



# The New Forevers™ Uses Happy Memories for Veterans Care

## *Two Ways to Restore Happiness*

The New Forevers™ apps are digital games that use memory care research, to deliver positive music and photos to promote recognition, conversation, and connection — created for families, caregivers, and communities to play solo or together.

### Timeless Tunes — A Music Memory Game

Classic hits spark recognition, fond reminiscence and conversation across generations. Players enjoy a round solo, or create connections, taking turns remembering songs with the people they care about — each one followed by a “did you know” story to further boost memories.

- Original songs by original artists
- Play Solo at your own pace, or Challenge family and friends
- A Fun Fact after every round
- Large buttons and one-finger controls, built for every hand

*“Fun, plus the science behind it.”*

### Still Frames — A Photo Memory App

Players use their own photos, or choose from thousands of curated images, then follow a themed prompt to build, share, and revisit the story of your life — solo or together with the people who share those moments.

- A new themed thought-starter to prompt each session
- Create Solo or build memories by taking turns adding images with friends and family
- Grows into a collaborative, revisit able collage of memories
- Large buttons and one-finger controls, built for every hand

*“The story of a life, told through photos.”*

## The Importance of Relationship-Based Cognitive Engagement

Veterans face a documented convergence of three risks — loneliness, social isolation, and accelerated cognitive decline — that makes tools combining social connection with cognitive engagement especially valuable for this population.

## Loneliness Is a Veteran Health Crisis, Not Just a Feeling

Loneliness among veterans isn't occasional or mild — it's widespread, persistent, and dangerous.

- Nearly 57% of veterans reported feeling lonely at least sometimes, and almost 1 in 5 reported feeling lonely often. Veterans who reported frequent loneliness were **12 times more likely** to report suicidal ideation<sup>[1]</sup>.
- Nearly 40% of older veterans followed a trajectory of moderate-to-high loneliness over a three-year period — and for both groups, loneliness *increased* over time rather than resolving<sup>[2]</sup>.
- Veterans experience loneliness and isolation differently than the general population, particularly as they age — unfortunately, generic awareness products often miss the mark<sup>[3]</sup>.
- An estimated 4.4 million veterans live in rural communities, where they're more likely to be older, managing complex medical needs, and facing geographic isolation layered on top of social isolation<sup>[4]</sup>.

## The Cognitive Stakes Are Higher for Veterans

Loneliness doesn't stand alone for this population — it's entangled with elevated dementia risk driven by service-related conditions.

- Among more than 180,000 older veterans, those with PTSD-developed dementia, experienced it at nearly double the rate of veterans without PTSD (10.6% vs. 6.6%)<sup>[5]</sup>.
- PTSD and traumatic brain injury (TBI) are both more common among veterans than civilians, and moderate-to-severe TBI raises the risk of an eventual Alzheimer's diagnosis<sup>[6]</sup>.
- TBI is also linked to earlier dementia onset and an 84% higher risk of all-cause dementia<sup>[7]</sup>.

## A Vicious Cycle — and a Path Out

- Chronic loneliness compounds these risks further, raising the likelihood of cardiovascular disease, depression, and cognitive decline<sup>[9]</sup>.
- The relationship runs both directions: lower baseline cognitive functioning is one of the strongest predictors of *worsening* loneliness over time — isolation accelerates decline, and decline deepens isolation<sup>[10]</sup>.
- Researchers point to a way forward — interventions that build social connectedness, restore a sense of purpose, and address mental health concerns together, rather than in isolation<sup>[11]</sup>.

## The New Forevers™ Still Frames and Timeless Tunes Respond to a High Need

Still Frames and Timeless Tunes are built around these exact insight. Rather than treating cognitive engagement as solitary “brain training,” both products deliver memory retrieval, visual processing, and music-cued reminiscence *through* relationship-building — turning cognitive exercise into a shared experience between veterans and the people who care about them. It's an intervention that happens at the social touchpoint, not apart from it.

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## Sources

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