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STATE OF NEW HAMPSHIRE  
DEPARTMENT OF HEALTH AND HUMAN SERVICES  
OFFICE OF MEDICAID SERVICES

Jeffrey A. Meyers  
Commissioner

129 PLEASANT STREET, CONCORD, NH 03301  
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Deborah Scheetz  
Deputy Medicaid Director

October 2, 2017

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court

  
Approved by Fiscal Committee Date

His Excellency, Governor Christopher T. Sununu  
And the Honorable Council  
State House  
Concord, New Hampshire 03301

**REQUESTED ACTION**

Pursuant to RSA 14:30-a, VI, authorize the Department of Health and Human Services, Office of Medicaid Services to budget and expend prior year carry forward funds in the amount of \$106,282 awarded by the US Department of Health and Human Services, Health Care Financing Administration for Civil Monetary Penalties for the purpose of disbursing funds in accordance with 42 CFR 488.442(f), effective upon Fiscal Committee and Governor & Council approvals through December 31, 2017. 100% Federal Funds

Funds are to be budgeted as follows:

05-95-47-470010-34360000 – Office of Medicaid & Bus. Policy – Civil Monetary Penalties

Class	Class Title	Current Modified Budget	Requested Action	Revised Budget
000-404079	Federal Funds	\$(156,060)	\$(106,282)	\$(262,342)
	Total Revenue	<b>\$(156,060)</b>	<b>\$(106,282)</b>	<b>\$(262,342)</b>
041-500801	Audit Set Aside	\$156	\$106	\$262
102-500731	Contacts for Program Services	\$155,904	\$106,176	\$262,080
	Total Expense	<b>\$156,060</b>	<b>\$106,282</b>	<b>\$262,342</b>

**EXPLANATION:**

The Department of Health and Human Services, Office of Medicaid Services requests to expend funds from the Civil Monetary Penalties account to introduce and implement the Music & Memory® Program to Certified Skilled Nursing Facilities/Nursing Facilities throughout the State of New Hampshire. The Centers for Medicare and Medicaid Services reviewed and approved the plan submitted for use of the Civil Monetary Penalty funds to implement the Music & Memory Program. (See Attachment A: *Centers for Medicare and Medicaid Services Approval letter* dated September 8, 2017 and Attachment B: *Application for use of Civil Monetary Penalty Funds*).

Since 2010, Music & Memory has been training long-term care providers to bring music into the lives of the elderly or infirm through digital music, vastly improving quality of life. The purpose of the Music & Memory program is based on the premise that individuals experiencing a variety of adverse symptoms, most notably anxiety, can receive relief from those symptoms during, and beyond, a session of listening to a playlist of music of their choosing.

The goals and objectives of the Music & Memory Program:

- To engage and empower all Centers for Medicare and Medicaid Services certified Skilled Nursing Facilities/Nursing Facilities in New Hampshire to participate in the Music & Memory Program
- To improve the quality of life for residents who participate in this program
- To provide education and resources so that participating facilities can create and sustain the Music & Memory Program as part of their Quality Assurance Performance Improvement Program
- To demonstrate the benefits of the Music & Memory Program to all stakeholders in New Hampshire and encourage all Skilled Nursing Facilities/Nursing Facilities in New Hampshire to participate in the Music & Memory Program
- To educate residents and families about Music & Memory and engage them in the program, which aligns with the objectives of the Centers for Medicare and Medicaid Services Requirements of Participation for Resident and Family Involvement for Care Planning
- To provide educational support, knowledge, skills and equipment necessary for each participant to implement the Music & Memory Program within their facility for a three year period.
- To provide a tool for evaluating the Music & Memory Program within the facilities
- To certify every participating facility in the Music & Memory Program

The New Hampshire Music & Memory Timeline is referenced in Attachment B: *Application for use of Civil Monetary Penalty Funds* beginning on Page Four in the section titled "Plan to Implement Project".

After the first year an evaluation of the program will be completed. The evaluation will consist of collecting data from Nursing Facilities, meeting with the facilities already using the program, monthly and quarterly meetings to assess the overall effectiveness of the program. This project will span three years in order to assure that facilities have an opportunity to fully realize the benefits of continuing to use the Music & Memory Program for future years. Please refer to page 6 of Attachment B: *Application for use of Civil Monetary Penalty Funds* for a list of items that will be deliverables as a result of this funding.

Upon completion of this project, the New Hampshire Health Care Association will continue to provide educational opportunities related to the Music & Memory Program so that participants can continue to learn about the Program and new developments, share best practices, and work together to overcome challenges to maintaining the Program within facilities. The Music & Memory Program also offers continuing education and support on a regular basis to facilities who continue to pay the nominal annual fee to the program. Continued certification and nominal membership fees for the Music & Memory Program offers almost 200 resources, free downloadable music, access to other numerous materials and resources, vendor discounts and staff training.

