Cohen began his brainstorming in 2006, he found that none of the 16,000 senior care residences across the United States used iPods for their residents. With a background in leveraging technology to benefit people who would not otherwise have access, Cohen started to volunteer at a local nursing home in the Greater New York area. As a volunteer, Cohen created personalized playlists for residents. The program was a hit with not only the residents, but the staff and their families as well. Before long, Cohen had the prototype for a much bigger effort - MUSIC & MEMORY.

In 2008, Cohen received funding from the Shelley & Donald Rubin Foundation. This financial support allowed Cohen to bring 200 iPods to the residents of four additional New York senior communities, and he had an opportunity to test the program on a much larger scale. Because of his many successful outcomes, MUSIC & MEMORY was created in 2010 as a 501c3, non-profit organization.

Since its birth in 2010, MUSIC & MEMORY has helped to implement iPod personalized music programs into hundreds of senior communities throughout the United States, as well as Canada. A 2011 matching grant outreach effort resulted in MUSIC & MEMORY providing a multitude of digital music players, headphones, music, and training and support to qualifying senior residences, significantly helping to spread the MUSIC & MEMORY message and further its mission.



In April 2012, a documentary about the work MUSIC & MEMORY has done, [Alive Inside: The Story of Music and Memory](#) was screened at the Rubin Museum of Art in New York City. In 2014, the Alive Inside documentary went on to win Sundance Film Festival's U.S. Documentary Audience award.



Official Selection 2014  
**sundance**  
 film festival



# ALIVE INSIDE

**MUSIC IS THE STRONGEST FORM OF MAGIC**

- MARILYN MANSON

PROJECTOR MEDIA AND THE SHELLEY AND DONALD RUBIN FOUNDATION PRESENT ALIVE INSIDE: A STORY OF MUSIC & MEMORY

WRITTEN, DIRECTED AND PRODUCED BY MICHAEL ROSSATO-BENNETT

EDITED BY MICHAEL ROSSATO-BENNETT MARK DEMOLAR MANUEL TSINGARIS MUSIC BY ITAAL SHUR

CO-PRODUCERS ALEXANDRA MCDUGALD BARRY COLE JONATHAN CLASBERRY DESIGN EYEBALL

INSPIRED BY THE WORK OF DAN COHEN







This moving documentary shows one of the residents, Henry, becoming reawakened just by listening to his Cab Calloway favorites. [The YouTube video of Henry](#) immediately went viral and has more than seven million views.

The consistent outpouring of interest and support that MUSIC & MEMORY receives gives Cohen and senior care facilities hope that the vision of personalized music therapy as a standard for dementia and elderly care will one day be achieved.



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The Science Behind  
**MUSIC & MEMORY<sup>SM</sup>**

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As you may know, hearing a song that was once associated with a particular moment in our life has the power to trigger profound personal memories. In fact, our brains are hard-wired to connect music to a long-term memory it is associated with.


For those individuals suffering from Alzheimer's and other forms of dementia, the memory of names, places, and facts are compromised, but often times the memories from younger years can be well-preserved. Like we experience the connection with music and our memory, those suffering from various memory-altering diseases can have the same experience and comfort.

Special songs and favorite music that is associated with significant personal events has the power to trigger memories of not only lyrics, but the experience connected to that particular music. Adored music has the power to calm forms of chaotic brain activity and enables that listener to live in the present moment, often empowering them to reconnect with others around them and feel more like themselves.

Those suffering with dementia, Parkinson's, and other diseases that alter and damage the brain's chemistry are often able to reconnect to the world around them during and after listening to their favorite music, improving their quality of life and mood. Music therapy has also been linked with slowing memory loss, increasing recognition and recollection, and improving the lifestyles of residents using the music program.

