

Gerontology Singing Programmes Reinvented

Everything you need to run your retirement facility singing programme from \$20 a week per facility - singing tracks, backing tracks, lyrics, support, instructions and training - made simple, affordable and backed by Harmonic Health - the global leader in singing therapy for aged care facilities.



Health Benefits for Residents

- Improves brain function and memory
- Increased lung capacity and oxygenation of the bloodstream
- Reduces complaints
- Boost immunity by promoting a healthy lymphatic system
- Clears respiratory systems and sinuses
- Produces Endorphins which increase emotional well being and reduces complaints
- Ideal for Residents with
 - Asthma
 - Strokes
 - Parkinson's
 - Dementia

About

Singing for Seniors is designed by Dr Julie Jackson-Gough PhD, a musical expert in gerontology.

The programme contributes to the ongoing physical, mental & emotional health of residents of retirement facilities, from independent to fully dependent people.

You do not need to be able to sing, or play the piano – you only need to be able to operate a CD / DVD player.

For more information
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Here’s the thing, singing – it’s not only feel good, it’s good for you. Singing improves brain function and memory, increases lung capacity and oxygenation of the bloodstream. It’s participation rates are higher than exercise and it can have the same physical benefits.

The challenge we found was the variability skills at a facility level, and the cost of and availability of professional allied health services. Singing for Seniors was designed to overcome these challenges, and be simple to use so any diversional therapist or activities co-ordinator can implement the programme and gain the health benefits. We focus on choice, education and training, while offering the aged care facility a range of options to suit the needs of its residents.

Designed with Aged Care Facilities in mind

- ✓ Simple, yet effective with unlimited support
- ✓ All inclusive, fixed cost plans for budgeting certainty
- ✓ Regular online training and portal for easy access to resources
- ✓ Designed for seniors voices and aged care facility staff employment profiles

Deployed under your own brand

The singing for seniors is designed to be aligned to your existing model of care and integrated using your own brand. You leverage our intellectual property (current and future) based on a standard monthly rate card. This provides your group with will minimal entry cost to adopt a national singing therapy programme.

- Each facility determines it’s own requirements, or deploy a standard package to all sites.
- Gain a consistent standard across you facilities, from personalised support, management reports and an annual strategic plan.
- The minimum commitment is for 10 facilities to qualify your group for white-label branding.
- The choice of no minimum commitment, no set-up costs to adopt the model and a free trail, allows us to prove the model to you with feedback from your own facilities.

Pricing

Product	Description	Price Per Week Per Facility (+GST)	
		No Minimum Term	24 Months
DIY	For villages existing in-house experience or established programme.	\$7	\$5
Advanced	For facilities with 5+ singers who need instructions and support.	\$11	\$9
Group	Provides a facility programme structure, training and management insights.	\$21	\$19
Accreditation	Ideal if you want the programme to be a point of difference for your brand, and would like tracked KPI's for each facility.	\$39	\$37
Dependents	Designed for high care environments with Dementia patients. (20 Tracks)	\$12	\$10
Choirs	Designed for independent living.	\$9	\$7
Mobile App	Suits in home care.	PoA	PoA

Singing for Seniors will provide your organisation with a model for deploying affiliated health services without the need to undertake extensive research. By licensing the Singing For Seniors intellectual property on a monthly basis you have a much lower total cost of ownership to implement and operate a national singing therapy programme.

Based on Global Research – Developed in New Zealand

Singing for Seniors was developed, based on global research, and designed specifically for the New Zealand aged care sector. Singing for Seniors offers programmes which cover the full continuum of care for any resident in your facilities. Voice and breathing exercises are a particular help for ex-smokers and asthmatics; the programme also resonates with Dementia care residents.

www.singingforseniors.co.nz was founded after seven years of research into the New Zealand aged care market by Harmonic Health; The typical sector challenges singing for seniors was designed to overcome include the following;

- Limited on-site knowledge in the facility of how to enhance physical health through singing.
- Music was seen as entertainment, the health benefits, and how to achieve these, was not clear to those responsible for activities.
- As a result retirement facilities were missing a major opportunity to improve the health and well being of residents.
- Aggregated data about how singing was being utilised was limited to non existent, so operations teams faced a challenge to implement standardised affiliated health strategies.
- Face-to-face expertise for music therapy is high cost & had limited acceptance by facilities manager, or limited use.
- Facilities were using multiple forms of music, many of which were not suited to senior's voices.
- Buy-in of staff for the programme is critical for its success, so it had to be simple to use and fun for residents, and flexible based on the facilities requirements. Facilities needed flexibility and the ability to choose a solution that meet their own needs.
- Services needed to be available independent of the location of resources, which, outside of the main centres was often difficult to find. Music therapy can be high cost in a 1:1 context and there are limited therapists, especially outside the main centres.
- Facilities managers and group management required a trusted source for programme implementation and new ideas.
- On-going training is critical to ensure staff activate the health benefits in residents and management education is critical for adoption in the facility.
- Internet technology offered the ability to lower costs, but had to match the many different user groups skills levels. This means resources had to be out-of-the-box and straight forward to use for anyone including volunteers.
- By up-skilling existing staff, tracking and monitoring their progress enabled facilities to improve their programme simply and cost effectively.
- Villages with mature programmes required new ideas regularly because existing resources did not extend the residents and to challenge them with singing, or community involvement.
- There were limited 'new' unique songs being released in the seniors category.
- Traditional entertainment or DVD's in market did not encourage the sing-along.
- Reliance on volunteers for piano or entertainment could mean months between singing sessions due to unforeseen changes in circumstances.