The Honorable Neal M. Kurk, Chairman  
His Excellency, Governor Christopher T. Sununu  
October 2, 2017  
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The evaluation metrics for the Music & Memory Program are referenced beginning on page eight of Attachment B: *Application for use of Civil Monetary Penalty Funds*.

Although this is a three 3 year program, the use of Civil Monetary funds can only be approved on an annual basis. The Department of Health and Human Services intends to submit a new application for Year Two once quarterly and annual measurable reports from the New Hampshire Health Care Association are analyzed.

Funds in Class 041 Audit Set Aside are included to support an audit per State requirements.

Funds in Class 102 will be used for payments to the New Hampshire Health Care Association to act as the state's agent to administer the Music and Memory program. The facilities will receive a toolkit that utilizes elements of the Quality Assurance Performance Improvement process to fully integrate the program into their operations, to aid in sustainability.

Area Served: Statewide

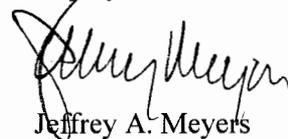
Source of Funds: 100% Federal from the Centers of Medicare and Medicaid Services.

In the event that these Federal Funds become no longer available, General Funds will not be requested to support this program.

Sincerely,



Deborah Scheetz  
Deputy Medicaid Director



Jeffrey A. Meyers  
Commissioner

Attachment A: Centers for Medicare and Medicaid Services Approval Letter

Attachment B: Application for use of Civil Monetary Penalty Funds

*The Department of Health and Human Services' Mission is to join communities and families  
in providing opportunities for citizens to achieve health and independence.*

"Attachment A"

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
JFK Federal Building, Room 2275  
Government Center  
Boston, Massachusetts 02203



Northeast Division of Survey & Certification

September 8, 2017

Michael E. Fleming  
Bureau Chief  
Health Facilities Administration-Certification  
New Hampshire Department of Health and Human Services  
129 Pleasant Street  
Concord, New Hampshire 03301

Dear Mr. Fleming:

We are pleased to inform you that the Centers for Medicare & Medicaid Services (CMS) has approved the plan submitted for use of Civil Money Penalty (CMP) funds. The proposal implementing Use Of The Music & Memory Program in New Hampshire, meets the requirements for use of CMP funds. As requested, \$262,080.00 in CMP funds is approved for this project effective September 8, 2017 through December 31, 2017.

Use of CMP funds can only be approved on an annual basis. The approval given in this letter does not extend to future calendar years. You will need to re-submit an application for each year for which you are requesting the use of the CMP funds.

If you have any questions, please feel free to contact Beverly Kercz, of my staff, at (617)565-1333 or via email at [beverly.kercz@cms.hhs.gov](mailto:beverly.kercz@cms.hhs.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "DKristof".

Daniel Kristof

Branch Manager

Certification and Enforcement Branch

"Attachment B"

## 2017 APPLICATION FOR USE OF CIVIL MONEY PENALTY FUNDS

Date of Application: August 25, 2017

Date Received by CMS: \_\_\_\_\_

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### INSTRUCTIONS

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Applicants shall submit this project application to the appropriate state agency (SA) for an initial review and recommendation. State agencies shall make an initial determination on the ability of the project to benefit or protect nursing home residents. State Agencies will then forward the application to the Centers for Medicare & Medicaid Services (CMS) Regional Office (RO) for review and approval. CMS will respond to the SA within 45 days with approval, denial or request for further information. After a determination by the SA and CMS RO, the applicant will be notified of the funding determination (approval of CMP funds requested). Applicants may contact the applicable SA with questions regarding their CMP Fund Use request.

Periodic reports may be required by each SA, although the outcome of the project must include the metrics outlined in this application and must be reported at the completion of the project period. In order to maintain compliance with 42 C.F.R. 488.433, at a minimum, states will make information about the use of CMP funds publicly available, including the dollar amount, recipients and results of the project.

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### BACKGROUND

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Complete the following fields

**The name of Organization:** New Hampshire Health Care Association

**Tax Identification Number:** 02-0402602

**Full Address (Street, City/Town, SA, Zip Code) & County:**

5 Sheep Davis Road, Suite E

Pembroke, NH 03275

Merrimack County

**Person(s) Responsible for the Project:**

Brendan Williams

**Full Address & County, if different from above: SAME**

**Telephone Number & Alternate Number for the Responsible Person: (603) 226-4900**

**Have other funding sources been applied for and/or granted for this proposal project? NO**  
**If so, explain and identify the sources and amount:**

**Is the applicant a certified nursing home? NO**

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## **PROJECT DETAILS**

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**Project Title: Implementing use of the Music & Memory Program in New Hampshire**

**Summary of Project and Its Purpose:**

On behalf of the 74 Nursing Homes in the State of New Hampshire, the New Hampshire Healthcare Association (NHCA) wishes to request Civil Monetary Penalty Funds from the State of New Hampshire to introduce and implement the Music & Memory<sup>®</sup> Program to Certified Skilled Nursing Facilities/Nursing Facilities (SNFs/NFs) throughout the State. Since 2010, Music & Memory (M&M) has been training long-term care providers to "bring music into the lives of the elderly or infirm through digital music, vastly improving quality of life." ([www.musicandmemory.org](http://www.musicandmemory.org))