In a September 2013 [video excerpt](#) from a segment of The Doctors featuring MUSIC & MEMORY, the host, Dr. Travis Stork explains how the brain can process music. Also during the segment, Dr. Laura Mosqueda, Director of Geriatrics at the University of California, Irvine School of Medicine, explains what happens to the brain when it is affected by dementia, and further discusses how musical memories can be preserved:






“ There are deeper parts within the brain that are especially involved and important in memory, particularly an area call the hippocampus. This is the area of the brain that tends to get damaged first in Alzheimer’s disease and that is why individuals have trouble making new memories. There are certain areas [on the outside of the brain] in the temporal parietal lobe that also get damaged early, that’s why people have so much trouble finding their words and with language. ”

- Dr. Laura Mosqueda

“ It turns out a multitude of things are occurring [when you listen to music]. First and foremost, when you’re hearing that music, your primary auditory center in the temporal lobe is processing that music and interacting with your frontal lobe...that’s just the first step. When you start to hear the words, different areas of the brain are involved in understanding the words or producing the words to sing along to the song. The visual cortex may play a role [when you begin to associate a specific time or picture of a memory]... and if you’re tapping your toes, the motor cortex is involved as well. The medial pre-frontal cortex really gets stimulated when a particular memory is taking place. That helps develop a long-term memory associated with a particular song or type of music... which is truly remarkable ”

- Dr. Travis Stork





“ When listening to music and you experience a change in mood, an individual suffering from Alzheimer’s and dementia “is now involving so many of the other parts of the brain [described by Dr. Stork] that haven’t been damaged by the Alzheimer’s disease, and those parts still work...that’s part of the ‘never give up hope’. Because even though there’s parts that aren’t working, there’s a lot of parts [of the brain] that still are, and what they [MUSIC & MEMORY] did was find a way to reawaken those parts, and let them be useful. ”

- Dr. Laura Mosqueda


The benefits of personalized music have been well-studied and documented by a number of distinguished researchers, including MUSIC & MEMORY board members, Dr. Connie Tomaino and Dr. Oliver Sacks, co-founders of the Institute for Music and Neurologic Function.

“ You can see the value of this program as being not just a casual activity, but almost a necessity for daily care, because of the promise and potential that it has for enhancing quality of life. ”

- Dr. Concetta Tomaino







Dr. Oliver Sacks, also the author of Musicophilia: Tales of Music and the Brain, discusses the impact of personalized music on people suffering from Alzheimer's and severe memory loss:

“ Some of them are confused, some are agitated, some are lethargic, some have almost lost language, but all of them, without exception, respond to music, especially to old songs and some they once knew. These seem to touch springs of memory and emotion which may be completely inaccessible to them... They sort of regain that part, that time of their lives, that identity they had when they first heard the song. ”

- Dr. Oliver Sacks

Sacks found that personal memories are embedded to some extent, especially in music – which allows individuals to regain a sense of identity while they listen to their personalized music, and some time afterward:

“ The past which is not recoverable in any other way is embedded, as if in amber, in the music, and people can regain a sense of identity. ”

– Dr. Oliver Sacks





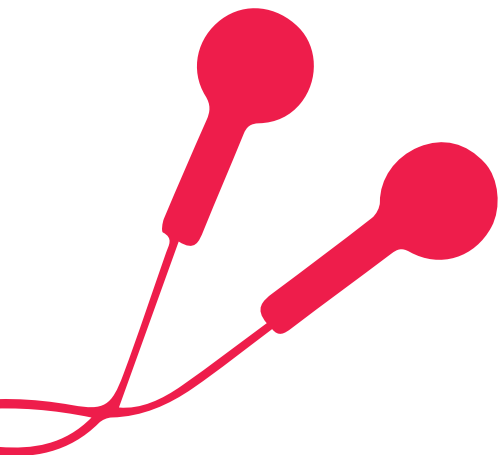
### What Types of Music Seniors Choose & Why


Seniors often choose music that they enjoyed in their younger years, for many reasons. That is a time they generally associate with a care-free, youthful sense of self, as well as a time that involves friends and happy memories. As stated, in previous scientific research, Alzheimer's patients have found to have a strong sense of long-term memory, which involves the music and moments from their younger years.

