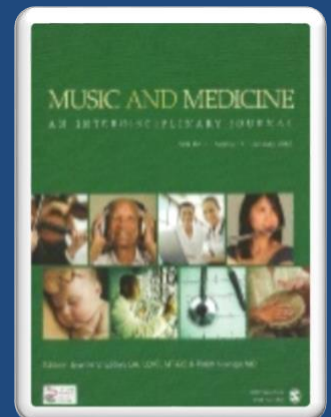
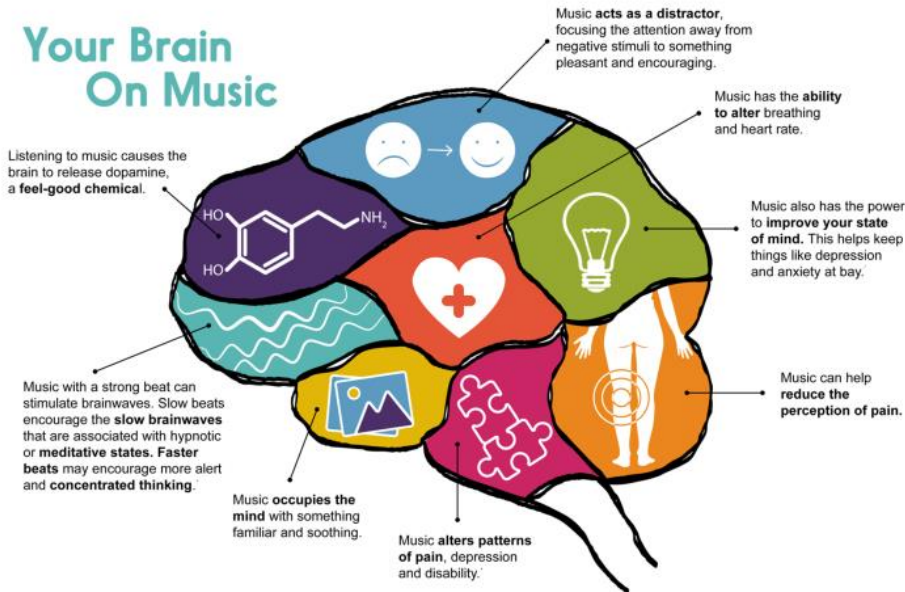




2023

Frequently Asked Questions & Best Practices

Your Brain On Music





Why is it called MusicFirst?

MusicFirst is a philosophy of utilizing “music first” before (or in lieu of) more traditional forms of intervention. We believe that caregivers should have access to more holistic interventions that are clinically proven, easily administered and immediately measurable. MusicFirst has grown into the largest therapeutic music streaming service in the healthcare industry. The clinically proven therapeutic music programs are delivered to over 1M people a day in over 5,000 locations.

“MusicFirst brings joy to our residents and staff. We are seeing positive changes that demonstrate we made the right decision”

Phyllis Cobb - Director of Nursing



1. Clinically Proven
2. Research Driven
3. Patented Process
4. 5,000+ Locations
5. Original Artists
6. Simple & Easy

15,000 published research papers on the clinical benefits of individualized therapeutic music programs for individuals with a wide range of physical, social, and emotional challenges.

What is MusicFirst

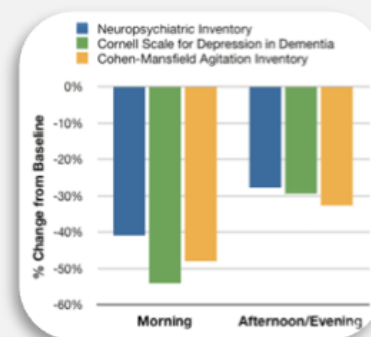
MusicFirst is a curated library of over 2500 therapeutic music programs (20,000 songs) built exclusively to support individuals and caregivers within a wide range of healthcare settings.

What is a therapeutic music program?

Each program consists of a series of 8-15 songs placed in a very specific order by our patented Music Prescription™ Builder (MPB). Individual songs, and the order in which they are played, is based on a clinically proven process developed by our team of music therapists, music designers and neuroscientists.

Is there research that support the use of MusicFirst?

The clinical benefits of MusicFirst have been documented in both clinical trials and clinical studies. Clinical trial results published in the Journal of Music & Medicine noted that with consistent use, MusicFirst provided a 27%-54% reduction in agitation, depression, anxiety, and aggression. In addition, a clinical study conducted by Carton Senior Living across 63 communities resulted in a 24% reduction in psychotropic drugs use, a 65% reduction in anxiolytic drug use while increasing participation in activities by 66%. There are also over



Is MusicFirst considered Music Therapy?



Music Therapy is a clinical & evidence-based use of music interventions to accomplish individualized goals by a credentialed professional with and an accredited license in music therapy. A music therapist generally plays an instrument while administering therapy sessions either one-on-one or within a group setting. Although MusicFirst incorporates many of the evidence-based fundamentals utilized by music therapists, by the clinical definition it is not music therapy and does not require a music therapist to operate.

How is MusicFirst Therapeutic?

