



## Why Should Your Organization Get Certified by **MUSIC & MEMORY<sup>SM</sup>**?



**“We have plenty of staff who know iTunes and iPods/MP3s. Why not just do this ourselves?”**

We won't kid you. It takes time and a solid commitment throughout your organization to reap the full benefits of Music & Memory. Why waste valuable staff time and resources to re-invent the wheel—especially when you may end up with disappointing results?

Music & Memory is a comprehensive, field-proven program that trains your team to provide customized music playlists on iPods/MP3s for individuals in your care. We teach you how to set up and build your master iTunes library and maintain an efficient system for creating and updating playlists, as well as how to evaluate and grow your program.

As a MUSIC & MEMORY<sup>SM</sup> Certified Care Organization, you also benefit from the collective experience of our international community, plus our extensive online resources, research, group conference calls and other webinars and training opportunities. You will be promoted on our website and recognized for providing the gold standard of therapeutic, autobiographical music.

**We teach you all the best practices and the most effective ways to create a successful, sustainable program:**

- How to provide autobiographical music using a program that is based on field-tested results;
- How to scale your program to reach significant numbers of participants, with appropriate policies, processes and protocols;
- How to sustain your program despite staff turnover;
- How to evaluate your program with effective, valid assessment tools;
- How to successfully grow your program based on the experience of 2,000+ MUSIC & MEMORY<sup>SM</sup> Certified Care Organizations.



## As a **MUSIC & MEMORY<sup>SM</sup>** **Certified Care Organization,** you'll enjoy these benefits:

**Proven Results:** Improved quality of life for those in your care, a calmer social environment, and a boost in staff morale are just a few of the many benefits of a successful Music & Memory program. Many of our MUSIC & MEMORY<sup>SM</sup> Certified Care Organizations have also experienced an accelerated reduction in use of pharmacological interventions, helping them to meet or surpass federal guidelines.

---

*"Despite the enormous sums of money spent on mood- and behavior-altering medications that are often not particularly effective, nothing compares to these iPods/MP3s when it comes to improving quality of life."*

**Tony Lewis**  
President and CEO  
Cobble Hill Health Center  
Brooklyn, N.Y.

- **Best Practices for Organization-wide Program Implementation:** Learn how to build and sustain an interdisciplinary team effort, access training for new hires, gain skills to promote your Music & Memory program throughout your organization, and ensure staff buy-in.
- **Online Resources & Support:** Join the MUSIC & MEMORY<sup>SM</sup> Care Community and get access to online resources and support from our growing international community of certified care organizations:
  - Topic discussion forums
  - Free music, old radio shows
  - Downloadable resources
- **The Right Measurement Tools:** A growing library of assessment tools and research findings to support your program evaluation.
- **Timesaving Forms, Policies and Procedures:** No need to waste hours creating materials from scratch.
- **Fundraising Support:** Learn proven fundraising techniques to grow your program.
- **Cost-savings on Equipment:** Get guidance on the best equipment choices, including discounted items.

To create an amazing change in your organization, go to [musicandmemory.org](http://musicandmemory.org).