M&M is based on the premise that individuals experiencing a variety of adverse symptoms, most notably anxiety, can receive relief from those symptoms during, and beyond, a session of listening to a playlist of music of their choosing. A 2010 study published in the National Institutes of Health showed that individuals in the study showed significantly lower anxiety scores after a six week trial of listening to personalized music regularly, as opposed to their peers who received the same level of care, but had no exposure to the personalized music. (<https://www.ncbi.nlm.nih.gov/pubmed/20492050>)

Numerous studies have been conducted and reported in the Journal of Geriatric Psychiatry, including one titled: Individualized Music Program is Associated with Improved Outcomes for U.S. Nursing Home Residents with Dementia. This study, reported in the NH Union Leader on June 6, 2017 concluded:

*The proportion of residents who discontinued antipsychotic medication use over a 6-month period increased from 17.6% to 20.1% among M&M facilities, while remaining stable among comparison facilities (15.9% to 15.2%). The same trend was observed for anxiolytic medications: Discontinuation of anxiolytics increased in M&M facilities (23.5% to 24.4%), while decreasing among comparison facilities (24.8% to 20.0%). M&M facilities also demonstrated increased rates of reduction in behavioral problems (50.9% to 56.5%) versus comparison facilities (55.8% to 55.9%). No differences were observed for depressed mood.*

*These results offer the first evidence that the M&M Individualized music program is associated with reductions in antipsychotic medication use, anxiolytic medication use, and Behavioral and Psychological Symptoms of Dementia (BPSD) symptoms among long-stay nursing home residents with Alzheimer's Disease and Related Dementias (ADRD).*

[http://www.aigponline.org/article/S1064-7481\(17\)30285-3/fulltext](http://www.aigponline.org/article/S1064-7481(17)30285-3/fulltext)

It is our Vision that the M&M Program will give Skilled Nursing Facilities a very powerful, effective, non-pharmacological tool to use to improve the quality of life for their residents.

**List all goals:**

The goals of this program are:

- To engage and empower all CMS Certified Skilled Nursing Facilities/Nursing Facilities in New Hampshire to participate in the M&M Program
- To improve the quality of life for residents who participate in this program
- To increase participation of residents and families in person-centered care planning
- To provide education and resources so that participating facilities can create and sustain the M&M Program as part of their Quality Assurance Performance Improvement (QAPI) Program

**List all objectives:**

The objectives of this program are:

- To certify every participating facility in the M&M Program.
- To demonstrate the benefits of the M&M Program to all stakeholders in the State and encourage all SNFs/NFs in NH to participate in the program
- To educate residents and families about M&M and engage them in the M&M Program, which aligns with the objectives of CMS's new Requirements of Participation for Resident and Family Involvement for Care Planning
- To provide the knowledge, skills, and equipment necessary for each participant to implement M&M within their facility
- To provide educational support for the M&M Program to all SNFs for a three year period
- To provide a tool for evaluating the M&M Program within facilities
- To provide ongoing assistance and encouragement to all SNFs for a three year period
- To help facilities develop a sustainability plan for the M&M Program.

**Plan to Implement Project:**

Key to the success of this program is the Program Consultant, who will oversee the entire project and work with the stakeholders to assure the goals and objectives are being met AND to support facilities in their implementation and ongoing use of the M&M Program.

The M&M Program will begin with communications to each facility about the program, the benefits of participating in the program, and the expectations of participating facilities. Facilities will be asked to sign a letter of participation prior to receiving formal education on the program and/or required technologies.

<b>NH Music &amp; Memory Timeline</b>	
<b>Month/Year</b>	<b>Activity</b>
October – December 2017	Hire Consultant, obtain contracts from nursing homes, provide groundwork for implementation of Music and Memory to 74 nursing homes; develop tool kit, monthly meetings with Steering Committee
January – March 2018	Kickoff event, roll out program to 14 nursing homes; meet with homes already using the program; monthly meetings of Steering Committee; quarterly conference call meeting with participants
April – June 2018	Roll out program to 20 nursing homes; provide outreach and support to first 10 homes as needed; monthly meetings of Steering Committee; quarterly conference call meeting with participants
July – September 2018	Collect and evaluate 6-month data from first 14 homes; roll out program to 20 nursing homes; provide outreach and support to all enrolled homes; monthly meetings of Steering Committee; quarterly conference call meeting with participants; provide annual training; develop sustainability plan that includes marketing to communities.  End of Year 1
October 2018 – March 2019	Start of Year 2; collect data and evaluate year 1; update toolkit; rollout program to remaining 20 facilities; monthly meetings of Steering Committee; quarterly conference call meeting with participants; evaluate lessons learned and share with Music & Memory community; develop training programs; conduct celebration event

