



activities**STRONG**

Live webinar

August 12, 2025

Innovative non-pharmacological interventions for dementia care



Joanna LaFleur

CEO/Founder

Memory Lane Foundation



Charles de Vilморin

SVP, Resident
Engagement



- Co-founder & CEO of Linked Senior, a resident engagement platform for senior living
- 16+ years Senior Living experience
- Master's thesis on nursing homes: "The nursing home, a Foucauldian paradigm" (Georgetown, 2006)
- Certified Dementia Practitioner
- Validation Method Worker
- MEPAP 1
- I believe Old People Are Cool
- I believe Senior Living is #ActivitiesStrong

LifeLoop

Since 1999, LifeLoop has had the same mission: **make senior living exceptional for everyone**

26+ years serving senior living communities

4,700+ communities served

550K+ lives touched by our solution

85% of customers recommend us¹

60 of the top 100

senior living communities are trusted partners of LifeLoop's operational and engagement platform



¹2024 LifeLoop NPS customer survey

Why LifeLoop

Helping senior living communities flourish

Enhance resident experience



94% of staff report
LifeLoop reduces
resident loneliness

Improve staff experience



78% of staff report
LifeLoop makes their
job easier

Connect family members



62% report an increase
in communication
between residents
and families

Why LifeLoop

Improving outcomes

Save time &
money



31%

increase in staff retention

94%

staff confirm saved time in
day-to-day operations²

Increase
revenue



97%

staff confirm faster and easier
communication with families²

4.4%

average year-over-year
increase in resident
occupancy³

Reduce
risk



91%

staff confirm increased accuracy
in resident attendance³

94%

staff confirm reduction in
resident loneliness²

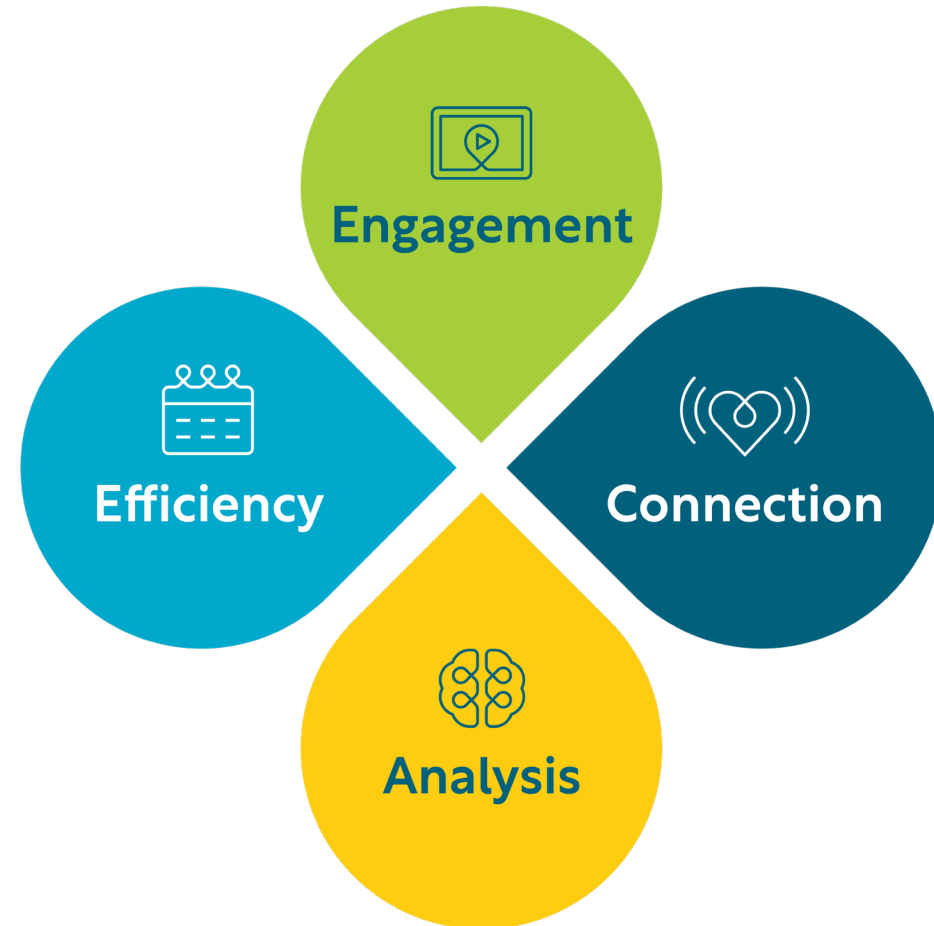
¹iN2L Engagement Technology, Research Review, 2021

