Fast ForWord® provider

Provider Marketing Kit: How to Spread the Word about Fast ForWord® and Reading Assistant™

This document will provide you with tips on how to talk about your services, whom to talk to, and how to get the word out to your community!

Table of Contents

Your Potential Target Clients

It is best to start by determining what type of client you'd like to work with and what ages you'd like to target.

Clinical Populations for Fast ForWord

Clinical populations that are appropriate for Fast ForWord, in particular, are children age 4 and above, and adults who have been diagnosed with, or have difficulty with the following:

- Specific language impairment
- Specific learning disability
- Autism, Asperger's, PDD-NOS
- Dyslexia
- ADHD/ADD
- Central Auditory Processing Disorder
- Hearing impairment: children with hearing aids or cochlear implants
- Writing and reading weakness
- General academic weakness
- Delayed language development or history thereof

Populations for Reading Assistant

Reading Assistant is for any student who reads above 25 words correct per minute and needs extra practice with fluency, comprehension, and reading across genres (non-fiction, fiction, science, history, etc.). There are texts for grades K-12.

Referral Sources

Once you have determined the age and client type, it's helpful to think about where these children or adults might be. Have you reached out to all the people in your community who work with your target population?

- ☐ Pediatricians
- ☐ Audiologists
- ☐ Psychologists
- ☐ Occupational Therapists
- ☐ Lindamood Bell practitioners *(Fast ForWord is often done before Lindamood Bell intervention)*
- ☐ Vision Therapists
- ☐ Tutors/tutoring centers
- ☐ Baby sign classes: siblings and mothers of young children attend!
- ☐ Parent groups (meetup.org or at libraries or other community centers)
- ☐ Private schools: parochial, charter schools who need services, etc.
- ☐ Preschools
- ☐ Autism parent or advocacy groups
- ☐ Etc.

Marketing to New Sources

Below are some typical ways to market your services to your referral sources and parents.

- <u>Leave an informational piece</u> with your contact info on the back in the specialists' offices, e.g., leave a front/back laminated sheet on reading or language development (American Speech

Hearing Association has brochures for purchase or you can Google developmental milestones and create one yourself)

- Email introductions: see below for samples
- Presentations for professional development: share with parents about language and reading development, why it's important, etc. See below for samples.
- Screenings: have you done screenings at private schools or preschools?
- Newsletters: reach out to those you have your database. Keep your name/practice name in the minds of your referral sources and parents by providing content rich newsletters that educate about language and/or reading development.
- Partnerships: consider partnering with a psychologist or other practitioner in your area to offer "one-stop" services.
- Social Media: do you have a Facebook page? They're very easy to create and a simple way to, again, keep your company name in front of your target referral sources and population. Plus, when you follow Scientific Learning, you have a readymade source of interesting articles to share!
- Don't forget about the classic ways to make connections: calling, in person meetings, networking groups, etc.

Your Services

For most of you, Fast ForWord is just one of the services you offer. A large part of why someone will work with you, or refer to you, is your expertise in a particular area. Determine what sets you apart and highlight that!

What sets you apart?

- Expertise with a particular population or treatment/assessment method?
- Location/convenience?
- Flexibility of scheduling? E.g., offering services at home, in office, at school, etc.
- Price/insurance?

Messaging

Fast ForWord Overview

Here are some tips on describing Fast ForWord, whether you're talking to a parent or other professional:

- When talking to parents, we recommend you start with how Fast ForWord may help their child (in measurable ways), then provide a clear and thorough overview of how and why it works, etc. You may use the verbiage and resources below!
- When talking to referral sources, it's important they know what kinds of participants are appropriate (see list above) so they know whom to refer to you.

The demos for Fast ForWord are always available to show parents how the exercises look and sound, or to help determine if a client is appropriate.

What is Fast ForWord?

Fast ForWord® is an online intervention that dramatically improves language and reading achievement.

It is different from other interventions because it strengthens the key pathways in the brain that help children learn, so they can pay closer attention to their teachers, absorb information faster, and remember what they are taught.

The program addresses reading and language skills while concurrently developing foundational cognitive skills like memory, attention, processing, and sequencing. These cognitive skills are central to all learning, resulting in improved outcomes for reading and other subject areas, too.

Note: Fast ForWord is different from other reading intervention because the product was designed by neuroscientists who are experts in how the brain learns.

Tagline

Real kids. Real research. Real results.

Individualized, Differentiated

Each learner using the Fast ForWord program is placed at the right starting level based on the provider's recommendation, and then follows a differentiated learning path that adapts with every click of the mouse. This ensures that each participant gets the individualized instruction they need.

Easy-to-Use

The online Fast ForWord program is easy to use across settings, including home, a clinic, the classroom, before and after school programs, and during summer. Learners can use the program anytime and anywhere!

Detailed graphs show progress at a very detailed level. Providers are able to respond immediately when a learner needs extra support to progress.

Proven Results

Students using the Fast ForWord program can raise their language and/or reading skill level up to 2 years in as little as 3 months.