April – September 2019	Collect and evaluate data; provide 1:1 support to facilities who have not met expected objectives to date; monthly meetings of Steering Committee; quarterly phone meeting with participants; evaluate lessons learned and share with M&M Community; provide annual training; Continue to develop sustainability plan  End of Year 2
October 2019 – March 2020	Start of Year 3, collect data and evaluate year 2; provide 1:1 support to who have not met expected objectives to date; monthly meetings of Steering Committee; quarterly phone meeting with participants; evaluate lessons learned and share with M&M Community; conduct celebration event
April 2020 – September 2020	Develop annual training tracks that ensure sustainability; provide 1:1 support and training to facilities who have not met expected objectives to date; update toolkit; celebrate lessons learned and share with M&M Community; collect data and evaluate process. Implement sustainability plan.  End of Year 3

**Timeline:**

This project will span three years, in order to assure that facilities have an opportunity to fully realize the benefits of continuing to use the M&M Program for future years. Please see above NH M&M Timeline for additional details.

**Statement of Need – list the problem or gap this project is aiming to address:**

The M&M Program will assist New Hampshire nursing homes by providing a tangible, non-pharmacological intervention, enhancing the nursing homes' person-centered dementia care practice.

Per Final Rule §483.40(a), the facility must have sufficient staff who provide direct services to residents with the appropriate competencies and skills sets to provide nursing and related services to assure resident safety and attain or maintain the highest practicable physical, mental and psychosocial well-being of each resident, as determined by resident assessments and individual plans of care and considering the number, acuity and diagnoses of the facility's resident population in accordance with §483.70(e). These competencies and skills sets include, but are not limited to, knowledge of and appropriate training and supervision for [...] §483.40(a) (2) implementing non-pharmacological interventions.

*Non-pharmacological interventions to manage symptoms of dementia: Per the Evidence-based Summary, (nursinghometoolkit.com); "Individualized music that is calm*

*and at 55-60 beats per minute, which mimics human heartbeat, has shown to be the most effective in alleviating agitation." Ninety percent of people who have dementia experience some form of behavioral disturbance such as agitation, restlessness, and anxiety during the course of the illness (Corbett, 2012). A medical model of care supports responding to these behaviors by using antipsychotic medications which further diminishes the person's life-affirming experience. In contrast, a person-centered model of care identifies the root causes of the behavior expression. People trained in person-centered care recognize that behaviors expressed by people who have dementia often communicate unmet needs.*

**Sources:**

*Corbett, A. & Ballard, C. Antipsychotics and Mortality in Dementia. The American Journal of Psychiatry, 2012, 169(1): 7-9.*

*Nursinghometoolkit.com: Table 2: Efficacious and Feasible non-pharmacological Approaches for Behavioral and Psychological Symptoms of Dementia.*

The implementation of the M&M Program will provide facilities with the tools to manage the ongoing success of M&M through their QAPI Program. This program will provide facilities with an example of implementing and sustaining a QAPI project, a secondary benefit to the M&M Program.

Per Final Rule§ 483.75 Quality Assurance and Performance Improvement- Each LTC facility must develop, implement, and maintain an effective, comprehensive, data-driven QAPI program that focuses on indicators of the outcomes of care and quality of life.

**Expected/Intended Outcome of the Project:**

This project will span three-years in order to assure that facilities have an opportunity to fully realize the benefits of M&M to their residents, families and staff. We also expect that facilities will gain a better understanding on the development and implementation of a QAPI initiative and quality improvement within their facility.

**List any physical items that will be deliverables as a result of funding this project (e.g., electronics, training materials, curricula, etc.):**

- iPod Shuffles
- Headphones
- Headphone Splitter
- External Portable Speaker
- A/C Adapter Charger
- Laptop w/CD reader Estimated Cost
- iTunes Gift Cards
- Protective Cases/Totes for Devices
- Training Materials

**Describe the plan to sustain the project after the funding period ends:**

**Facilities will receive a toolkit that utilizes elements of the QAPI process to fully integrate the program into their operations, to aid in sustainability. We trust that facilities who have realized the measureable benefits in Quality of Life and Quality of Care outcomes will continue this Certification.**

**Upon completion of this project, the NHHCA will continue to provide educational opportunities related to the M&M Program so that participants can continue to learn about the Program and new developments, share best practices, and work together to overcome challenges to maintaining the Program within facilities. The M&M Program also offers continuing education and support on a regular basis to facilities who continue to pay the nominal annual fee to the program. Continued certification and nominal membership fees for the M&M Program offers almost 200 resources, free downloadable music in our Care community, access to other numerous materials and resources, vendor discounts, training for all staff for an entire year (unlimited), and full support from M&M.**

**List how the project will be evaluated, to include specific metrics (These metrics must be submitted as part of the completion of the funded project or as frequently required by the State.)**

