

BRAIN HEALTH & PHOTO REMINISCENCE THERAPY STUDY LAUNCHED IN COLORADO, FLORIDA, & WISCONSIN

Pioneers in Photo Reminiscence Therapy: National Institute for Dementia Education (NIDE) Standards of Excellence (SOE) Council, CERTUS Institute, Talem Home Care, & Vivid-Pix Conduct Comprehensive Study to Assist Aging Population and Caregivers

September 12, 2024, Denver, CO -- The need for affordable, non-pharmacological age-tech to assist the growing, aging population and their caregivers took a leap forward in August as pioneers in **Photo Reminiscence Therapy (pRT)**: the **National Institute for Dementia Education (NIDE)**'s **Standards of Excellence (SOE) Council, CERTUS Institute, and Vivid-Pix** began their second research project in Colorado, Florida, and Wisconsin. Partnering with **Talem Home Care & Placement Services**, this study aims to further understand and improve brain health and therapeutic activities using treasured memories.

As described by the National Institutes of Health, "Reminiscence Therapy (RT) involves the discussion of past activities, events, and experiences with another person or group of people, usually with the aid of tangible prompts such as photographs, household items, and other familiar items from the past, music, and archive sound recordings." The team is conducting statistically significant research measuring the health and human benefits of Photo Reminiscence Therapy (pRT) across the dementia spectrum, from typical cognitive decline due to aging to more severe dementia. Utilizing NIDE's interactive prescribed procedures and Vivid-Pix Memory Stations, Talem and CERTUS caregivers and patients are employing photos, household items, and music to reminisce, connect, and share memories.

The results from this study will further the knowledge acquired through previous research conducted by the team in 2021 and published by NIDE at: <https://nid.education/nide-publications.html>, whose findings stated that, "...we conclude that the power of engaging with personal photos, matched with a high-quality care curriculum and living environment, may improve the quality of life for those with dementia by stimulating the brain and fostering neurogenesis as well as neuroplasticity." For more information, see: <https://vivid-pix.com/reminisce>.



About National Institute for Dementia Education (NIDE)'s Standards of Excellence Council

The National Institute for Dementia Education (NIDE)'s Standards of Excellence Council is led by Dr. Joshua Freitas, the Chief Education Officer and Chair of the Board. The Council focuses on bridging the gap between research, education, and advocacy to improve the quality of life for those with dementia. NIDE works with organizations to share industry trends and enhance quality care, advocating for quality education and resources for those living with dementia and their families. The council comprises industry professionals, researchers, advocates, and practitioners. To learn more, visit nid.education.



CERTUS | Institute

About CERTUS Institute

CERTUS Institute is a pioneer in advancing the treatment of Dementia through cutting-edge lifestyle research and innovative practices. Based in Florida, CERTUS Institute serves a global audience by developing scientifically backed approaches that transform the lives of individuals living with Dementia. The Institute provides education, lifestyle options, and family support nationally, empowering both individuals and their loved ones. Through its innovative CERTUS MAPS® program, the Institute integrates lifestyle medicine into evidence-based care to treat the symptoms of Dementia, transforming the lives of residents. To learn more, visit www.certusseniorliving.com.

VIVID-PIX®

About Vivid-Pix

Vivid-Pix helps individuals, families, friends, and organizations with their most treasured memories by inventing and harnessing technologies. Vivid-Pix Education <https://www.vivid-pix.com/education/> helps family historians, as well as caregivers, to reduce isolation, loneliness, and dementia through photo reminiscing and Photo Reminiscence Therapy (pRT). Vivid-Pix patented RESTORE and Memory Station software is in use in over 120 countries, and 1,000 libraries in the United States improving old, faded photos and documents. For more info, visit <https://www.vivid-pix.com/>.



About Talem Home Care & Placement Services

As a senior care company, Talem Home Care & Placement Services strives to be the one place where people can turn to get the answers they need. A trusted advisor and resource center, Talem has been in the industry for over 20 years and is recognized for providing unmatched support and value and for quality, effective, and innovative community-based long-term care support programs for the communities they serve. The Latin word, Talem, is translated to “empower, lead, and achieve.” Talem empowers people to take control of their health, leading them through the complicated healthcare system so they can achieve their goals of staying independent and healthy at home for as long as possible. For more information, see: <https://www.talemhomecare.com/>.

Photos/Press Kit:

https://drive.google.com/drive/folders/16UHfGOkp_tgqoFMmnQPf44DXgASEwDGV?usp=sharing

Vivid-Pix Logo: <http://www.thomas-pr.com/136/photos/vividpixlogo.html>

Memory Station How-to Videos: <https://www.youtube.com/@Vividpixfix>

Press Contact:

Karen Thomas/Eva Yutani, Thomas PR

(631) 549-7575

Emails: ktthomas@thomaspr.com / eyutani@thomaspr.com

<http://www.thomaspr.com>