In a September 2012 article in the Los Altos, California newspaper, featuring John Lehman, a musicologist, explaining the power of the "Golden Oldies" and how they can sharpen seniors' memory function:

“ In our teens, we often choose the sort of music we’ll love forever. The teen years are emotional times, and we tend to remember things that have an emotional component, because our amygdala and neurotransmitters act in concert to ‘tag’ the memories as something important. In lay terms, those songs and emotions stick – they really get cemented in. There’s a song that once struck the listener with a force that felt like true love, play one of those songs now and, if it’s been a long time, the effect is like an old movie – the scenes play back for the listener in entire exhilarating reels. ”

- Dr. John Lehman





Lehman has an extensive collection of music but often uses T&B, jazz, big band, and country music from June 1928 to June 1955 – appealing to those ages 65-105. Lehman reported one such experience with the music:

“ A 91-year-old sang “Deep Purple” from 1939, accompanying a recording, and recognized the singer’s name – as did several of her “younger” neighbors. Nearly all participants hummed and toe-tapped, murmuring “It’s right on the tip of my tongue,” and “They don’t make songs like that anymore.” ”

- Dr. John Lehman

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The Impact of  
**MUSIC & MEMORY<sup>SM</sup>**

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**MUSIC & MEMORY's music system has provided therapeutic benefits for thousands of residents, clients, and even staff. Again and again, care professionals explain that this program is often life-changing for everyone involved, including:**

- A way to give pleasure to persons with dementia
- Offers an enjoyable, fulfilling activity for persons in dialysis, on vent, or bed-bound
- Increases cooperation and attention, reduces resistance to care – a real boost for staff morale
- Reduces agitation, sundowning, and confusion
- Enhances engagement and socialization, fostering a calmer social environment
- Provides a valuable tool for the effort to reduce reliance on anti-psychotic and anti-anxiety medications



VS.




The creation of the *Alive Inside* documentary previously mentioned has helped to spread the power of MUSIC & MEMORY by revealing how the healing power of music can triumph where traditional treatments have otherwise fallen short, and has thus inspired thousands of care professionals and volunteers.

Aside from *Alive Inside* winning an award at the 2014 Sundance Film Festival and hundreds of senior residences across the United States and Canada implementing personalized music programs, MUSIC & MEMORY has been overwhelmed with an outpouring of praise for what it has done for not only seniors, but their families and healthcare professionals.








“ When you are listening to music you forget about problems, you forget about loneliness, you forget about depression, things like that. ”

- Alex M., Resident,  
Lemon Grove Care Center, CA

“ Despite the enormous sums of money spent on mood- and behavior-altering medications that are often not particularly effective, nothing compares to these iPods when it comes to improving quality of life. ”

- Tony L., President & CEO,  
Cobble Hill Health Center, NY





“ Our residents have improved mood, brighter affect, increased socialization, etc. They tend to verbalize and sing more after listening to their iPod. ”

-Melissa L., Care Provider,  
Long Island State Veterans Home, NY


“ Residents have taken ownership of their music. It is wonderful to see their faces come alive. ”

- Heather Holmes, Care Provider,  
Good Samaritan Society, Millard, Neb.

“ I especially enjoy seeing a particular resident wheeling down the hall doing what staff call ‘the wheel chair boogie’ and singing to Roy Orbison or Jerry Lee Lewis. ”

-Susan Crossley, Care Provider,  
Bethany Village, Mechanicsburg, Penn.





“ One resident used to do a lot of calling out during meals. She couldn't sit through dinner. Now her aides set her up with an iPod a half-hour ahead of time. She's able to sit and enjoy her meal. ”

-Christy P., Care Provider,  
Schlegel Villages, Canada

“ One of the more positive results we’re seeing is a reduction in the need for psychotropic medication. Music soothes the residents to the point where they actually may not need all of the medications that they needed prior to going on [Music & Memory’s] program. ”

- Margaret R., Care Provider, Coler-Goldwater Specialty Hospital & Nursing Facility, NYC



“ Patients with anxiety and depression are less agitated and appear calmer. The music transports them to a happier place in their minds. ”

-Christina C., North Shore LIJ  
Orzac Center, Valley Stream, NY



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How to Become  
**MUSIC & MEMORY<sup>SM</sup> Certified**

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In the effort to become a **MUSIC & MEMORY Certified Care Facility**, a senior community's staff and professional team of caregivers will learn best practices for setting up and managing an organized, efficient, and effective system for providing personalized playlists for any resident or individual they think might benefit from **MUSIC & MEMORY**.



The **MUSIC & MEMORY** training and certification program includes a series of three, 90-minute webinars, taught by founder and Executive Director, Dan Cohen. These

webinars enable healthcare professionals and senior community teams to create an iTunes Library for a variety of their residents, to manage several residents' playlists, to handle the equipment, to deal with any security concerns, to integrate the personalized music into daily programming and care programs, and to evaluate the overall effectiveness of **MUSIC & MEMORY**.

