

CIVIL MONEY PENALTY (CMP) FUNDED PROJECT

FINAL REPORT

Grantee

Department of Health Services
Division of Quality Assurance & Division of Long Term Care

Project Title

Music & Memory Initiative

Award Amount

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Additional Information and Resources



Department of Health Services / Division of Quality Assurance
Quality Assurance and Improvement Committee

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Wisconsin Music & Memory Program

Introduction:

In 2013 the Wisconsin Department of Health Services (DHS) Secretary called for a redesign of the State's dementia care system to provide appropriate, safe and cost-effective care to its citizens throughout the course of the disease. Currently Wisconsin has 397 nursing homes with almost 16,000 residents or 55% with a diagnosis of Alzheimer's disease or related dementia. To help nursing homes become more dementia capable, the DHS has as its goal to increase training opportunities for facility caregivers, implement effective strategies to reduce reliance on anti-psychotic medications, reduce the use of bed and chair alarms and enhance resident engagement and socialization.

Background Information:

In March 2013 DHS staff watched a video clip of Henry and he changed our lives. Henry Dryer was a nursing home resident with advanced dementia largely unresponsive to the outside world until one day he was reawakened when introduced to personalized music and his favorite artist Cab Callaway. The video posted online went viral in 2012, with nearly 10 million views. DHS staff then met Dan Cohen, founder and Executive Director of Music & Memory whose dream it is for every nursing home resident to have their own iPod and a personalized music library. Dan and Henry inspired DHS to make a difference in the lives of nursing home residents living with Alzheimer's disease or related dementia.

The Music and Memory program was founded by Dan Cohen with a simple idea: Someday, if he was living in a nursing home he would want to be able to listen to his favorite 60s music. He had heard about how iPods have grown so popular and thought why not bring used iPods as well as new ones into nursing homes to provide personalized music for residents.

Program implemented:

Inspired by the "Henry" video, DHS staff applied for and received funding through the federal Civil Money Penalty (CMP) program to certify 100 nursing homes as MUSIC & MEMORYSM facilities and equip 15 residents in each nursing home with a diagnosis of dementia with their own iPod loaded with personalized music. Although facilities made no monetary investment, they were expected to commit staff resources to participate in the certification training and ongoing implementation of the program. Facilities were also expected to commit staff time to participate in the research and evaluation component of the Music & Memory program.

During tight state budgetary times, it is difficult to find funding to support projects to improve the lives of citizens we serve. Wisconsin was the first state to use this creative funding source to improve quality of life for nursing home residents through the power of personalized music. Using this money DHS recruited 100 nursing homes to participate in the Wisconsin Music & Memory Initiative. The recruitment was a success with 231 nursing homes applying to participate in the program. As a result, DHS established a wait list for 131 homes that became the genesis for Phase II of the Music & Memory Initiative.

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Program goals

The Music & Memory Initiative is designed to improve the quality of lives and enhance the well-being of persons living in nursing homes with Alzheimer's disease or a related dementia through the use of personalized music. DHS staff established the following goals for the program:

- Reduce the reliance on anti-psychotic and anti-anxiety medications
- Reduce agitation and sun-downing
- Reduce the use of bed and chair alarms
- Enhance engagement and socialization
- Foster a calm social environment
- Provide increased pleasure to persons with dementia
- Increase cooperation and attention; reduce resistance to care
- Increase fulfilling engagement with residents by staff, family, friends and the community

The Initiative was also committed to linking the program with a research entity for an evaluation to validate the Music & Memory program as an evidenced-based practice to enhance care for elders.

Training

The Music & Memory Initiative formally began in October and November 2013 with a series of three 90-minute webinars taught by Music and Memory founder and Executive Director, Dan Cohen, M.S.W. The success of the Music & Memory program is grounded in an effective training and certification program. Nursing home staff stated the webinars were clear and understandable and that the trainer displayed expert knowledge of the subject. Staff said the information provided was useful and relevant saying they felt ready to implement the program in their facility.

Included in the Music & Memory certification is one full year of coaching support via monthly conference calls and one-to-one consultations. Facilities are also able to send additional staff to the training for up to one year at no additional cost.

Below is a content summary of each of the webinars.

