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Goodwin  
Living

Stronger  
Memory<sup>SM</sup>

The logo for Stronger Memory includes a graphic to the right of the text, consisting of a cluster of overlapping circles in orange, teal, and blue, arranged in a roughly rectangular shape.

HEALTH QUALITY INNOVATORS

# Introduction to StrongerMemory

*August 9, 2023*

# Meet the Team



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# Objectives

- Introduce the StrongerMemory Program
- The 3 R's: **R**eading, **wR**iting and **aR**ithmetic for improving resident cognition
- Facility participation requirements
- Facility implementation process



# History of StrongerMemory

- Rob Liebreich, a leader in aging services, developed the program after his mother started showing signs of mild cognitive impairment. The program offers a non-pharmacological approach to improving mild cognitive impairment.
- Goodwin House in Northern Virginia started the program in January 2020 and in as little as 12 weeks, many participants saw improvements.
- StrongerMemory has been implemented in independent living, assisted living facilities (ALFs), senior centers and more recently, nursing homes. The goal is to build StrongerMemory into a program that can serve the wider community in multiple states.



# StrongerMemory for Nursing Homes

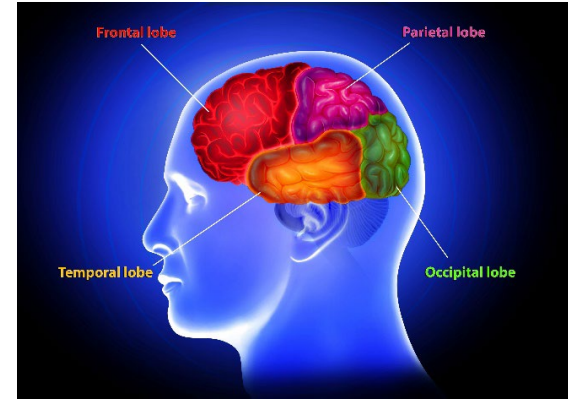
- Goodwin Living has been awarded grant funding from the Centers for Medicare & Medicaid Services (CMS) Civil Monetary Penalties (CMPs) Reinvestment Program to extend StrongerMemory to residents in 100 nursing homes across Virginia.
- Goodwin Living and Health Quality Innovators (HQI) have partnered to introduce and implement the program.
- Older adults in nursing homes were increasingly isolated throughout the pandemic. The social connection provided through the StrongerMemory program will help reduce social isolation and improve cognitive health.



# The 3 R's Work!

## StrongerMemory – The 3 R's

- Reading
- wRiting
- aRithmetic



At least 4 days a week for 12 weeks, participating residents will spend 20-30 minutes a day engaged in simple reading, writing and math activities facilitated by a trained volunteer or staff member.

# Reading



## Reading Aloud

- Read something you enjoy!
- Novels, newspapers, magazines, stories and more.
- Consider reading with a partner, or reading aloud to a friend, spouse or child.



## Writing Prompts

- If you could go on a trip tomorrow, where would you go, who would you go with and why that location?
- Write about what you like to do for fun on a sunny day.
- What did you do with your first paycheck?



# aRithmetic- Simple Math

Please complete these math questions as quickly as possible:

$$\begin{array}{r} 16 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 16 \\ +3 \\ \hline \end{array}$$

$$\begin{array}{r} 17 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 17 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +3 \\ \hline \end{array}$$

$$\begin{array}{r} 18 \\ +4 \\ \hline \end{array}$$

Great results! You are making it work!

# Facility Participation

## What does the facility have to do?

- Let HQI know you want your facility to participate!
- Name a facilitator – can be staff (e.g., activities director, social services director, volunteer, student, AIT)
- Designate someone to lead the program each week (at least 4 days a week) for 30 minutes a day (activities can be done as a group)
- Identify and invite 10-15 residents to participate
- Provide resident participation numbers to HQI representative
- Facility will conduct a brief post participation survey to help assess cognitive improvement in participating residents



# Facilitator Resource Packet

## Welcome to the **StrongerMemory** Facilitator's Resource Packet!

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We are thrilled to have you as part of the StrongerMemory community. Together, we bring new hope and potential progress to those who seek to improve their brain health. To help you in your efforts as a facilitator, we have created this packet of materials. We have organized this packet into three sections:

### **Facilitator's Guide**

**Pages 3 – 18**

Everything you need to get started as a facilitator can be found in this section. You'll become familiar with the program and how to make the most of your facilitator experience, for both you and your StrongerMemory participants.

### **Curriculum Docs**

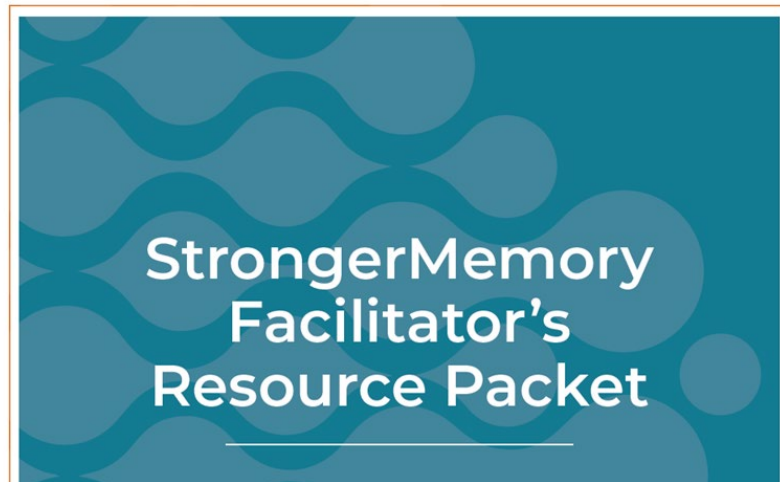
**Pages 19 – 46**

As you begin to manage your program, you will be facilitating 12 weekly check-in sessions. This section of our resource packet provides you with the tools you need to guide each of those 12 interactive sessions.

