

Relations by Toni Bristol

Public Making VT Visible in 2016

Thanks to the new movie *Concussion* that was released Christmas Day, there is now tremendous interest in concussions, so we started 2016 off with a press release entitled *Concussion: Parents Speak Out about the Visual Link to Recovery*. Special thanks to Dr. Curtis Baxstrom, FCOVD and Dr. Megan Kirkpatrick, FCOVD for sharing their patients. If you have not yet read the press release, you can read it on [our press release page](#).

How to Utilize the Press Releases

Do not forget that you can easily customize the release for your office with a few tweaks and then send it to your local media! Members can learn more on how to customize this release [in the members section of the website](#). Be sure to capture some of the buzz surrounding concussions in your community!

When you are the only doctor in your area that provides vision therapy, it is helpful to have your staff read these releases. It helps to broaden their view of vision therapy – it's not just your office that provides this service. You can take 1 or 2 releases per week to discuss during your regular staff meetings, in addition to sharing your own patient success stories.

As a new practice, these releases can get you started by helping you to demonstrate the value of vision therapy. You could easily print all the releases and put them in a binder to keep in your reception area, as well as to share with potential referral sources.

In addition, you can use the COVD releases internally for staff and patient education. The [press release page](#) contains several years' worth of releases we have issued in the past. We cover

a variety of different topics and feature patient stories from around the world.

Coming Up in 2016

In 2016 we are planning on issuing press releases throughout the year, and would greatly appreciate any stories you would like to share! Patients are needed who have had vision problems resulting from concussion or TBI, as well as children who are on the Autism spectrum who had vision problems blocking learning. We also need vision and learning cases for the August campaign. Please send your stories to info@covd.org.

2016 Annual Meeting

Due to the exciting new and shorter format for the [Wednesday night program](#), this year's PR Update will be in the form of a poster. Be sure to stop by during the poster session and get the latest information on the Making Vision Therapy Visible Campaign.

Looking forward to seeing you in St. Louis!



**Making Vision Therapy
Visible Fund**