<b>Goals</b>	<b>Objectives</b>	<b>Measures</b>	<b>Source of Data</b>
To engage and empower all CMS Certified Skilled Nursing Facilities/Nursing Facilities in New Hampshire to participate in the M&M Program	<ol style="list-style-type: none"> <li>1. Encourage all SNF/NFs in NH to participate in the Program</li> <li>2. Demonstrate the benefits of the M&amp;M Program to all stakeholders in the State</li> <li>3. Certify every participating facility in the M&amp;M Program</li> </ol>	<ol style="list-style-type: none"> <li>1. # of SNF/ NFs participating in Program</li> <li>2. # of Residents using the Program</li> <li>3. # of SNF/ NFs Certified in years 1, 2, and 3</li> </ol>	<ol style="list-style-type: none"> <li>1. Participation Records</li> <li>2. SurveyMonkey</li> <li>3. Music &amp; Memory (musicandmemory.org)</li> </ol>
To improve the quality of life for residents who participate in this program	Develop a tool to measure participant and family satisfaction	# of families who see benefits/improvement in their family member.	Pre-program survey and ongoing M&M Program Satisfaction Surveys to be developed by Steering Committee
To increase participation of residents and families in person-centered care planning	<ol style="list-style-type: none"> <li>1. Educate residents and families about the M&amp;M Program</li> <li>2. Provide the knowledge, skills, and equipment necessary for each participant to implement M&amp;M in their facility</li> </ol>	<ol style="list-style-type: none"> <li>1. # of residents and families educated about the M&amp;M Program</li> <li>2. # of facilities who attend full-day training and/ or receive 1:1 training</li> </ol>	<ol style="list-style-type: none"> <li>1. SurveyMonkey (conducted by Steering Committee/ Project Consultant)</li> <li>2. Attendance records</li> </ol>
To provide education and resources so that participating facilities can create and sustain the M&M Program as part of their Quality Assurance Performance Improvement (QAPI) Program	<ol style="list-style-type: none"> <li>1. Provide a tool for evaluating the M&amp;M Program within facilities</li> <li>2. Provide ongoing assistance and encouragement to all SNF/ NFs for a 3-year period</li> </ol>	<ol style="list-style-type: none"> <li>1. Use of tool for evaluating the M&amp;M Program by Facilities</li> <li>2. # of 1:1, conference calls, and/ or trainings received by each SNF/ NF</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluation by Program Consultant</li> <li>2. Training records</li> </ol>

**The Steering Committee will be collecting data over the course of the three years to determine the level of engagement and sustainability of this program, including:**

- **Number of facilities that are Certified in year 1, 2, & 3**
- **Number of residents who are using the Program**
- **Number of participants who receive training**
- **Satisfaction of residents, families, and staff**
- **Number of facilities who were able to garner donations and/or volunteers to grow and sustain program**

**Consumer and Other Stakeholder Involvement:**

**Representatives from the New Hampshire Health Care Association, New Hampshire Association of Counties, the New England Quality Innovation Network-Quality Improvement Organization and the State of New Hampshire Bureau of Health Facilities Administration will comprise a steering committee to provide direction and oversight in the development and implementation of the initiative. Oversight will be provided through in-person meetings, conference calls, webinars and written communication.**

**Currently, the Steering Committee consists of:**

**Lynn Carpenter  
Administrator - Harris Hill Center  
A Genesis Healthcare Community**

**Julie Normand, RN  
Quality Assurance Manager  
Bedford Rehab & Nursing**

**Michael Fleming  
Unit Chief, Department of Licensing & Certification  
NH Department of Health & Human Services,**

**Kristen Schmidt  
Director of Communications  
New Hampshire Health Care Association (NHHCA)**

**Deb Haggerty, RN  
Nurse  
Hillsborough County Nursing Home**

**Roxie Severance  
Consultant  
RS Consulting**

**Pam Heckman, RN  
Nursing Home Task Lead-NH  
New England Quality Improvement Network-  
Quality Improvement Organization (NE QIN-QIO)**

**Rosemary Simino  
Administrator  
Golden View Healthcare**

**Darlene Underhill, RN  
Healthcare Clinical Services Manager  
NH Catholic Charities**

**Residents and family members will be involved in program education and in providing detail about the residents' life stories to assist with the development and loading of individualized play lists. Participating**

center staff will be involved in certification training webinars and in the development of processes which will guide the program implementation and deployment. Staff will also receive ongoing education and individualized plans of care and will provide active feedback about the impact on residents as well as the impact on their overall work experience and level of stress.

Community involvement will be achieved through outreach for intergenerational programming to local schools, organizations and clubs to assist residents, families and center staff with downloading personalized music for residents and support for use of the music delivery equipment. Participating facilities will achieve certification as a Music and Memory Certified Facility which may increase the interest of the community members who would consider using the facility to care for residents that could benefit from the M&M Program.

The development and implementation of the M&M Program on a State-wide basis will support the alignment of New Hampshire's nursing homes with the goals of The Centers for Medicare & Medicaid Services (CMS) National Partnership to Improve Dementia Care in Nursing Homes. The individualized play lists approach will support person-centered care for improving comprehensive approaches to the psychosocial and behavioral health needs of residents with Dementia.