More than 250 research studies prove that the Fast ForWord program can help build better learners with diverse student populations

Credibility/Science

The Fast ForWord® program is based on over 30 years of research into how the brain learns.

The Fast ForWord program traces its origins to the brain plasticity research of Scientific Learning's founding scientists. With over 55 patents in neuroscience and education, Fast ForWord delivers dramatic results for even your most struggling of readers.

Reading Assistant Overview

Product Tagline
Every reader deserves a listener.

About the Product
The Reading Assistant online reading software provides individualized online reading coaching for every student. Reading Assistant helps students rapidly strengthen vocabulary, fluency, and comprehension, maximizing their ability to read to learn.

Students of diverse ages and ability levels can benefit, including English language learners, struggling readers, and more advanced readers who are reading on grade level.

Individualized and Differentiated
Reading Assistant is the only online reading software that "listens" to students as they read out loud, intervenes when the student needs help, and automatically scores students' oral reading.

The Reading Assistant program features a range of reading levels to allow for differentiated instruction.

Easy-to-Use
Online access makes the program easy to implement for home use. Students can see their own progress and monitor their own improvement on reading selections. Providers can use data to determine students' areas of need regarding comprehension, fluency, etc.

Credibility/Proven Results
With Reading Assistant, students can improve their reading grade level up to 50% more than students receiving classroom instruction alone.

Fast ForWord®*provider*

Accessing Marketing Materials & Exercise Demonstrations

All materials and resources, including the exercise demonstrations, are included in the www.myscilearn.com site. You will need to log in to access these materials. To log in, either use your current login credentials, or if you don't have them yet:

- Go to www.myscilearn.com
- Login email: fastforwordprovider@gmail.com
- Password: Provider1

The Toolbox!
This is where all the best resources live!
To access them: https://help.scilearn.com/toolbox/docs.htm
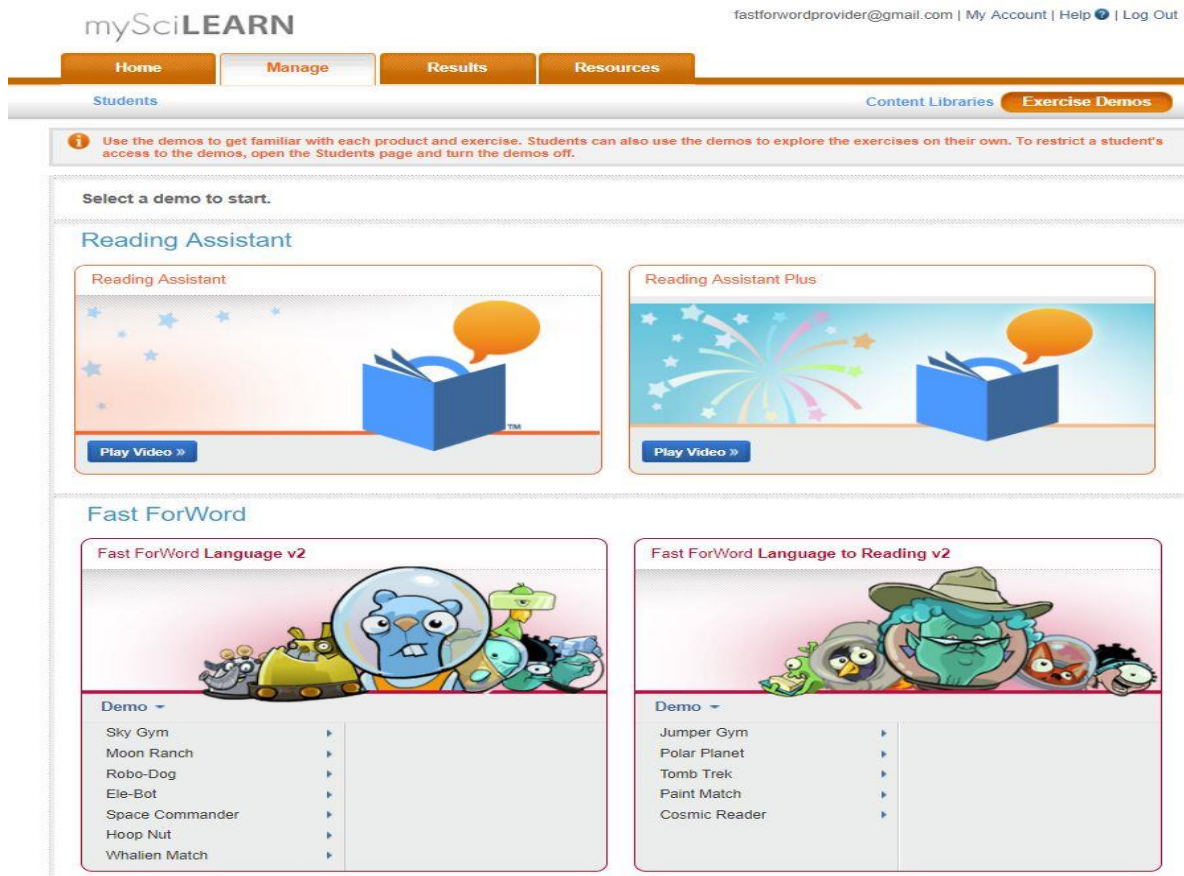
In the "General Provider Resources" section at the bottom, you will find:

- Sample parent presentation (PPT)
- Customizable brochure
- Insurance form letter
- Fee worksheet (to help you determine how much to charge)
- And more!

