OPENING TITLE: When should you refer your patient to Vision Australia?

A time line appears and branches into four lines. Image zooms in on each one in order, and see a “stop -point” with wording:

Upon diagnosis of a permanent, non-correctible or progressive eye condition

or

When vision loss affects daily life

or

When glasses no longer correct vision

or

When support adjusting to vision loss is needed

The time line merges into one again. We stop at a point and see “Mary”.

Imagery: Graphic representation of Mary, she blinks with a smile on her face. Followed by image is wording: Meet Mary, 67

Her glasses weren’t working like they used to.

Imagery: Mary changes to blinking with a sad face

Mary travels along the time line again, arriving at in turn – Optometrist

We have an image of Mary and an image of an Optometrist with eye chart. Above image is the title Optometrist and in between Mary and Optometrist a talk balloon comes out with wording Referral: Ophthalmologist

Mary travels down the time line again arriving at in turn – Ophthalmologist

We have an image of Mary and an image of Ophthalmologist. Above image is the title Ophthalmologist and in middle a talk balloon comes out with wording Problems: Reading and driving, the balloon then changes over to read Diagnosis: Macular degeneration.

Imagery: Mary shows concern.

Zooms in to the stop point and wording appears: Trigger for referral

Talking balloon appears with wording, Referral: Vision Australia

Mary travels down the timeline and lands at Vision Australia stop point. Zoom in. Now, like petals on a flower, the 8-circle support graphic appears around the logo, with wording to the left: How do we help? One by one, we zoom in on the support icons.

First Icon: Image of coffee cup with smiley face and wording: Emotional support and social groups for inclusion

Second Icon: Image of a person with a shaver and a person assisting and wording: Occupational therapists for independence

Third Icon: Image of a person walking using a cane with wording: Mobility specialists to stay safe and get around

Fourth Icon: Image of an Eye with wording: Orthoptists to assess functional vision and make recommendations

Fifth Icon: Image of iPad, iPhone and laptop with wording: Technology and training to stay connected

Sixth Icon: Image of a shopping basket with wording: Aids and equipment to improve daily living

Seventh Icon: Image of a whiteboard with wording: Education and employment support

Eighth Icon: Image of child and adult with wording: Children and adolescents specialised services

Zoom back out to see Mary’s smiling face. Under her, the words: We help Mary live well with vision loss.

Image changes to include wording: Eye care professionals appear with and angled circle around wording to the left of Mary. In a simple animation, Mary’s eyes blink. Underneath Mary is a talk balloon with the wording: I have my eye care professionals. Image changes to include wording to the right of Mary: Vision Australia with an angled circle around wording. The image balloon then changes to: and I have Vision Australia, then changes to: and I couldn’t live without either. As the wording changes another angled circle appears in the middle around Mary and links to be the Vision Australia Logo.

Page zooms to have Vision Australia Logo links, Vision Australia and tagline underneath: Blindness. Low Vision. Opportunity.

Then under the logo and tagline: Refer online

END.