As a community begins to develop and implement **MUSIC & MEMORY**, they are provided with a full year of coaching and support as needed. The goal of **MUSIC & MEMORY** certified residences is to ensure that each care facility launches a successful program that not only meets the needs of all individuals, but that will continually be expanded over time.



walker  
methodist



WalkerMethodist.org



## **Our Mission**

**Life. And all the living that goes with it.**

## **Our Values**

**Respect. Imagination. Collaboration.**

## **Who is Walker Methodist?**

It's been said that despite its inevitability, getting old is the one thing that seems to catch everyone by surprise.

The good news is that at Walker Methodist, we believe age does not have to hold you back. That's why we've created communities to ensure that it won't. Places where you have the freedom to enjoy the activities and lifestyle that suit your needs. Where our goal is to ease your burdens so you can live fully each and every day. Walker Methodist is not a choice for those who can't. It's a choice you make so you can.

## **What We Do**

Walker Methodist specializes in lifestyle, housing and healthcare services for older adults. We own, operate and manage housing communities, provide rehabilitation services, and operate leading sub-acute transitional care centers that help people recover from hospitalizations or surgeries so they can return home. For more detailed, site-by-site descriptions of what we do, please explore our communities, levels of care and programs.

Walker Methodist is proud of its deep roots dating back to 1876. Predecessors to today's Walker Methodist community are the Bethany Home and Harriet Walker Maternity Hospital.

Today, we are a leading provider of lifestyle, homes, healthcare, and rehabilitative services.


Our mission guides both our creativity and innovation as we continually seek opportunities to build programs, service offerings, and residences in the future. [See if Walker is a good fit for you or your loved ones.](#)



### **Why We Believe in the Power of MUSIC & MEMORY**

At Walker Methodist, we have had the privilege of implementing music into the care of some of our Alzheimer's and dementia residents, and witnessing them come to life. Some residents who seem dazed and uninvolved become assertive, talkative, lively, and much happier than before listening to some of their favorite tunes.

Both families and care professionals have expressed their gratitude for the program and are continually blown away by the shift in attitude and mood in their loved ones and residents. One of our care takers explained further:



“ Seeing the change in all of them is amazing. I was talking to Jim [a Walker Methodist Resident] today, and he said “I’m having an awful day.” So I asked him if I could put the headphones on, and the second he had the music on he started to dance, and sing, and make faces – he just became the life of the party. It’s just amazing the change that music can make in somebody. ”

To watch the video of Jim react to his music, [click here](#). Since implementing the MUSIC & MEMORY program, we have seen his personality come to life and we wanted to share this. Before we put the headphones on him, Jim was quiet, depressed, and down, but the music got him up and going!





## Ways to Give

We bring joy to residents through music and the innovative MUSIC & MEMORY program, and with donations by people like you this is possible. One way that you can help support the MUSIC & MEMORY program and help those in need reconnect with their lives is to make a cash donation or donate an iPod to one of our memory care communities.

Finally, a way to give enjoyment to persons with dementia.

## Ways to Volunteer

We bring joy to residents through music and the innovative MUSIC & MEMORY program, and with donations by people like you this is possible. One way that you can help support the MUSIC & MEMORY program and help those in need reconnect with their lives is to volunteer your time to assist with this program.

Volunteer at one of our memory care communities to assist with loading music on to iPods and spending time with residents as they enjoy the miracle of music.





## Ways to Donate:

- Memory care communities can be found online at [www.walkermethodist.org/levels-care/memory-care/](http://www.walkermethodist.org/levels-care/memory-care/)
- Donate online at [MiracleofMusic.us](http://MiracleofMusic.us)
- Send a check payable to Walker Methodist:  
c/o Elizabeth Meyer  
3737 Bryant Avenue South  
Minneapolis, MN 55409
- Bring your gently used iPod & power cord to one of our memory care communities.  
No headphones please.

### Awaken Minds & Awaken Lives With the Miracle of Music



We want to give ALL of our  
Memory Care residents their  
own iPod! Help us out!

**DONATE NOW** →



WalkerMethodist.org

3737 Bryant Avenue South  
Minneapolis, Minnesota 55409

(612) 827-5931

