The Gineste-Marescotti Institutes, an international network of approved trainers, from various educational backgrounds (nurses, physiotherapists, psychologists, psychomotorians, nutritionists, occupational therapists, doctors...) and with great field experience.

**HUMANITUDE LABEL**

In 2013, we created a quality label called “Humanitude label” to perpetuate the quality of care and the quality of work life around the 5 principles of Humanitude and over 300 quality criteria.

- Over 50,000 professional caregivers trained working in more than 1,000 institutions
- We started in France in 2003, we are now present in almost all west European countries
- We were called in Japan in 2012
- We are ready to start in the USA

**LABEL HUMANITUDE CERTIFIED INSTITUTIONS VOUCH FOR US :**

"The personnel is proud and loyal. Residents and families praise the quality of life provided. Humanitude is an approach promoting experiment and innovation every day."

Maison de l’Amitié – Albi (France)

"Less sick leaves, less drug prescriptions, less incontinence protections."

Résidence Massy Vilmorin – Massy (France)

"Less days spent in hospital for our residents, fewer falls."

Résidence Le Sequoia – Illzach (France)
The Methodology of care Gineste-Marescotti® and The Philosophy of Humanitude® are concepts and training programs intended for personnel working in elderly care facilities as well as for family caregivers.

This rigorous methodology, scientifically assessed, based on over 30 years’ field experience, allows to reach the following objectives:

- Improving or maintaining elderly people's autonomy and preventing restrictions to arm-chair, bedridden
- Pacifying and preventing behavioural and psychological syndromes of dementia occurring during care acts
- Improving working conditions by reducing risk factors of burnout
- Transforming institutions into living places where life projects come true
- Implementing an ethical framework to promote permanent reflexion about care acts, to harmonize practices and to have a coherent management

To get to these achievements, Yves Gineste and Rosette Marescotti have developed over 150 techniques of care based on the 4 pillars of Humanitude:

- The Gaze
- The Speech
- The Touch
- The Notion of Verticality

It is more difficult to keep looking at elderly people affected by syndromes of Dementia or near the end of life. A gaze of Humanitude is a set of techniques leading to positive emotional sensation and to the recognition of the other;

Speech is based on two elements, words and tone. In Humanitude, we work on a tone which needs to soft, calm and melodious leading to love, tenderness and pride. Professionalizing the speech means also to apply the “auto-feedback” when a person has difficulty in communicating or cannot communicate at all;

Our hands are an essential tool in the relation and care. Our techniques will teach how to professionalize the touch in order to reassure, appease, give confidence but also to guarantee softness during manipulations and security during mobilizations;

Verticality is proper to the man. It must be preserved up to the end.

Scientific studies and impacts measured by our customers testify the quality of care observed on the field:

- Reduction by 80% of BPSD
  IPRIM research 2008 in France, MUNAKATA H. research 2015 in Japan
- Decrease by 7 in prescription of neuroleptics
  between 2005 and 2008 at Hôpital gériatrique Les Magnolias in France
- Reduction by 60% of days spent in hospital
  by residents living at La Matinière nursing home in France
- Significant decrease of burnout syndrome
  MIO ITO research in Japan 2015