²LifeLoop Communities That Shine Survey, 2024

³Grace Management Case Study, 2024

Comprehensive solution to improve senior living

- iN2L content
Resident personalization
Wellness-focused engagement
- Communication
Involvement
Convenience
- Performance trends
Engagement index
Operational insights & best practices
- Operations & management
Scheduling & planning
Workflow automation





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Innovative Non- Pharmacological Interventions for Dementia Care

BY: JOANNA LAFLEUR, DEMENTIA EXPERT

CEO/FOUNDER OF MEMORY LANE FOUNDATION

Non Pharmacological Interventions: Music

How Does Music Affect the Brain?

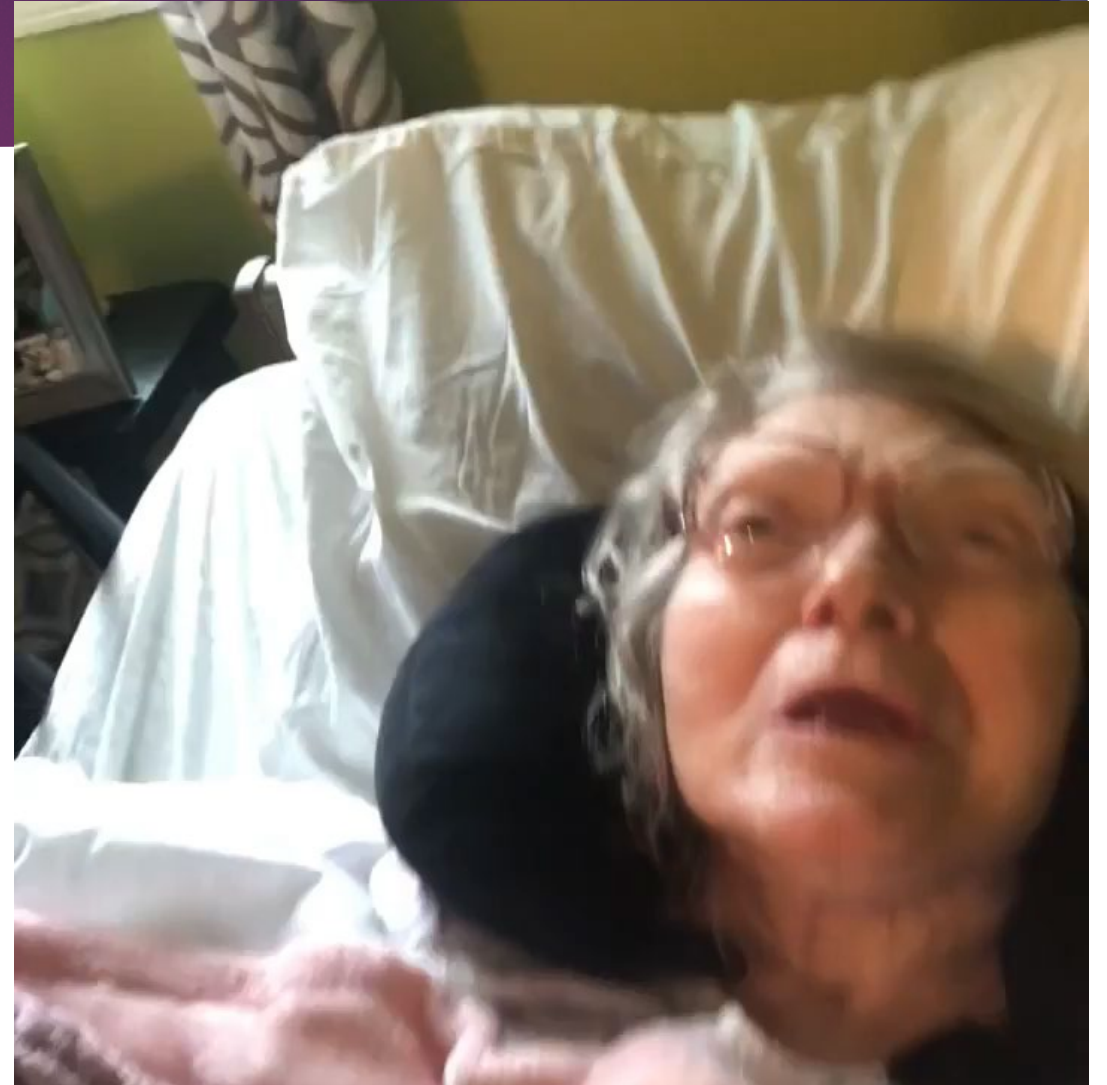
- ▶ The Prefrontal Cortex
- ▶ The Broca's and Wernicke's Area
- ▶ The Motor Cortex
- ▶ The Auditory Cortex
- ▶ The Visual Cortex
- ▶ The Right Cerebellum
- ▶ The Hypothalamus