Webinar I: Getting Started

- How those we care for benefit from personalized music
- How personalized music helps persons with Alzheimer's—the science behind the transformation
- What researchers have discovered about personalized music as a therapeutic tool
- Which members of the leadership team need to be involved, and how
- How to overcome initial staff concerns
- How to secure program support from community groups
- When and how to manage behaviors with fewer medications
- How to measure program success

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Webinar II: Setting Up Your iTunes Library and Personalized Playlists

- How to set up and manage personalized music in your care facility within the boundaries of legal music sharing
- How to create a customized playlist for each individual, even if she has no voice
- When and how family and staff should be involved to help with playlist creation
- How to use your facility's collection of CDs and acquire additional music to set up and manage an "industrial strength" iTunes library
- How to update your library and ensure that music is easy to find and retrieve
- Going beyond the music: How to help individuals gain access to the Bible, audiobooks, podcasts, TV shows, movies and apps

Webinar III: Acquiring and Managing iPods

- How to obtain free iPods and the resources to pay for music
- How to engage family and community volunteers in an iPod collection drive
- Best practices for iPod and headphone storage, maintenance and hygiene concerns
- How to minimize loss and theft
- How to teach elders to use and care for their iPods
- Access to and use of support forms, documents and marketing materials via Music & Memory's Cloud storage (Dropbox).

Equipment

Once DHS staff verified that facility staff had completed their training and were certified, they were sent the equipment needed for 15 residents to participate in the program. Each facility received 15 iPod shuffles, 15 headphones, 15 AC adapter, two headphone splitters, a set of external speakers and a \$150 iTunes gift card to build their iTunes music library. DHS shipped the equipment in November and December 2013; with all participants receiving their equipment by January 2014.

DHS support, monthly webinars, M&M mailbox

DHS quickly realized that a key component to the success of the program would be to provide regular support to program participants. In January 2014, DHS staff began hosting monthly webinars for participating nursing homes. Initially the webinars focused on questions related to implementation, setting up individualized playlists, building an iTunes library, etc. Later webinars have focused on providing assistance with outreach efforts, expansion of their programs and donations. Webinars have also brought in experts to provide strategies to reduce and eliminate anti-psychotic medications, eliminate bed and chair alarms and how to create a person-centered environment.

In addition to the featured speaker, the webinars are a great opportunity for peer support and problem solving. The webinar includes a Chat Room for participants to ask questions of their peers; provide support and encouragement and share successes. The communication in the Chat Room has grown each month with questions regarding topics such as assessment and care planning tools, ideas on how to store

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equipment making it more assessable to residents and tips on community fundraising. Participants engage in lively discussion in response to a question from their peers and offer assistance and support.

In addition to the monthly webinars, DHS staff established a Music & Memory mail box and regularly encourages participants to submit their questions and concerns. Questions are answered by DHS staff within 24-48 hours.

Outcomes of the practice:

The initial response from nursing homes, families and residents about the effect the Music & Memory is having has been enthusiastic. Preliminary feedback and stories in the news indicate that the program has improved the quality of life for the person with dementia, reduced the need for anti-psychotic and anti-anxiety medications, and reduced the use of bed and chair alarms. Many residents are more alert, eating better, engaged in socialization and calmer. Staff has also reported increased resident engagement with families and being able to connect in a more meaningful way with their loved ones. Some of the comments submitted in a 6-month implementation survey conducted by the Department include:

- *I can't thank you enough for this awesome idea. We have found that it has been very effective with our short-term rehab patients as well. Music appears to bridge that gap, assist with recovery and help with depression."*
- *This has been a worthwhile endeavor and gives staff another opportunity to provide individualized, nonpharmacological assistance."*
- *"We have very much enjoyed the program. The depression scales have dropped on six of our participants. I have implemented a Music & Motion program ... and it is very rewarding to see the folks walking and throwing in a few dance steps along the way. It is very uplifting to see staff and visitors grinning from ear to ear as they witness this."*
- *"Music is the best thing for a memory! We have experienced many of the residents immediately dancing and singing when they hear their favorite music! Thank you for this fabulous program!"*
- *Thank you so much for giving us this opportunity. Our goal is to be an alarm-free facility and I think this program is going to help us achieve that. This program has done wonders and has really increased the quality of life for our residents."*
- *"I'm really enjoying this project and I am so proud to be a part of it. I will admit as a music therapist, I felt skeptical about having a machine provide the music. But I'm really pleased with what I am seeing and at the heart of it all; any opportunity to use music in healing is a good thing!!"*
- *"It's been such a beautiful thing to see a resident go from crying to singing. I'm so proud to be part of this program! Keep it up!"*
- *"It is a privilege to be a part of the program offering this opportunity for staff to provide increased quality of life for those we serve. The ongoing direction provided and necessary equipment enhanced our success."*

Collaboration with the Alzheimer's Association

In 2014 the Department collaborated with the Alzheimer's Association to participate in Alzheimer's Association Walk to End Alzheimer's[®]. Nursing homes were encouraged to join Walk events scheduled

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across the State and participants were encouraged to bring personal music players for distribution to nursing homes. The Walk to End Alzheimer's[®], is the world's largest event to raise awareness and funds for Alzheimer's care, support, and research. All personal listening devices that were donated were distributed to certified Music & Memory nursing homes to help expand their program so more residents can receive the benefits of personalized music.

