



Lessons Learned During Covid-19 Shed Light on Treatment Options for Children with Dyslexia

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AUSTIN, March 18, 2021 - Covid-19 has made us rethink how we work, learn, interact and cope. We've been forced to find solutions in the midst of struggle and overcome obstacles when faced with failure. These are the same issues children with dyslexia face every day—even under the best of circumstances.

In fact, did you know?

- 15 million children under the age of 18 struggle with literacy.
- If a child doesn't read on grade level by the time they are in 4th grade, they have a 40% chance of relying on welfare in the future.
- The rate of learning disabilities among the prison population is upward of 50%; Of those, recent studies have shown that nearly half struggle with dyslexia.

Some would say that children with dyslexia are fighting a pandemic within a pandemic, a pandemic with a surprisingly low reaction and intervention rate.

To change the trajectory of these students, one determined academic language therapist developed a business that utilizes remote technology, made popular during Covid-19, to break through intervention barriers and extend quality treatment to all affected children. Once only predominately available in Texas, Dyslexia On Demand relies on video conferencing to deliver one-on-one dyslexia therapy by a highly trained Certified Academic Language Therapist (CALT) to any student, anywhere. Dyslexia Therapy is considered the most impactful intervention to the dyslexic brain, literally helping to create new neural pathways for their specific brain wiring to be able to access the written code.

“Despite the crucial need for comprehensive dyslexia therapy, there are less than 2,100 registered CALTs in the United States,” says Megan Pinchback, founder of Dyslexia On Demand. “With most of the CALTs residing in Texas, the rest of the country is grossly underserved. Dyslexia on Demand evens that playing field by providing access to these highly trained therapists for all children, regardless of their location.”



Megan Pinchback, Founder of Dyslexia On Demand

Dyslexia On Demand is a one-on-one, Orton Gillingham-based therapy program founded on years of research. Developed by the Scottish Rite Hospital for Children, it is considered the “gold standard” for dyslexia treatment in the United States and delivers proven, lasting results. The Dyslexia On Demand therapy complements existing dyslexia treatment programs, presenting sound and sight components through live feed instruction and incorporating a kinesthetic element through tactile program materials.

When Aaron began working with Dyslexia On Demand, his frustration level was very high. Now after 5 months, his confidence has soared. He is reading chapter books on his own

and learning to spell with accuracy. Dyslexia On Demand has done wonders for his reading and spelling ability. I have loved watching his progress and seeing him make the connections between his lessons and his reading! I can't wait to see what successes lie ahead for him!”

- Amanda W., parent

Since 2019, Dyslexia On Demand has expanded to include 37 CALTs, totaling an accumulated 307 years of dyslexia experience. The program has serviced more than 135 children in the United States and internationally. In addition to growing the Dyslexia On Demand program, Pinchback hopes to impact the lives of countless dyslexic children and families across the country through her tireless dedication to scholarships, parent education, dyslexia advocacy, and information dissemination about therapy options.

Dyslexia On Demand is the nation's only one-on-one, web-based, Orton Gillingham approach to dyslexia therapy by Certified Academic Licensed Therapists (CALTs). The program was founded in 2019 by Megan Pinchback, CALT, board member of the Austin branch of International Dyslexia Association (IDA), member of the Academic Language Therapy Association (ALTA), and a veteran reading specialist. Dyslexia On Demand delivers quality dyslexia therapy to all students, despite geographical limitations or shortages of qualified interventionists. They currently service students in many of our 50 states where CALTs are not available and around the world. For more information, visit www.DyslexiaOnDemand.com.

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