### **Communications Tips & Toolkit**

**Pages 47 – 54**

This section of the resource packet will provide you with tips and tools to help you secure media coverage and promote the program on social media.



# Resident Eligibility

- StrongerMemory works best for residents with mild cognitive decline.
- Residents should be able to participate in at least 2 out of the 3 categories – reading out loud, writing by hand and/or doing simple math.
- Long-term residents are more ideal than short-term that aren't in the facility for a full 12 weeks.



# HQI Support

## How will HQI support you?

- Help facilities identify a staff member or volunteer who will facilitate the StrongerMemory Program.
- Provide technical assistance including materials, observation and feedback.
- Host a weekly peer support call with other participating facilities.
- Provide consultation on plans for sustaining the program beyond the 12-week introductory period.



# What Participants Say About StrongerMemory

"I feel more capable than I did before being diagnosed with Mild Cognitive Impairment (MCI)"

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"If you want my opinion, I think it's a fabulous program and when I do it regularly, I do notice a difference."

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"I can now remember not only my neighbor's name, but his dog's name, too!"

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"I felt energized by the math, and that surprised me. I haven't felt that energized about anything in quite a while."

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# Next Steps

## Join the StrongerMemory Movement

Strengthen your memory by spending just 20-30 minutes a day:



**Reading  
aloud**



**Writing  
by hand**

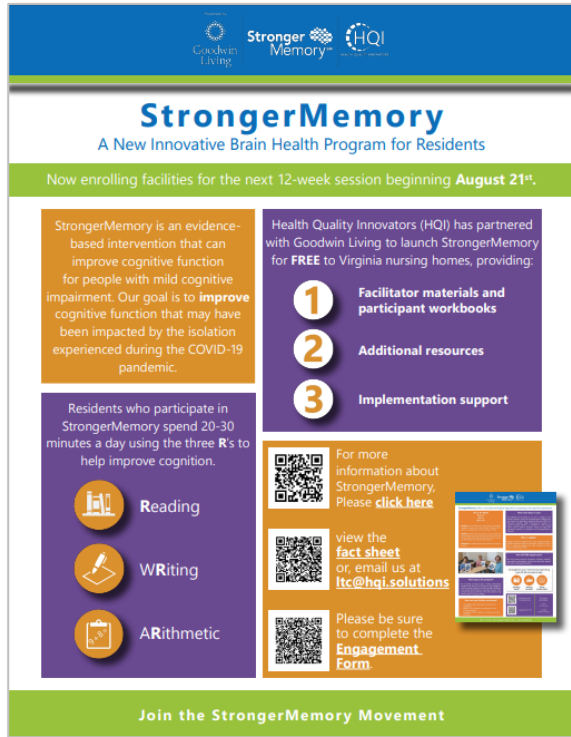


**Doing  
simple math**

**Learn more at [StrongerMemory.com](https://StrongerMemory.com)**

- Intention to participate
  - Complete [Engagement Form](#)
- Facilitator training call August 15<sup>th</sup>
- Facility to implement StrongerMemory August 21<sup>st</sup>
- Not ready this month? Share interest to participate later in 2023

# Resources



The flyer for the StrongerMemory program features a blue header with logos for Goodwin Living, Stronger Memory, and HQT. The title 'StrongerMemory' is in large blue font, followed by the subtitle 'A New Innovative Brain Health Program for Residents'. A green banner states 'Now enrolling facilities for the next 12-week session beginning August 21<sup>st</sup>.' The main content is divided into two columns. The left column, on a purple background, describes the program as an evidence-based intervention to improve cognitive function and lists activities: Reading, Writing, and Arithmetic, each with an icon. The right column, on an orange background, lists three numbered items: 1. Facilitator materials and participant workbooks, 2. Additional resources, and 3. Implementation support. It also includes three QR codes with links to more information, the fact sheet, and the engagement form. A small image of the fact sheet is shown at the bottom right. A green footer banner says 'Join the StrongerMemory Movement'.

**StrongerMemory**  
A New Innovative Brain Health Program for Residents

Now enrolling facilities for the next 12-week session beginning **August 21<sup>st</sup>**.

StrongerMemory is an evidence-based intervention that can improve cognitive function for people with mild cognitive impairment. Our goal is to **improve** cognitive function that may have been impacted by the isolation experienced during the COVID-19 pandemic.

Health Quality Innovators (HQT) has partnered with Goodwin Living to launch StrongerMemory for **FREE** to Virginia nursing homes, providing:

1. **Facilitator materials and participant workbooks**
2. **Additional resources**
3. **Implementation support**

Residents who participate in StrongerMemory spend 20-30 minutes a day using the three **R**s to help improve cognition.

- Reading**
- Writing**
- ARithmetic**

For more information about StrongerMemory. Please [click here](#)

view the **fact sheet** or, email us at [lrc@hqi.solutions](mailto:lrc@hqi.solutions)

Please be sure to complete the **Engagement Form**.

**Join the StrongerMemory Movement**

1. [StrongerMemory | Goodwin Living](#)
2. [Engagement Form](#)
3. [StrongerMemory Fact Sheet](#)
4. [StrongerMemory Enrollment Flyer](#)



# Contact Information

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