Non Pharmacological Interventions: Music

Music Activities:

- ▶ Just start singing!
- ▶ Set them up next to a piano or instrument they used to play.
- ▶ Use technology. Use your smart phone or tablet to play music for your person with dementia.
- ▶ Use music with exercise.
- ▶ Use music as a stress reliever or to promote relaxation.
- ▶ Use music in personal care



Non Pharmacological Interventions: Cannabis

Case Studies

- ▶ 1.) Lewy Body Dementia on going delusions and sleep disturbances – Sativa 10mg 3x day reduced those 50%
- ▶ 2.) Frontotemporal Dementia very aggressive especially with personal care – Indica 10mg 30 min before showers
- ▶ 3.) Alzheimer's Dementia restless, up and down all day, and some aggressiveness – hybrid 10mg 3x day
- ▶ 4.) Alzheimer's Dementia – Not sleeping at night – Hybrid 10mg THC/CBN 1 hour before bedtime
- ▶ 5.) Frontotemporal Dementia – Anxiety/Teeth Grinding – Indica Tincture (1 syringe – 3x daily)

Non Pharmacological Interventions: Cannabis

Benefits of Cannabis:

▶ **Sativa Strain:**

- ▶ Reduces Hallucinations and Delusions, rigidity, tremors (Alzheimer's, Parkinson's, & Lewy Body Dementia)
- ▶ Reduces Depression

▶ **Hybrid Strain**

- ▶ Reduces Restlessness, Calling out, and Anxiety (Alzheimer's & Vascular Dementia)

▶ **Indica Strain:**

- ▶ Reduces pain and aggression, improves sleep & appetite (Frontotemporal Dementia & Alzheimer's)

Non Pharmacological Interventions: Cannabis

Studies Done:

- ▶ <https://www.frontiersin.org/articles/10.3389/fnagi.2022.957665/full>
 - ▶ 19 patients (81.4 years—17 women and two men) receiving an average of 12.4 mg THC/24.8 mg CBD per day for up to 13 months, with no reported problems related to the treatment and limited adverse drug reactions. Clinical scores showed a marked improvement that was stable over time, deprescription of other medications, and care facilitated.
- ▶ <https://www.psychiatrist.com/jcp/dispensary-obtained-tetrahydrocannabinol-treatment-neuropsychiatric-symptoms-dementia/>
 - ▶ The majority of patients (30/38, 79%) who took THC had an improvement in NPS according to their caregivers. THC was recommended most often for the NPS of agitation, aggression, irritability, lability, anxiety, and insomnia. Among the 20 patients who were taking antipsychotics at baseline and took THC, over half (12/20, 60%) were able to decrease or discontinue the antipsychotic.

