

Viral Video Nursing Home Man Identified

Millions discover little-known therapy to turn back the clock on Alzheimer's

Going viral on Youtube for a solid week, the story of Henry and his iPod transformation after ten years in a nursing home plays like a scene straight out of "Awakenings" but as the project's Executive Director, Dan Cohen states to surprised viewers, this is real, backed by science and research and sometimes the practical observations by nursing home staff that have quietly gone under the radar before recent discovery by Gizmodo, Gawker, Facebook, Twitter and Youtube. Since then a steady stream of worldwide media coverage has taken notice of the incredible results.

The project, Music and Memory, is a nonprofit funded by The Shelley & Donald Rubin Foundation as a philanthropic startup based on the Rubins' experiences using music with their own parents. The incredible worldwide flash of viewers relating to Henry has generated millions views, larger than the major news networks pull in on any given off night, highlighting the complicated universal fear and deep need for hopeful news about aging and help for the elderly.

The ability to reconnect memories in the brain comes backed by hard science and the research of such preeminent researchers as Oliver Sacks, and the results have been continuously applauded by families, new researchers, and nursing home staff. As an added bonus to their neurological improvement, project staffers find elderly patients become more sociable with each other, like teenagers sharing their favorite music, and the elderly themselves report a lift in mood and richer daily experience at having something precious from their past returned to them.

Sacks, who was part of the documentary "Alive Inside," on which the viral video is based, was also deeply effected from his own experiences as a researcher, and speaks eloquently about the fundamental nature of memory and the brain in the film, an entertaining and deeply moving documentary by filmmaker Michael Rossato-Bennett.

The film will be enjoying its very first festival cut premiere at the Rubin Museum of Art in New York on April 18th, with a panel talk of researchers to follow sharing the latest research and far-reaching impact on care of the elderly. The first night is already sold out, but April 20th and 21st shows and press passes are still available. Culture change has become a buzz word in the health industry for catching up at the nursing home level, and what we all know to be true each day as we play our own favorite music can now be shared with those who are otherwise considered unreachable in advanced age mental deterioration. What this means for the elderly today will also mean the same for us, as the path we explore for them now ultimately becomes our own.

Unlike many attempts to begin a national conversation on elder care, the clip of Henry sheds a ray of hope into the uncertainty of aging, an unsettling future that drives many to ignore the issue due. Henry's massive popularity shows a much brighter ending that could be our own if we stay the course and follow the research adding new business models to nursing homes on a national level.

The Rubin Museum of Art film premiere schedule for April 18th, 20th and 21st can be found at www.RMANYC.org/AliveInside. Music and Memory (www.MusicandMemory.org) provides many resources to families, as well as a complete training program to launch new programs in new nursing homes nationwide. For more on the film responsible for the film taking social media by storm, visit www.AliveInsideMovie.com.