**Contact(s):** The New Hampshire Health Care Association (NHCA) will be the representative for ALL Certified SNF/NFs in the state, regardless of membership in the Association. Brendan Williams and Kristen Schmidt will be the key contacts at the NHCA and their contact information is:

Brendan Williams  
President & CEO  
[bwilliams@nhhca.org](mailto:bwilliams@nhhca.org)  
(603) 226-4900 x 102

Kristen Schmidt  
Director of Communications  
[kschmidt@nhhca.org](mailto:kschmidt@nhhca.org)  
(603) 226-4900 x 101

**Describe how the project will directly benefit nursing home residents:**

New Hampshire's neighbor to the east, Maine, has implemented a similar project to a select group of nursing homes and their final report notes many positive reactions from residents, family, and staff after using the M&M personalized playlists with residents. They noted decreases in depression and decreases in physical and verbal behaviors among participating residents. Some comments collected from staff members include:

- This resident's vision and hearing are highly impaired and it was questionable whether this program would work for her but when she wears the headphones a whole new world opens for her. Her feet and hands are tapping, she is singing and a beautiful smile graces her face.
- Resident truly enjoys the music. The family has remarked on how the music is soothing and calming to their Mother. The family has participated in composing the playlist.
- Does not yell while listening to the music. Talks in normal tones after removal of music. Calms down.

In New Hampshire, several facilities have implemented the M&M Program within their facility and reported positive reactions after using the program with residents. Out of the nine facilities we polled, six responded to our poll. 100% said that they had recognized benefits when residents used this program. An informal NHHCA poll showed that NHHCA facilities who are Certified M&M facilities saw positive changes in residents who exhibited the following behaviors (although not quantified via official measures):

- Depression - 83% of facilities recognized benefits
- Anxiety – 100% of facilities recognized benefits
- Verbal behaviors – 33% of facilities recognized benefits
- Physical behaviors – 50% of facilities recognized benefits .

**Comments include:**

- Program works really well for Sun downing Hour you can see the comfort in our Residents faces when the have their music on.
- I have tried it with the bathing process when someone has high anxiety when bathing in the tub or shower. They have a better experience with bathing.
- The majority of the residents who have done the Music and Memory program have had success. We had one of our residents today singing to her music.

It is our Vision that the M&M Program will give Skilled Nursing Facilities a very powerful, effective, non-pharmacological tool to use to improve the quality of life for their residents.

The Program will also assist New Hampshire nursing homes in meeting the new guidance under the Behavioral Health Care and Services conditions of participation. The Program which includes individualized play lists for residents is an individualized approach to care. The process of selecting the individualized playlists promotes resident choice and meaningful relationships between residents, staff, and families and addresses the resident's interests, and preferences enhancing their mental and psychosocial well-being.

For further details on regulations that this programming will help facilities meet, please see the response to "Statement of Need" on page 6.

This project will continue to directly benefit residents of the nursing homes for years to come. The Program Consultant will train each facility on how to market the M&M program to their community— families, vendors, civic organizations and religious groups – and how to ask for additional equipment and iTunes Gift Cards that will increase the numbers of residents served. The consultant and Steering Committee will develop a toolkit that will include a comprehensive marketing template that facilities can follow so they can promote their use of the M&M Program and the benefits to the participating residents.

**Describe how the nursing home community (including resident and/or family councils and direct care staff) will be involved in the development and implementation of the project:**

As mentioned in the "Community and Other Stakeholder Involvement" section above (page 6), many members of the nursing home community have been involved in the development of this project and many more will be involved in the implementation of the M&M Program.

As the M&M Program is rolled out, Facility Administrators will be responsible for the overall implementation, including the deployment of the program, evaluation of the implementation, and ensuring the program is sustained. The Program will include a complete plan for implementing the M&M Program throughout the facility, and will aid facilities in selecting residents who may benefit from the M&M Program.

A successful implementation will include support and active involvement of the Medical Director, Nursing Department, Activities Department, and all levels of staff who interact with residents and/or family members.

It is our expectation that individual homes will implement M&M as a QAPI initiative, and continue to evaluate and refine the program as they move forward. The Project Consultant, M&M staff, and peers will serve as resources for problem solving and sharing best practices.

The M & M Program will develop a tool kit with a marketing template on how to engage family members in this program. Engaged families will help sustain the program over time.

**Are there potential problems with implementing the project? YES**  
**If so, what is the plan to address those problems?**

The anticipated challenge is less with implementation, and more with sustaining continued use of the Program. A key component of our Program is offering continued educational opportunities to maintain staff enthusiasm for the project, and ensuring that a plan is developed and maintained in order to educate and engage new staff in the M&M Program.

The implementation of the Program as a QAPI initiative will aid in the sustainability of this program. The Program will contain all of the guides and tools necessary for a facility to implement the program, evaluate the program and outcomes, make improvements, and ensure sustainability of the Program.