Singing for Seniors offers the power of a skilled professional onsite, anytime you choose - but without the costs. There's a consistent high standard across all villages, independent of existing level of staff experience. We include on-going comprehensive training for staff and managers, as buy in at a facility level is critical.

Scalable, User Friendly Resources

We provide all of the materials 'out of the box' to implement the programme; from set-up guidelines to ongoing implementation and support. Our resources are designed for the aged care sector to be user friendly. Singing for Seniors is designed for national deployment in a group model. We have a proven deployment model with facilities in Taupo, Whangarei, Hamilton, Rotorua, Christchurch, Gisborne, Auckland and New Plymouth utilising the programme.

We leverage Internet technology to keep the costs of affiliated health care services affordable. Training and mentoring is designed to up-skill existing staff and educate facility to ensure consistency and continual improvement. This occurs via a combination of CD/DVD's, site visits and online training which would be delivered via the Internet or your Intranet. We manage regional representatives to ensure facilities get the best of online training and/or hands on training as required. Unit standards for singing therapy training are added to your staff development programmes and we provide facility managers with KPI tracking for occupational therapists & activities co-ordinators.

Flexible model focused on generating facility buy-in

Facilities choose their own plans, or you can deploy a standard set of resources to each facility. We provide a facility based cost structure which can scale up or down based on a facilities individual requirements. This means Singing for seniors offers a low cost scalable solution.

Each village starts out with a sample disc with two songs to allow Singing for Seniors to accurately assess the current skill level. Because buy-in from the facility is critical we offer a free trial so that the facility can trial the product with it's residents before making any commitment.

The minimum requirement in the village to operate the programme is being able to operate a CD player, activities coordinators don't even have to sing. By disc three the singing for seniors programme rolled out across all of your villages will have at least 3 x higher resident participation than exercise classes, with all the benefits of exercise (except fall prevention).

All inclusive in the programme, every two months, a CD (or DVD) is provided with songs that are pitched lower, and slower – designed for seniors voices. Staff are provided training and singing programme implementation and technical support, via access to the e-learning modules based on their specific needs. Alternatively our regional representatives may visit your facility to kick start a programme, to provide an on-site unit standard assessment, or facilitate the community integration model (Christmas CD or 8-80.)

Over time songs are included that are designed to stretch voices and memory, so staff will not need the experience to determine song selection. We do encourage residents to participate and feedback into future track selection.

We know that your seniors still have a vital role to play in the community and we can help you create marketing stories, a point of difference, attract new residents, and keep your villages full and vibrant.

Independent of the facilities existing programme, resources, or site specific challenges, when your organisation license's our products it will have available experience and resources which provide a complete solution for singing therapy.

- ✓ Research based model
- ✓ Backed up with training
- ✓ Facility based model
- ✓ Designed to ensure buy-in from facility managers & staff
- ✓ Consistent programme structure provides a clear idea of what will work in the sites and what won't
- ✓ Major impact on culture and wellness for staff and residents
- ✓ Continual improvement and a strategic vision beyond 12 months

Programme Features

Programme Features September 2013

Music	DIY	Advanced	Group*	Accreditation*	Dependents	Choirs
Master copy of standard CD (10 songs)	✓	✓	✓	✓		
Multiple copies of standard CD		✓	✓	✓		
Master copy of Karaoke CD	✓	✓	✓	✓		
Multiple copies of Karaoke CD		✓	✓	✓		
DVD Upgrade				✓		
Master copy of dependent residents CD (20 songs) Dependent Seniors			✓	✓		
Master copy of Choirs for Seniors				✓		✓
Master copy of Choirs for Seniors Karaoke CD				✓		✓
Music designed for semi-dependent seniors		✓	✓	✓		
Music designed for dependent seniors				✓	✓	
Music designed for independent living				✓		✓
Residents choice (song selection)			✓	✓		✓
Includes P&P	✓	✓	✓	✓	✓	✓
People & Processes						
Welcome pack & set-up programme		✓	✓	✓		✓
Bi-monthly Instructions & guidelines		✓	✓	✓		
Quarterly Choirs for Seniors Training Exercise CD				✓		✓
Occupational Therapist access		✓	✓	✓		
Unlimited staff access			✓	✓		
Sector update (email)	✓	✓	✓	✓	✓	✓
Participant's newsletter			✓	✓		
Monthly Monday Mentoring (webinar / training)			✓	✓		
Disc 3 satisfaction survey			✓	✓		
Centralised management & administration			✓	✓		
Company branding			✓	✓		
Dependent CD discount				✓		
Choirs for Seniors CD discount				✓		
Online Portal			✓	✓		
Annual 1:1 remote mentoring session (one per facility)			✓	✓		
Quarterly Management Gerontology & Music Seminar Series**			✓	✓		
Unlimited NZST business hrs. phone support			✓	✓		✓
Annual staff 2hr workshop onsite (all inclusive)				✓		
Annual residents 2hr workshop onsite (all inclusive)				✓		
Reporting & Audit						
Webinar attendance reporting			✓	✓		
Annual residents survey + village management report				✓		
Annual staff survey + group management report				✓		
Annual summary - group strategy & recommendations				✓		
Advanced Options						
8-80 Intergenerational performance (with local primary school)***				(Optional)		
Annual 'Christmas' CD compilation****				(Optional)		
First access to beta programme features				✓		
Guaranteed access for additional services / strategy (PoA)				✓		