



## Helping you to spread the word ... by Toni Bristol

As we begin 2014, it is a good time to plan your marketing for the year. In doing so, I thought it might be helpful to take you for a tour of the COVD website to show you some key features that are available to help build your practice.

First, one of the questions I get asked a lot is “how do we respond to requests for research?” In the Patients & Parents section there is a page on [Research Vision Therapy](#). There is a wealth of information available from this pull down menu, including [Literature on Acquired Brain Injury](#), [Convergence Insufficiency Treatment Trial](#), [Position Papers](#), and [White Papers](#).

Also in the [Parent Resource Center](#), if you select [MDs & Vision Therapy](#) you will find some excellent quotes from MDs in support of optometric vision therapy. These quotes are taken from press releases we have issued over the years as well as other research and articles. If you run across an excellent MD quote you would like to see us add, please email the COVD International Office at [info@covd.org](mailto:info@covd.org).

Next, we have all the COVD [Press Releases](#) going from the most recent back to 2010. In the Media section, just select Press Releases or go to our CisionWire [press release page](#). Each release has been designed to address the variety of concerns and questions that parents and professionals often share with our members. These are available for you to print and share with patients. You can also link to the stories of your choice for a Facebook post

or an easy blog. And don't forget to share your success stories with us so we can include as many as possible in our 2014 public awareness campaign. If you need the success forms, please email [info@covd.org](mailto:info@covd.org).

The [Public Service Announcements](#) are also designed to address different aspects of developmental vision care and vision therapy. These are available online so you can easily link to any or all of them from your social media network(s). We have had numerous requests to make them available in a format that can easily be shown in your offices. To help you celebrate 2014, we are proud to announce that these are now available on a DVD so you can run all the PSAs in a continuous loop in your reception area, or just specific ones you wish to show. All the PSAs have been updated in HD format so they will fit on your wide screen TV monitors. To order, or for details on pricing, please contact the International Office.

While I am talking about things to display in your office or waiting room, be sure to get your [Larry Fitzgerald plaque, in the COVD store](#) if you don't have one already. I was speaking with a doctor the other day who mentioned that the plaque was up in an office he had recently joined and he definitely noticed dads looking at the plaque a lot. Larry personally signed 25 more plaques and we still have some of these left, so be sure to [act now](#) if you want the autographed plaque for your office.

As a reminder, the plaque features the following quote from Larry Fitzgerald:

*“Optometric Vision Therapy made a big difference in my life and my career. I was fortunate that my vision problems were caught early in life. Learning-related vision problems can have a serious impact on a child’s education. Don’t wait, take action today!”*