The NHHCA will contract with a Program Consultant who will maintain communications with facility-based staff throughout the entire three-year program. Facilities will also have access to the resources offered by Music and Memory during the three-year program and for as long as they remain Certified in M&M. Facilities will also have access to a toolkit that will be developed by Steering Committee and the consultant. As mentioned previously, the toolkit will increase sustainability of the M & M Program as it will provide guidance on best practices and how to create effective community partnerships that will help the facility support/sustain the program into the future. The consultant will also market the M & M

program to various Statewide nonprofit organizations to encourage them to participate locally at a facility near them. One example is that the consultant will meet with the NH United Methodist Church office and ask them to contact all NH United Methodist Churches to partner with a local nursing home. This one example can be replicated with all religious groups, civic organizations, colleges, etc.

In the event that unanticipated challenges arise within facilities, the Program Consultant will be responsible for communicating with the facility, and facilitating communication between facilities, so that peers can reach out to other peers for assistance.

To date, 22 other states have implemented similar programs. We have the ability to reach out to our contacts, such as those in the Maine Health Care Association, to make inquiries regarding similar challenges they may have encountered, and how they overcame them. Additionally, Music & Memory is currently developing a group of representatives from other states to meet and discuss best practices.

**If applicable, is there an agreement with each facility to participate in the project? – YES**

**Explain:**

Facilities will be asked to sign an agreement to learn about the M&M Program, become Certified, select residents to use the M&M Program, to implement the M&M Program within their facilities, to participate in educational programs related to the M&M Program, and to participate in data collection to help the Steering Committee assess the program.

**Specify the amount requested for the entire project:**

**\$ 468,707.00 (See Appendix A, page 17 for detailed budget)**

**Amount requested for 2017-18:**

**\$262,080.00**

**Amount estimate for each additional/prior year:**

**2018-19       \$ 106,051.00**

**2019-20       \$ 100,576.00**

**List the time period of the project - number of years:**

**Three Years. October 1, 2017 through September 30, 2020**

**Total amount requested (if it is expected that the project would span 3 years, at \$25,000 per year, the total amount requested would be \$75,000):**

**\$ 468,707.00**

**Specific dates proposed for the 2017 project – from date to date (keeping in mind that this is referring to how long the project is expected to exist.):**

October 1, 2017 through September 30, 2020

**List all organizations that will receive funds and will carry out this project:**

The New Hampshire Health Care Association will be the administrator of the funds and will hire a Program Consultant who will assure that this project is implemented throughout the entire time period, will assure accounting of all funds used and adherence to the budget for this program, and will assure data is collected and reported in accordance with requirements of our initiative and the CMP Fund Disbursement policies.

The NHHCA will maintain a steering committee of individuals representing various types of facilities and including both members and non-members of the Association. At least one member of this steering committee will participate on the NHHCA Education Committee to assure that there is educational programming focused on Music and Memory and related therapy.

**Indicate how the project should be classified by checking beside the classification:**

**Culture Change**

**Resident or Family Council**

**Direct Improvements to Quality of Care**

**Consumer Information (e.g., information that is directly useful to nursing home residents and their families to assist them in becoming knowledgeable about their rights, nursing home care processes, and/or other information useful to a resident.**

**Transition Preparation for a Nursing Home Resident**

**Training**

**Other (specify):**

**APPLICANT(S) SHALL CONFIRM THE FOLLOWING STATEMENTS**

**Applicant Name: Brendan Williams, New Hampshire Health Care Association**

Indicate whether each statement is **TRUE** or **FALSE** and sign the last page of the application.

**TRUE - I am qualified and capable of carrying out the intended project(s)/CMP use.**

**TRUE - I do not have a conflict of interest relationship with the entity(ies) who will benefit from the intended project(s)/CMP use.**

**TRUE - I am not a recipient of a contract or grant or other payment from a Federal or State source for the project(s)/CMP use.**

**TRUE - I am not paid by a State or Federal source to perform the same function as the project(s)/CMP use. (CMP funds may not be used to enlarge or enhance an existing appropriation or statutory purpose that is substantially the same as the intended project(s)/CMP use.**

**TRUE - Requested funding for this project does not exceed three years.**

**TRUE - Requested funding does not include funds for capital improvements for nursing homes or to build a nursing home (e.g., replacing a boiler, re-design of a nursing home).**

**TRUE - Requested funding does not include funds for temporary manager salaries.**

**TRUE - Requested funding does not include supplementary funding of federally required services. For example, CMP funds may not be used to recruit or provide Long-Term Care Ombudsman certification training for staff or volunteers or investigate and work to resolve complaints.**

**TRUE - I will not charge any individual, facility or other entity for any services, products, or training that was funded by CMP funds.**

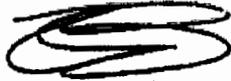
**If any of the above statements was answered as False, please explain:**