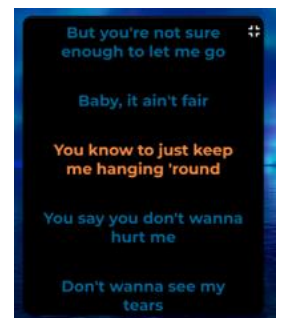
Our supportive music library consists of therapeutic music programs with four desired outcomes; wake, energy, relax and sleep. A user simply chooses their preferred outcome > genre > style and our patented Music Prescription™ Builder does the rest. Example: Outcome (Relax) > Genre (Country) > Style (70's Country)

How and when do I use MusicFirst?

MusicFirst Certified Communities not only embrace the philosophy, but also provide an abundance of evidence-based use cases and best practices for the positive utilization of MusicFirst. For example, the nursing staff utilize supportive programs directly with individuals to support their ADLs or are played on demand during a challenging moment or time of day. At the same time, the care staff recognize the benefits of scheduled programs designed to support group settings such as dining and common areas as well as aid with transitions. For activities, MusicFirst provides fun and engaging programs across a wide range of individual and group enrichment activities. Administrators embrace MusicFirst for all the reasons listed above as well as being able to convey to families all the benefits, comfort, consistency, financial savings, and overall tone that the programming sets within a community.

What is the difference between MusicFirst and other streaming services?

MusicFirst is clinically and specifically designed and created to support healthcare. The foundation of MusicFirst is from a clinical focus and was designed by a team of music therapists and music designers under the direction of a neuroscientist. Other streaming providers use algorithms to support popular songs, advertising agencies and new artists who often pay to be played. Streaming music services are primarily for entertainment.



What types of programs are available from MusicFirst?

In addition to our supportive library, MusicFirst also provides thousands of fun and engaging programs. Examples include over 500 activity programs, music trivia, dining, soundscapes, sing-along and much more. We have over 20,000 songs that are original artist recordings!

What is the difference in a MusicFirst therapeutic music program and a traditional playlist?

MusicFirst programs consist of a sequence of songs played in a specific order based on a range of song dynamics such as tempo, layer of progression, tonality, key, texture, lyrics, and other features. A commercial playlist is created from an algorithm that may pull from a single feature, such as genre, along with a songs popularity to manufacture of list of songs for a playlist.

Are there certain types of conditions or challenges that MusicFirst works best in?

The fundamentals of the Music Prescription™ Builder have demonstrated a positive outcome of individuals across a wide range of age, condition, and demographics. MusicFirst is widely used daily by millions of individuals in Independent, Assisted, Skilled, Memory and Acute care settings. There are over 15,000 published research studies on the science and benefits of individualized therapeutic music programs for individuals with a wide range of physical, social, and emotional challenges.

Can MusicFirst replace a Music Therapist?

MusicFirst was not built to replace the one-on-one engagement that is provided by a music therapist, but with only 6,000 therapists in this country those opportunities are limited. MusicFirst can work as a trusted support tool for music therapists and many of the features within our Music Prescription™ Builder are rooted in the fundamentals prescribed by the music therapy industry. MusicFirst was not designed to be administered by a licensed music therapist. MusicFirst is a simple, intuitive tool that can be used by any individual resident or staff member.



“Popular music is created for maximum emotional engagement and is produced for certain functional applications—focus, noise masking, sleep, anxiety reduction, entertainment, memory recall, fantasy — modern radio stations and streaming services play songs and promote playlist based on popularity, with no focus on how the order of songs can optimize emotional arousal or create a potential negative trigger. This dichotomy makes achieving meaningful, functional, repeatable positive outcomes nearly impossible. True therapeutic music programs must be catered to the individual and require a delicate balance of art and science” – Dr. Petr Janata, Coro Health

MusicFirst Best Practices

Scheduled Audio & Video On-Demand Programming Throughout the Day
2,500 playlists | 20,000 songs | Original Artists Recordings

Common Areas

- Dining Music: Music programs for breakfast, lunch, and dinner
 - Research supports improved digestion, consumption, and elevated mood
- Activity Music: Sing-along, happy hour, dominoes, music trivia, meditation, exercise and more
 - Programs for a wide range of activities, all with clinically proven song progression technology
- Soundscapes: Sing-along, happy hour, dominoes, music trivia, meditation, exercise,
 - Create the right audio and video environment, while maintaining consistency with programming

Individual Use

- Supportive Music: Clinically proven music programs designed to support a wide range of challenges
 - Schedule music programs to match with an individual's ADLs or utilize on-demand as needed
 - Programming to support wake, sleep, energy and relax

MusicFirst

- **Dining**
- **Activity**
- **Foyer**
- **Atrium**
- **Lounge**
- **Gym**
- **Resident Rooms**





Sales Engagement Sample Questions

What type of experience are you trying to create within your community?

Owner, Exec Dir, Marketing, Activity Dr., RN, LVN, DON, CNA

- How do you use music today to help support your community vision?
- Do you have someone in charge of music within the company today and if so what kind of background do they have in music design or music therapy?
- How are you delivering music today and making sure it is consistent, supportive, and played in the right areas at the right times of day?
- Do you utilize music today in your dining room to help settle resident, aid with digestion, consumption and reduce agitation?
- Do you utilize different types of music throughout the day to support individual and group activities as well as arouse or settle (morning vs. evening)?
- Are you allowing your Staff to choose the music that is played, or do you use a company that specializes in therapeutic music program or music design?
- Would you like to have clinically proven therapeutic music that can be scheduled to automatically play throughout the day in specific locations?