Evaluation:

The Department of Health Services has partnered with the University of Wisconsin-Milwaukee to determine the effects the Music & Memory program is having on the nursing home residents DHS staff is also conducted 6 month Implementation surveys on all nursing home participants.

Phase I Evaluation

Staff from the Center on Aging and Translational Research is collecting data from 100 nursing homes in Phase I to evaluate the Music & Memory program. The evaluation will examine the data collected to determine whether the State's Music & Memory program has an impact on resident behaviors, the use of anti-psychotics or anti-anxiety medications and the use of bed and chair alarms. The following two studies are being conducted:

- Ninety of the one hundred nursing homes will select fifteen residents to participate. The research team will use a portion of the MDS (Minimum Data Set) data that is being collected for those residents.
- The remaining ten nursing homes will be part of a more intensive data collection process. The researchers at these sites will randomly select six residents to participate in the evaluation, and the nursing home staff will select the other nine participants.
 - The six randomly selected residents will receive a special iPod Touch, with an application that tracks the music the resident is listening to, as well as how often the resident is listening to it;
 - A research assistant will visit the residents and observe their behavior at randomly selected time points;
 - At the end of the evaluation, the researchers will examine the data collected to determine whether the Music & Memory program has any impact on resident behaviors, or on the use of anti-psychotics or anti-anxiety medications.

Six-month Implementation Survey

A 6-month implementation survey of Phase I participants found 87% of nursing homes with most residents set up and using their iPods. Many of their residents had shown improvement and are calmer, more relaxed, less anxious, more engaged or happier. Ninety percent of the responses rated the overall effectiveness of the program for participating residents as effective. Forty-three percent were expanding their program to include additional residents through family donation, donations from local business, collaboration with high schools. Forty-four nursing homes had contacted the media and found the coverage effective in raising awareness about their facility and the Music & Memory program. Eighty-

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nine facilities reported participating in the monthly webinars hosted by DHS staff, 71% finding them effective or very effective.

Innovative:

One of the unique and innovative components is the development of the Department's Music & Memory website. The website was launched in 2013 and is routinely used by program participants to learn about the research conducted, access various state and national resources and to ask and get the answers to program implementation questions. The website also informs the public of the nursing homes that are participating in the program and how they can get involved and help to improve the quality of resident care in nursing homes. Visit the website at the following link: <https://www.dhs.wisconsin.gov/music-memory/index.htm>

The Music & Memory website provides:

- Brief overview of the Music & Memory initiative, program goals and brochure.
- A list of certified programs in Wisconsin, including nursing homes, assisted living facilities, hospitals and universities.
- The members of the Music & Memory Advisory Group.
- A section for Frequently Asked Questions (FAQ). Nursing homes are encouraged to submit their questions for response and posting for all nursing home to benefit.
- Research conducted in Wisconsin; information about the research team, evaluation details and research conducted at the national level.
- Resources that include state and national organizations, news articles and journals providing information and services for persons with Alzheimer's disease or related dementia,
- In the News section that provides national, state and local coverage of the benefits of the program.
- Success stories across Wisconsin. Inspired by "Henry", DHS implemented a "Who are your Henrys" program encouraging facilities to submit their success stories, including a photograph of the resident enjoying their music, a short narrative about how personalized music has affected the resident and quotes from residents, families and staff regarding the program. Here's a sampling of "Our Henrys".
 - *Elsie and her husband would spend their weekends dancing at local dance halls, enjoying music. She has spent a good portion of the last couple of years with her eyes closed, rarely speaking. Since being introduced to personalized music, Elsie spends more time with her eyes open, with good eye contact, more tuned into her environment. While listening to her music, she taps her foot, claps her hands, smiles, laughs, and sometimes talks in sentences. Elsie is once again participating in active range of motion groups, she holds her own church bulletin, and is more interactive with live music programs. "You should see her tapping her toes and reaching her arms around to make a clap. Why we keep doing what we do." - Jeanne, Director of Social Services. "Music brings out your own thoughts, feelings, and memories. The familiar music opens a gateway, allowing Elsie to communicate and interact again." - Stephanie, ATA, CAN*