**ATTESTATION STATEMENT**

**CMP funds have been approved for the express purpose of enhancing quality of care and quality of life in nursing homes certified to participate under Title 18 and Title 19 of the Social Security Act. Failure to use funds solely for certified nursing homes and for the intended purpose of the project proposal is prohibited by Federal Law. Failure to use the CMP funds as specified will result in denial of future grant applications and referral to the appropriate entity for Medicare/Medicaid Fraud and Program Integrity. By signing below, you are confirming that everything stated in this application is truthful and you are aware of the allowed uses for CMP funds.**

**Name of Responsible Applicant(s):** Brendan Williams

**Signature of Responsible Applicant(s):**



**Date of Signature:** August 25, 2017

**Music & Memory Budget**

	Year 1	Year 2	Year 3
Facility Annual Contribution (\$250, yr.1; \$100 yr. 2,3)	\$ 18,500	\$ 7,400	\$ 7,400
In-kind Donation (NHCA)	\$ 3,000	\$ 3,000	\$ 3,000
<b>Contributions Subtotal</b>	\$ 21,500	\$ 10,400	\$ 10,400
* CMP Funds requested	\$ 262,080	\$ 106,051	\$ 100,576
<b>Total Revenue</b>	\$ 283,580	\$ 116,451	\$ 110,976

Expenses	Cost/Unit (est.)	Qty Needed	Cost Year One	Cost Year Two	Cost Year Three
<b>Equipment</b>					
iPod Shuffle (discount 7% from Apple)	\$ 46	835	\$ 38,410	\$ 19,205	\$ 9,603
Headphones (recommended - Koss)	\$ 3	835	\$ 2,505	\$ 1,253	\$ 626
A/C Adapter Charger	\$ 2	835	\$ 1,670	\$ 835	\$ 418
Splitter Cable	\$ 5	74	\$ 740	\$ 370	\$ 185
Playlist Starter Music (iTunes gift card) (progressively decreases each year)	\$ 300	74	\$ 22,200	\$ 11,100	\$ 5,550
Laptop w/CD reader Estimated Cost (min 160 GB)**	\$ 500	74	\$ 37,000	\$ -	\$ -
Shipping Estimates	\$ 18	74	\$ 1,332	\$ 666	\$ 333
External Portable Speaker	\$ 20	74	\$ 2,980	\$ 1,480	\$ 740
Total bags for equipment	\$ 5	836	\$ 4,178	\$ 2,088	\$ 1,044
<b>Certification/Responsible/Licenses</b>					
Alive Inside Perpetuity License to Show Film & Fundraise	\$ 140	74	\$ 25,826	\$ -	\$ -
NMM Certification & Support (one year - discounted by 30%)	\$ 800	74	\$ 59,200	\$ -	\$ -
NMM Renewal Fee (year 2 & 3)	\$ 200	74	\$ -	\$ 14,800	\$ 14,800
<b>Training</b>					
Kick Off & Yr.3 Celebration Event	\$ 187	74	\$ 13,838	\$ -	\$ 13,838
Training (120 staff @ \$25 per staff person)	\$ 25	74	\$ 3,000	\$ 3,000	\$ 3,000
Tool box with training guide, updated yearly	\$ 30	74	\$ 2,220	\$ 1,110	\$ 555
<b>Project Consultant</b>					
Project Consultant, includes salary & mileage exp.			\$ 55,000	\$ 55,000	\$ 55,000
<b>Subtotal</b>			\$ 270,078	\$ 120,906	\$ 105,083
Indirect costs 5% of budget			\$ 13,504	\$ 5,545	\$ 5,285
<b>Total Expenses</b>			\$ 283,580	\$ 116,451	\$ 110,976

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
JFK Federal Building, Room 2275  
Government Center  
Boston, Massachusetts 02203



**Northeast Division of Survey & Certification**

September 8, 2017

Michael E. Fleming  
Bureau Chief  
Health Facilities Administration-Certification  
New Hampshire Department of Health and Human Services  
129 Pleasant Street  
Concord, New Hampshire 03301

Dear Mr. Fleming:

We are pleased to inform you that the Centers for Medicare & Medicaid Services (CMS) has approved the plan submitted for use of Civil Money Penalty (CMP) funds. The proposal Implementing Use Of The Music & Memory Program In New Hampshire, meets the requirements for use of CMP funds. As requested, \$262,080.00 in CMP funds is approved for this project effective September 8, 2017 through December 31, 2017.

Use of CMP funds can only be approved on an annual basis. The approval given in this letter does not extend to future calendar years. You will need to re-submit an application for each year for which you are requesting the use of the CMP funds.

If you have any questions, please feel free to contact Beverly Kercz, of my staff, at (617)565-1333 or via email at [beverly.kercz@cms.hhs.gov](mailto:beverly.kercz@cms.hhs.gov).

Sincerely,

Daniel Kristola  
Branch Manager  
Certification and Enforcement Branch

FILE COPY

CEB  
OK  
9/8/17

SWB  
PFR  
9/8/17

DK  
9/7/2017