

ENERGIZING YOUR OFFICE • BY TONI BRISTOL

Does everyone in your office share your passion for vision therapy? If someone were to walk up to one of your primary care staff and ask them, "What is Vision Therapy?" what would the response be? Would it be positive and filled with excitement? Would it be vague, unsure, or disappointed? Or would it be; "Oh, you need to talk with our vision therapist...?"

I have seen a number of offices where there are two sets of staff: The VT staff and the "regular staff." Many times the main staff are a little resentful of the VT staff because the doctor 'obviously' cares more about them. How could they get this idea? There are several factors that can contribute to this. Typically the staff can see there is something exciting going on "back there" or the doctor may be paying more attention to the vision therapy department. They can also feel somewhat 'rejected' or 'unimportant' because no one cares enough to share the news with them.

Whether this is the situation in

your office or not, it is vital that you ensure ALL of your staff get to hear VT patient successes. After all, they see these patients coming in every week.

Just as your vision therapy staff get excited when a child brings in a report card with his or her first "A," so will the rest of your staff. The majority of people who work in health care do so because they want to help people. They also want to be proud of where they work. What could make someone prouder than to know they are part of a team that helped to change someone's life?

Everyone in your office plays a role in creating this change. Answering the phone correctly can make all the difference. Just think of where that child who just got his first "A" would be if, when his mother called for information she was not given the correct information or was not made to feel welcome?

There are a number of ways to share the success. The easiest is to have your vision therapist bring one or

two successes from the week to your staff meetings. It doesn't have to be a formal written story from the parent or patient. It could just be that the mother of the patient just shared with you how she caught her child reading under the covers with a flashlight (when he was supposed to be sleeping) and was smiling ear to ear – because this child previously HATED to read.

If you don't hold regular staff meetings then at least once a week - share a success story! It helps to keep your team energized! It also helps when a potential VT patient asks one of your staff, "What is Vision Therapy?" They may or may not be able to answer the question perfectly, but they will be able to pass on the enthusiasm, share a success story or two, and say "It gets incredible results!"

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NOMINATIONS SOUGHT FOR EAST & CENTRAL REGIONAL DIRECTORS

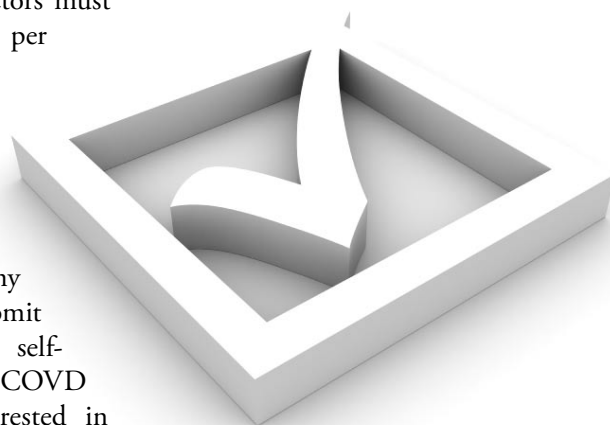
The positions for COVD East and Central Regional Director are up for election in 2008. Ida Chung, O.D., FCOVD, New York, NY, current East Regional Director and David A. Damari, O.D., FCOVD, Memphis, TN, current Central Regional Director will be completing their appointed positions at this year's Annual Meeting.

This will serve as official notice requesting members to submit nominations for the East and Central Director positions. The East and Central Regional Directors represent COVD members in their region and serve a three year term on the Board of Directors. Regional Directors play an important role in helping to develop and guide COVD

programs and policies. Directors must attend two Board meetings per year and participate in Board discussion and activities by mail, e-mail, and telephone between meetings.

Individuals nominated must be COVD Fellows. Any COVD member may submit a nomination, including a self-nomination. If you know a COVD Fellow who would be interested in contributing to the continued growth of COVD, encourage them to seek election to the Board of Directors.

Nominations should be sent to the COVD office by fax (330-995-0719),



email (info@covd.org), or phone (888-268-3770). Deadline for submission of nominations is April 30, 2008.