

Help Us Take Our “Making Vision Therapy Visible” Campaign Global

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2013 marks the 18th year that we are celebrating [August as Children’s Vision and Learning Month](#). This campaign is the backbone of the “Making VT Visible” Campaign. It starts in May and continues through to August. Last year the campaign featured over 80 success stories from all over the United States and several from Mexico. It was a great success; thanks to those of you who shared your stories!

Through the wonders of the internet and social media our message has reached a global level. So, for 2013 we would like to make this officially a global campaign. This means that we will include stories from not only the U.S. but all over the globe.

In order to do this, your help is needed. Do you have patients who want to share their stories so others don’t have to struggle the way they did? If so, please ask them if they would like to share their story on a global level, through the COVD campaign.

Collecting Success Stories

Patients will periodically send thank you letters, but how do you get success stories on a regular basis? Is there a specific format that should be followed when the stories are written?

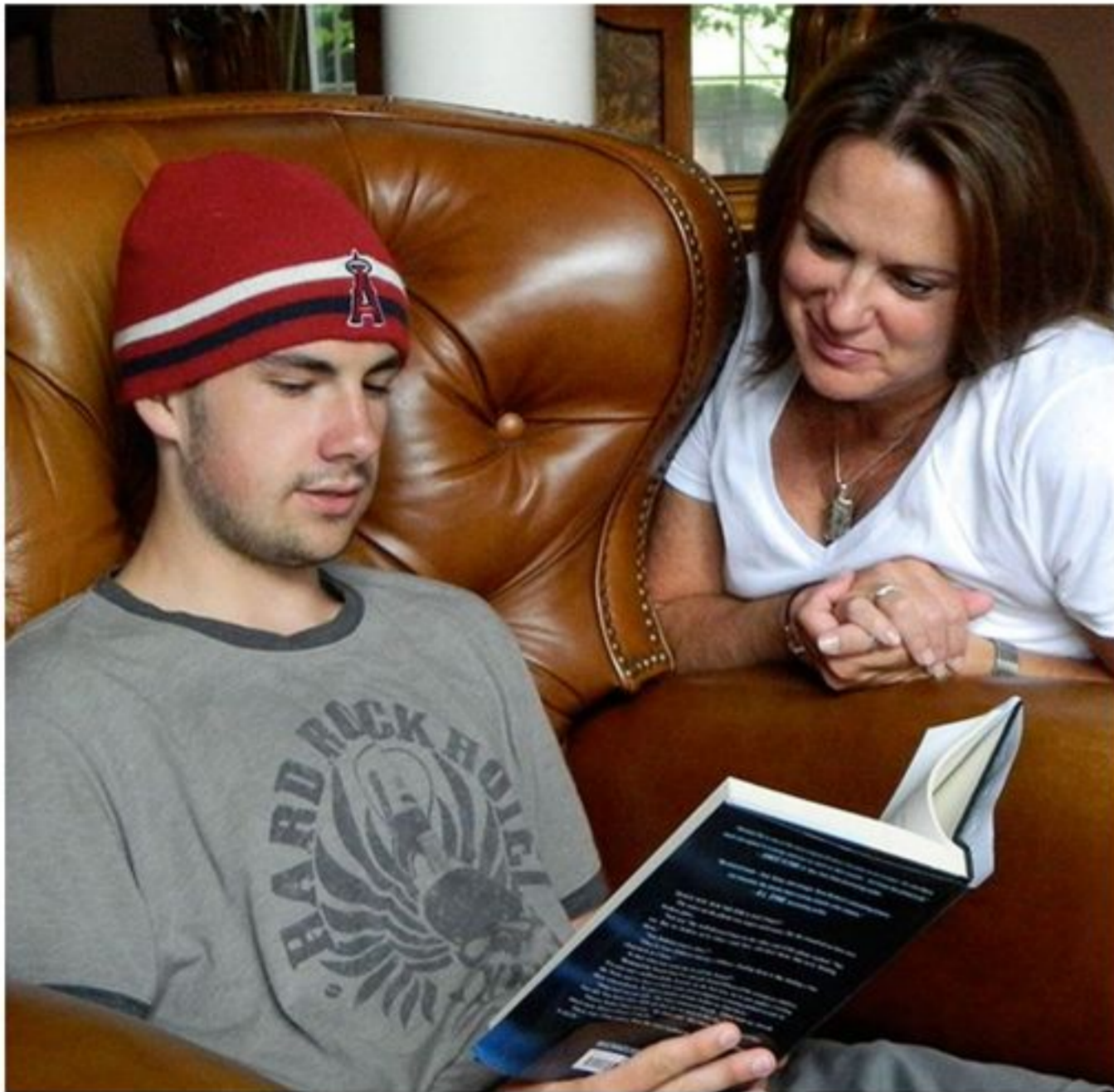
The most powerful format for a success story is one which includes:

1. A good overview of what life was like before vision therapy.
2. It tells a little about other professionals who were seen and other solutions that were tried – to no avail.
3. It shares whether the patient was 20/20, and if the problem was missed by vision screenings or other eye exams.
4. Of course, it shares what life is like after completing VT and the impact that VT has made.
5. And most importantly, it has a section at the bottom for the patient to sign, authorizing you to share their story with others.

Typically patients are happy to write about how exciting it is that they can now read, hit a ball, etc., but all too often they don’t go into great detail about what their life was like before VT. This is because the changes have been gradual and they don’t always remember how much they struggled before. Having a “success” form is very helpful. The form should ask the person to describe briefly what life was like before vision therapy and how it is now. When the patient is a child, you should have one of the parents complete it, in addition to asking the child to fill out their own.

Now the question is: how do you get the form filled out on a regular basis?

Some offices like to give the form to the parent at the last vision therapy session prior to the final evaluation before dismissal. However, parents will often arrive saying they left it at home and will send it in later (and unfortunately that



doesn't always happen). I have found that it is best to collect the success story at the final progress evaluation. It may be helpful to give the patient a copy of the symptom checklist they filled out for the first evaluation to help jog the patient's memory about what life was like before and how much their lives have changed thanks to vision therapy. Make sure to wait until they have filled out the checklist needed for the completion of VT before looking at the previous one, however.

When you see a patient for a progress check, months or even years later, and the parent is raving about the dramatic improvements and achievements that would never have occurred without vision therapy, this would also be a good person to ask to write a success story.

Now that you have some success stories to share...

We start sending out [press releases](#) in May and continue monthly through to August. So don't wait, send us your stories ASAP. See the guidelines for submitting your success stories to the global campaign included in this story.

Do you have questions? Please send your questions to info@covd.org.



(continued on next page)

Guidelines for Submitting Your Success Stories to the Global Campaign:

1. Since the campaign is for Children's Vision and Learning Month, the patient must be school-age, and the success needs to relate to academic performance. However, if you have an adult patient who struggled with reading their entire life, and now they can finally read, thanks to vision therapy – please send us that story too.
2. The parent of the patient must be very confident that the improvement was due specifically to vision therapy and must be willing to be interviewed by the media. While we cannot guarantee the media will interview your patient, we at least need to know that the parent is willing to do so.
3. This does not have to be a current patient – it could be a patient who did vision therapy a number of years ago, but who wants to share the impact vision therapy has made on his or her life.
4. If the parent had tried other remedies prior to finding vision therapy, please make sure that is clear in the information that is sent to COVD.
5. The diagnosis should include a binocular vision disorder such as convergence insufficiency or an oculomotor dysfunction.
6. Please send a photo of the parent and the child along with the success story, if possible.
7. Have the parent sign the release form and fill out the success questionnaire available through the COVD office. Email info@covd.org to request the form.
8. Note: If your patient's success story actually answers most of the questions in the questionnaire, just have your patient sign the release that is at the end of the questionnaire and send us that with the success story.