

## Pointes of Interest

- **Save the Date!** Dining in the Dark, the event you have to not see to believe, is back! Mark your calendars for October 23! Invitation to follow.
- Alphapointe employees and friends celebrated summer with a Blues and Barbecue Picnic on May 18. The Untouchables Band got everyone dancing, and the barbecue was delicious!
- **Alphapointe Summer Camps are back!** Adventure Camp was held July 9-13 and hosted 23 kids with vision loss. Technology Camp is July 30-August 3 and will give teens with vision loss the opportunity to learn all about the Apple iPad. For more information about camp, go to [www.alphapointe.org/Summer%20Camps](http://www.alphapointe.org/Summer%20Camps).



2011 Technology Campers show off their new iPads.



Arts and crafts was a big hit at Adventure Camp.



Having fun in the sun at Adventure Camp.

## President's Message

*Dear Friends:*

This is a very exciting time for Alphapointe. After an extensive "listening campaign," we are reintroducing ourselves to the community by launching a new logo and a new message to the community.



Reinhard Mabry

In 1993, to convey the organization's goal of being the premier provider of services for anyone experiencing significant vision loss, the Kansas City Association for the Blind became Alphapointe Association for the Blind. This name change helped the organization evolve from strictly manufacturing to a broader mission of providing an array of rehabilitation, training and education services to people in the community who are blind.

Now, nearly 20 years later, we once again are evolving to meet the current needs of people with significant vision loss. In the fall of 2011, the board of directors unanimously voted to change the name of the organization to simply Alphapointe.

This change reflects our unwavering commitment to serving all people who are

| continued on page 2 |

## Rebranding Alphapointe for a Broader Mission

### New Logo, Theme Line Position the Organization to Do More

**A** hundred-year anniversary is a good time to reflect on accomplishments. But, it is also a good time to think about the future; in our case, the next two decades. We asked how we can better meet the needs of a growing constituency.

We answered with a renewed mission and vision for Alphapointe. Ambitious goals have been set. Achieving them requires that the Alphapointe brand be up to the challenge.

#### Why it Matters

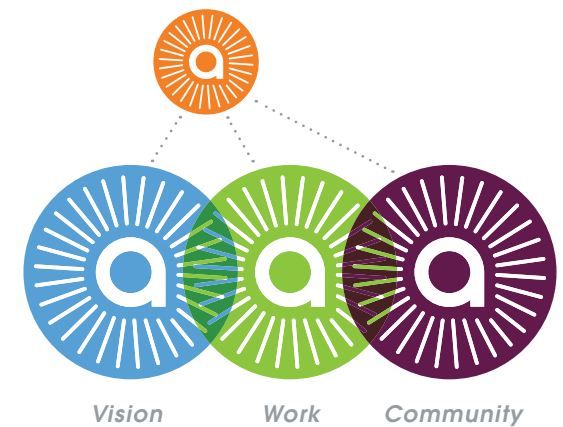
In early 2012, Alphapointe leadership explored rebranding the organization with the help of Trozzolo Communications Group. The need to elevate our brand became evident after extensive research and valuable feedback from clients, doctors, businesses and, most importantly, people who are blind in the community.

The exercise confirmed many strengths, but also uncovered areas where a more complete understanding of who we are and who we serve is paramount.

Regard for Alphapointe was high across all groups. However, in many minds, Alphapointe is a manufacturer. Some believe that revenue covers all the programs and services we offer. Many did not know the full spectrum of services we offer to the community and who was eligible for those services. Some believed we were not prepared for the needs of the current market.

"A lack of clarity has often complicated the job of communicating our mission to the community," said Alphapointe President and CEO Reinhard Mabry. "We needed to convey a broader mission, our expanding services and our ability to reach more people."

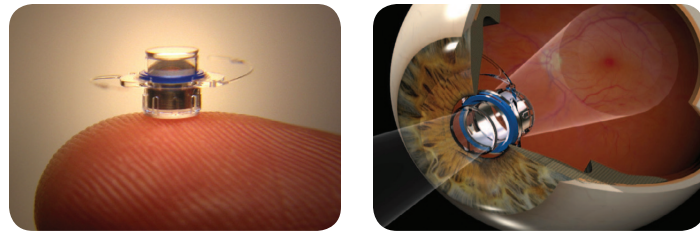
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## Restoring Sight, On the Cutting Edge of Research

**A**lphapointe is excited to announce a new partnership that could help restore sight to seniors suffering from Age-Related Macular Degeneration (AMD). In March, Alphapointe was chosen as part of the CentraSight care team. CentraSight is a biomedical company that is pioneering the use of telescopic implants to restore the central vision of patients with AMD. Alphapointe is the only area provider of comprehensive vision rehabilitation to participate in this innovative new program.



Telescope devices implanted in eyes to improve eyesight.

CentraSight is a revolutionary new treatment program using a pea-sized telescope that is implanted inside the eye to improve vision and quality of life for patients with the most advanced form of macular degeneration. The telescope implant uses a micro-optical technology to magnify objects that would normally be seen in one's 'straight ahead' vision. The program is designed to help patients see the things that are important to them, regain independence, and re-engage in everyday activities. The treatment program is comprehensive, beginning with a thorough evaluation and careful monitoring of the patient's progress throughout the process.