Demonstrating Fast ForWord

Exercise demos are a great way to preview products for potential clients, in addition to teaching participants how to use the individual exercises. Please see the steps below for instructions on how to access to the demo

1. In MySciLEARN, click the Manage Tab, and then click the **Exercise Demos** button on the right.
2. Using your mouse, hover over one of the exercises in the product you want to demo. Select a starting point for that exercises by clicking either Early Levels or Late Levels. You can also select the option to hear the exercise introduction in either English or Spanish.
3. The exercise selection will open in a new Internet browser window. Click the exercise to begin the demo.
   - The exercises demo timer is set to 20 minutes per exercise.
   - To exit an exercise demo, press and hold down **Ctrl** and then press **=**

Other Resources

We have a variety of other links of interest for you and the referrals and parents you work with. These are all available without logging in.

Results section journal articles

A bibliography of journal articles with research related to Fast ForWord.

http://www.scilearn.com/results/research-independent-reviews/

Results section by population

Find results by population: use dropdowns for results on AD/HD, APD, etc.

http://www.scilearn.com/results/school-based-studies/

Pre- and post- fMRI research on physiological changes in the brain after Fast ForWord (full text)

Proceedings of the National Academy of Sciences: http://www.pnas.org/content/100/5/2860.abstract

"Language to Literacy Link" paper (all white papers!)

http://www.scilearn.com/resources/whitepapers/

Cochlear Implant Resources

- Johns Hopkins information: this write-up covers the best practices used by the Listening Center, information on their results, and a reference to the original study.
- Information from Donna Morere, Ph.D., Gallaudet University: this PowerPoint provides a quick overview of the rationale behind using Fast ForWord with children with hearing impairment, offers tips for determining whether a participant is ready, and addresses common challenges.
- See sample email to audiologists below.

Dr. Tallal's webinar: Information on Temporal Processing and Academic Achievement

http://scientificlearning.webex.com/scientificlearning/ldr.php?RCID=2fec6234f27e5b121bcc493021fbe961
If you click on the link, make sure the entire link gets copied into your browser.

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We always provide and promote free webinars, and all are open to the public. Check which ones are coming up and which are available for review by going to: www.scilearn.com/webinars

Sample Email Text

Sample Email to Referral Source:

Dear [name],

Nice to meet you! I am a [Speech-Language Pathologist] in [San Diego] and wanted to reach out to those in my area who may work with the same population that I do. I specialize in working with [children ages 3+] who have [speech, language and reading] problems.

I'm writing specifically because I wanted to know if you see kids who struggle with academics- whether in reading, language or speech development, memory or attention, etc. I'm a provider of an innovative and powerful, research-based program called Fast ForWord that has been proven to dramatically improve these skills. Fast ForWord is a research-based intervention designed to make rapid and permanent improvements in language and reading. It was developed in a university lab by neuroscientists and has hundreds of research articles to substantiate its underlying science and results.

Do you have any clients who need help with their academics? I've been a Fast ForWord provider for 7 years and have seen amazing results with kids (usually 5 and older) who may be struggling for a variety of reasons. I'd love the chance to connect with you to learn about your specialty and how we can work together to help these kiddos.

I hope we have the chance to work together! I'll give you a call in the next week to see if we can connect by phone or in person soon.

Kind regards,
Hallie Smith, MA, CCC-SLP
Bilingual Speech Pathologist
Phone #
Website

Sample Email to Audiologist

Subject line: Fast ForWord and cochlear implants

Dear [audiologist name],

I am an [slp, ed therapist, etc.] in your area and wanted to share some of the promising research I just learned about related to children with cochlear implants who use the Fast ForWord products. Here are the high points that may be of particular interest to you!

- Fast ForWord is an efficacy based program designed to make rapid and permanent changes to the auditory system. It was developed in a university lab by neuroscientists and has hundreds of research articles to substantiate its underlying science and results. Read more here.
- Click here for a presentation by Dr. Morere of Gallaudet University describing what Fast ForWord is, what it was developed for, and the results she has seen in students with hearing loss.
- Review specific research on children with cochlear implants from Johns Hopkins University here.
- Hundreds of students with cochlear implants have used Fast ForWord with great success.
- Fast ForWord has been shown to be effective both with children who were born deaf and those who became deaf adventitiously.

Do you have any clients for whom Fast ForWord might be a good option? There seems to be growing interest about Fast ForWord in the cochlear implant community and I wanted to offer my services as a provider of the software. If you would like to find out more, or have any additional questions, please simply reply to this e-mail or go to the scientificlearning.com website to request information directly from them. Fast ForWord is now easier to use than ever- it's accessible online and can be used in a clinic or at home. Let me know if you have any additional questions.

I hope we have the opportunity to work

together. Regards,
Provider name
Phone
Website