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- *When Ken was younger, he and his wife were very involved in church; they both loved music. Listening to hymns and Christian music takes him back to his involvement with church, while the music from the 60's takes him back to his teenage days. Since being introduced to the personalized music, Ken has become more relaxed. He has a calmer, happier presence. The positive impact music has had on Ken's daily life, has brought excitement to his family and the staff members. "He can connect so little in other ways that the music is a way for him to cling onto what makes him happy." - Ken's wife Beth*
- *Music has always been and continues to be very important to Rosario. She always has music playing while she did her housework at gardening. Rosario and her daughter would dance together. Since the program has been introduced, Rosario's episodes of anxiety and restlessness have decreased, especially in the afternoon hours. Her personalized music is in Spanish and very often she dances and sings along. "When watching Rosario with her music, she has a huge smile on her face, and claps and sings along. She is so happy with her music." - Maureen, staff member.*

The Department also developed a brochure in November 2013 to assist facilities in their outreach and fund raising efforts. The brochure describes the program and lists the goals of the initiative. It provide information on how students, libraries and community members can volunteer their time and energy to their local nursing homes to set up personalized play lists for elders, donate gift cards, etc. The brochure can be personalized with the name and contact information of the facilities. The brochure is available for viewing at the following link: <https://www.dhs.wisconsin.gov/publications/p0/p00530.pdf>

CMP Support

Wisconsin has relied heavily on CMP funding to support the Music & Memory Initiative. The following amount of CMP was awarded for the program and the evaluation.

- \$101,500 awarded to Wisconsin to implement the Music & Memory Initiative to fund 100 nursing homes to become certified and provide equipment for 15 residents from each facility to participate in the program.
- \$48,383 was awarded to the University of Wisconsin-Milwaukee School of Social Work to conduct an evaluation of the Music & Memory Initiative. The evaluation will study the effect of the Music & Memory program on resident, family and staff outcomes as well as the use of psychotropic medication.

Sustainability:

Department staff have taken the lessons learned about the value of personalized music in nursing homes and expanded the program to elders in other care settings. Listed below is a summary of six pilot programs designed to meet the needs elders in the community.

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1. Administration for Community Living (ACL) Alzheimer's disease Initiative. Contract with the Alzheimer's Association to pilot implementation of Music and Memory in the home with a focus on tribal communities.
2. Helen Bader Foundation Grant. The Fox Valley Memory Project will collaborate with the national MUSIC & MEMORYSM program and the State's Music & Memory program, to serve 25 people.
3. University of Wisconsin Faculty/Student Research Collaboration Grants Program. "Music + Memories = Magic" This pilot is to determine the effectiveness of providing personalized music to older adults suffering from dementia in their homes.
4. The Wisconsin Assisted Living Association, MUSIC & MEMORYSM for Assisted Living. DHS staff has collaborated with the Association to bring personalized music to assisted living residents.
5. M3 Insurance – Music & Memory Pilot in Assisted Living Communities. DHS has collaborated with M3 Insurance to bring personalized music to assisted living communities.
6. Clark Street Community School Pilot. DHS will pilot with a local elementary school for a three week term in May and June of 2015. The goal is to provide students with information and resources on dementia and opportunities for community engagement and career exploration. The expectation is that the program will expand into a full 15 week term in the fall of 2015. The full term would incorporate a community service project where students would volunteer at a Music & Memory certified nursing home, develop playlists for residents and run a iPod/shuffle community/school drive to expand the program. This pilot may become the template for other schools to partner with their local nursing homes to create an intergenerational service project as part of the expansion.

National Reach

The success of the Wisconsin Music & Memory program has led to other states inquiring about how Wisconsin has established and implemented their program. In addition, when Music & Memory is covered nationally many times Wisconsin is held out as a successful model. So far DHS staff has collaborated with the following 20 states: Alabama, California, Connecticut, Colorado, Illinois, Indiana, Louisiana, Maryland, Minnesota, Nevada, New Hampshire, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, Texas, Utah, Washington and West Virginia.

Suggestions for other state survey agencies:

Over the last three years, the Wisconsin Department of Health Services have collaborated with a growing number of nursing homes, assisted living facilities, associations, community organizations, universities and other states to bring personalized music to persons with dementia and their caregivers. Through this collaboration the Department has discovered better ways to implement the program and encourage the use of personalized music. To view a compilation of "Best Practices" developed by the Department, please see the following link: <https://www.dhs.wisconsin.gov/publications/p01177.pdf>