



**Media Contact:**

Carol Orsborn

310-848-4352

[carol@corohealth.com](mailto:carol@corohealth.com)

[Media Resources](#)

## **New Therapeutic Music App from Coro Health Revolutionizes Eldercare**

Austin, Texas-- [Coro Health](#), LLC, a new media healthcare company, announced today the launch of MusicFirst: Eldercare and MusicFirst: Alzheimer's. The new mHealth therapeutic music applications promise to revolutionize eldercare.

For the first time, individuals, family members, as well as professional caregivers can access clinically proven, personalized therapeutic music programs previously only available to large healthcare organizations. [MusicFirst: Eldercare](#) and [MusicFirst: Alzheimer's](#) are both available in the Apple iTunes store and offer three free hours.

Unlike music radio apps that provide music based on genre and popularity, MusicFirst's programs are designed by a respected team of music therapists, designers and neuroscientists specifically for use with elders in home as well as in a broad range of healthcare environments.

Over the coming weeks, Coro Health will continue rolling out a suite of therapeutic music and related content offerings targeted to additional segments of the healthcare community. These include Oncology, Expectant Mothers and Calm Baby as well as CoroFaith: addressing the critical spiritual dimension of health and well-being.

“Professionals and family members recognize that the people in their care deserve to benefit from a more sophisticated approach to utilizing the full power of music that therapeutic music affords,” says Coro Health CCO Leanne Flask. “Our apps are the first offering that address the challenge of making therapeutic music personalized, accessible and affordable.”

While still giving the individual the choice of genre, MusicFirst allows caregivers to select personalized therapeutic music with particular outcomes in mind such as Energy, Relax and

Sleep. Advanced options allow healthcare professionals to also tap group Activity Music and Dining Music designed to support well-being.

The MusicFirst: Alzheimer's app provides access to clinically proven music programs designed specifically to support outcomes for those suffering from Alzheimer's, dementia and other forms of memory impairment as well as behaviors associated with Sundowning syndrome.

The mHealth apps are based on Coro Health's [research](#) which was published in the January 2012 "Journal of Music and Medicine". Results from the study included a reduction in agitation and depression by as much as 54%.

Early adopters of Coro Health's MusicFirst include over 1000 long-term care communities, hospitals, rehabilitation agencies, home health companies, consumers and third party media distributors, supporting over 100,000 people per day.

MusicFirst: Eldercare and MusicFirst: Alzheimer's are available in the iTunes Store. You can download and receive the first three hours for free and then the apps are \$9.99 a month for Eldercare and \$4.99 a month for Alzheimer's.

For more information: visit [corohealth.com](http://corohealth.com) or to download the apps

[MusicFirst: Eldercare](#)

[MusicFirst: Alzheimer's](#)