DETROIT, MICHIGAN (November 12, 2021) — Songs 4 Seniors, a new collaboration between the Sphinx Organization and Aetna®, a CVS Health® company, aims to share the healing power of music nationwide through a series of virtual performances. The video performances will be released on the Aetna YouTube channel. New video performances will be released weekly through December. Videos have been shared with a number of senior centers, senior housing facilities, and multicultural faith-based institutions across the country. All seniors — not just current Aetna Medicare members — can access the videos online.

The first Songs 4 Seniors video features 16 classical musicians, all of whom have participated in an annual Sphinx Organization competition. Sphinx is dedicated to transforming lives through the power of diversity in the arts. Each video will feature the musicians talking about what the piece of music means to them, providing a spark for conversation amongst the viewers.

“Early in the pandemic, an Aetna colleague partnered with a local high school to virtually share music with seniors in their community,” says Ken Brooks, Head of Community Activation for Aetna. “Since then, we created Songs 4 Seniors, a special music program aimed at helping seniors who are still struggling with social isolation due to the pandemic. It’s powered by our research into the effects of social isolation. The research shows that 25 percent of our seniors are struggling with social isolation and loneliness and there is statistical evidence that indicates social isolation can be detrimental to one’s health. Our hope for the Songs 4 Seniors videos is to touch as many hearts and souls as we can across the nation in a way that’s impactful to them and that brings them joy.”

Sphinx’s Chief of Artist Engagement, Andre Dowell, says the collaboration with Aetna enables the Sphinx Organization to expand its community outreach.

“Music is powerful, music is the universal language. Everyone, at some point in their life, is affected by music,” he says. “The musicians introduce the piece themselves and explain why the music is important to them as an artist and, hopefully, that connects with everyone who is listening to them perform. The intent is that it creates conversation in their circles within their respective places, to talk about the music and what type of impression it left upon them, how it touched them, and how it moved them.”

The videos will be shared with senior centers, senior housing facilities, and multicultural churches across the country. They also will be shared with people who are not seniors and who are outside of Aetna’s membership base through social and digital platforms.
ABOUT THE SPHINX ORGANIZATION

The Sphinx Organization is the social justice organization dedicated to transforming lives through the power of diversity in the arts. Sphinx's four program areas – Education & Access, Artist Development, Performing Artists, and Arts Leadership – form a pipeline that develops and supports diversity and inclusion in classical music at every level: music education, artists performing on stage, the repertoire and programming being performed, the communities represented in audiences, and the artistic and administrative leadership within the field. Sphinx programs reach more than 100,000 students and artists, as well as live and broadcast audiences of more than two million annually. Read more about Sphinx’s programs at www.SphinxMusic.org.

ABOUT AETNA

Aetna, a CVS Health business, serves an estimated 34 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, vision and behavioral health plans, and medical management capabilities, Medicaid health care management services, workers’ compensation administrative services and health information technology products and services. Aetna's customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates. For more information, visit www.aetna.com and explore how Aetna is helping to build a healthier world.

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