Non Pharmacological Interventions: Massage

Benefits of Massage

- ▶ The Prefrontal Cortex
- ▶ The Broca's and Wernicke's Area
- ▶ The Motor Cortex
- ▶ The Auditory Cortex
- ▶ The Visual Cortex
- ▶ The Right Cerebellum
- ▶ The Hypothalamus

Ways to Connect with Me:

- ▶ Website: www.joannadementiaexpert.org
- ▶ Email: Joanna@joannadementiaexpert.org
- ▶ Instagram @JoannaDementiaExpert
- ▶ Tiktok @Joanna.Dementia.Expert
- ▶ Facebook @JoannaLaFleur
- ▶ Youtube @MLFoundation
- ▶ Linked In: Joanna LaFleur

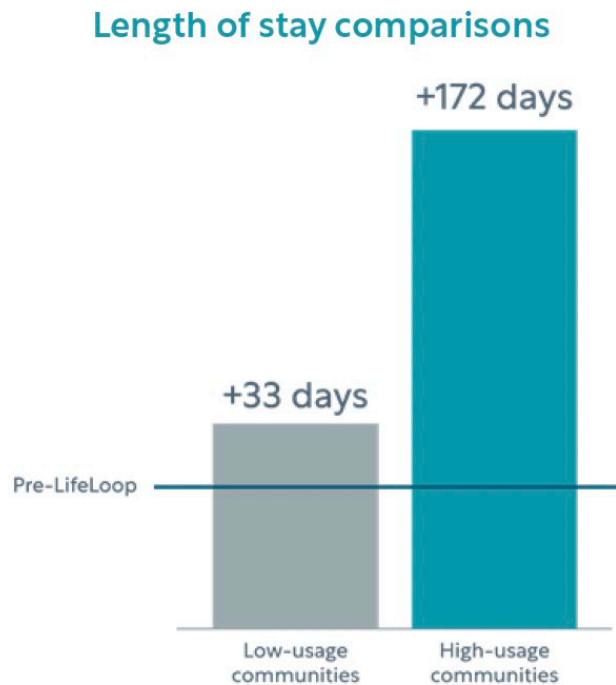
Thank you!



Joanna LaFleur
Dementia Expert/Founder
Memory Lane Foundation
www.joannadementiaexpert.com

LifeLoop increases LOS by 172 days

A groundbreaking study with New Perspective found that deep integration of LifeLoop solutions into daily community workflows yields strong gains in Length of Stay—and ROI.



 lifeloop

New Perspective.

Research study

Quantifying the impact of resident experience technology on resident length of stay in senior living

Brandon Tabbert | New Perspective

Lydia T. Nguyen, PhD | LifeLoop

Download the study:





Flourishing Communities

by  lifeloop

Driving resident participation with tailored activities

Tuesday, August 26 | 1 PM ET/12 PM CT

— Featuring —



Laura Smith
MorningStar Senior
Living of Billings



Moriah Bernhardt
MorningStar Senior Living



Nick Perrin
The Willows at Harrodsburg



Crystal White
The Willows at Harrodsburg

Scan to register





2025 Activities Strong Decoding Dementia gathering

The future of dementia care: From the VP's view

Tuesday, September 30, 2025

12 PM - 4 PM ET / 9 AM - 1 PM PT

Register today!



Stay in the loop!

Visit our Activities Strong webpage on lifeloop.com to sign up for updates, register for upcoming #ActivitiesStrong webinars, and discover new resources for senior living professionals.