Patients are screened for the procedure by the CentraSight team of eye health professionals. If they meet the criteria, a specially trained ophthalmic surgeon will implant the telescope in an outpatient procedure that usually lasts

about an hour. Following surgery, patients will meet with occupational therapists at Alphapointe who will work with them to help them learn to use their new vision in everyday activities. Patients typically follow a post-operative treatment plan that lasts 6 to 12 weeks and includes specialized training for activities of daily living, mobility and safety.

While the telescope is not a cure for AMD, studies show that in general, patients were able to see three to four lines better on the eye chart test, and demonstrated improved quality of life across the board. Two multiyear clinical studies involved 28 ophthalmic centers and more than 225 patients to evaluate the safety and efficacy of the implant. The results have been published in top-tier scientific journals. The implant has been approved by the FDA, and the costs of the implant and corresponding treatment are generally covered by Medicare.

Says Clay Berry, Director of Rehabilitation and Education at Alphapointe, "The CentraSight program is on the cutting edge of research into restoring quality of life to millions of Americans living with vision loss. We are excited to be a part of this innovative new program, and welcome the opportunity to contribute our skills to the patients learning to utilize the CentraSight system."

More than 15 million Americans are affected by some form of macular degeneration, and this number is expected to double as the U.S. population continues to age. Through innovative partnerships with programs like CentraSight, Alphapointe is committed to serving seniors at all stages of vision loss.

If you or someone you know is affected by AMD and would like to be considered for the CentraSight program, please contact Angie Bowers, OTR/L, at 816-421-5848. Angie will connect you with a doctor to begin the evaluation process. ●

## President's Message

I continued from page 1 |

experiencing significant vision loss. Just as the organization evolved in 1993 to provide therapeutic services to people with no vision, we are once again evolving to embrace more than 5 million Americans who are living with low vision.

The establishment of the Low Vision Clinic nearly two years ago was the first step in this direction. More recently, we enhanced our youth programming to include summer camps and low vision services to children as young as 2. As the need for specialized low vision services continues to grow, Alphapointe will evolve to meet the changing

needs of the community. Through innovative partnerships and community building, we are committed to improving life for those who lose sight.

I look forward to sharing many more exciting changes with you in the coming months, and I invite you to join us as we continue our mission of serving people with vision loss in the community.

Truly,

## New Partnerships Create Opportunities for Employment

**D**epending on which paper you read, the average unemployment rate in the U.S. is somewhere around 8.1 percent, a number that is thankfully down from the all-time high of 10 percent in 2009. By all accounts, the job market is improving for Americans.

Unfortunately, finding competitive, permanent employment is still a challenge for many people with vision loss. The unemployment rate for people with disabilities is still nearly 70 percent. Alphapointe is committed to changing that statistic.

In one quarter, Alphapointe hired 22 new employees with vision loss through the Contract Management Support and Guarded Exchange services. These positions are all competitive, white-collar jobs that require specialized training and experience.

The Contract Management Support services is in partnership with the Department of Defense to fulfill a critical need for the federal government to efficiently close out government contracts. Employees in CMS utilize technology such as screen readers and magnifiers to review thousands of government contracts awaiting closure. Once reviewed, the contract is sent back to the Department of Defense for closure.



CMS and Guarded Exchange work centers at Alphapointe.

program began in February 2012, and the team of visually impaired employees has already surpassed many of the initial expectations of the program. Says Kim Sigloch, supervisor of Guarded Exchange, "These employees are extremely focused on quality and attention to detail. It is a great example of utilizing the abilities of a person, instead of focusing on their disability."

Both the Guarded Exchange program and the Contract Management Support program are clear examples of the changes in employment available for people with vision loss. Alphapointe is committed to providing even more opportunities to meet the demands of the changing workforce of the future. To learn more about employment at Alphapointe, please go to [www.alphapointe.org/jobs](http://www.alphapointe.org/jobs) or call 816-421-5848. ●

## Rebranding Alphapointe for a Broader Mission

I continued from page 1 |

### What it Means

The first step was to develop a clear, compelling position that defines our focus and value throughout the region: *For people who experience vision loss, Alphapointe offers the highest level of care, expertise and comprehensive services.*

Our goal was to capture the statement in a succinct tagline and logo. It had to portray the organization as progressive, compassionate, approachable and a leader. What you see today went through various stages of refinement and polish. Testing among employees, low vision clients and others helped us arrive at the final version.

The new logo focuses on the simple image of an eye. The lowercase "a" in the pupil symbolizes Alphapointe being the central point of access for help with vision loss. The ray of lines speaks to the effect Alphapointe has on the surrounding community.

The theme line articulates how Alphapointe serves a person with more than just optical supplies. We help people reach their potential: their vision in life. It conveys that we're with them from day one and all through their journey.

### Why Now

The visually impaired community is getting bigger. The spectrum has widened. As baby boomers age, the number of people with vision loss will climb. Alphapointe does more to help the visually impaired do more in life. And we'll need to do more to answer the growing need.

"We realize that vision loss will be a fact of life for more members of our community moving forward. We're here to help them, throughout their journey," Mabry said. "Our new brand more accurately conveys all that we do, as well as the growing importance of our role in the future." ●