

MemoryWell.

Improving Long Term Care *One Story* at a Time

M.

My Father's Story



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M.

People Love Us



"It can, and does, change the world of all involved to have such a tool to make a difference."

-Teepa Snow,
**Dementia Care
Consultant**



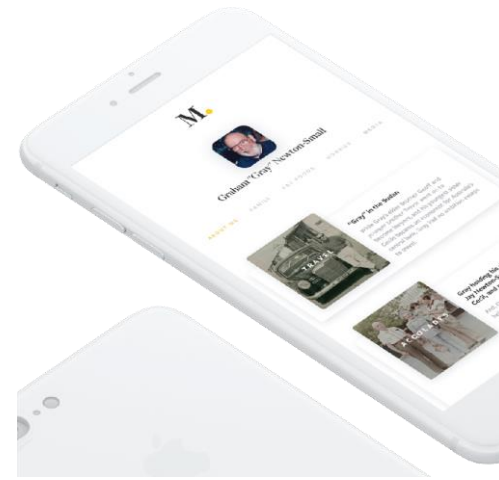
The Problem



- 55% staff turnover
- Current questionnaires are inefficient
- Lack of emotional connection

M.

Our Solution



- Stories are easily digestible
- Stories are quicker, painless
- Stories lead to empathy
- *HIPAA* compliant

GRAY'S STORIES

Graham Newton-Small is a global gypsy. That's what he told Winston Churchill, England's famous prime minister during World War II, when he, a part time driver, audaciously asked for a letter of recommendation. But that daring got him the recommendation and elevated him from bar tending and part time jobs in London, to getting paid to wander the world for the United Nations.



Gray as a teenager at The Scots College.

His Sydney boarding school. He's the top left boy.

Gray, which is his family nickname, grew up in the farming town of Inverell, Australia. His father, Cecil, was a bank manager. His mother, Clarice George, was a schoolteacher who doted on Gray, and his three siblings. She instilled her love of golf in her second son. That and chocolate --



The Team



Jay Newton Small

FOUNDER

Former TIME
Magazine national
correspondent and
best-selling author

