

## **Learning By Design, Inc.® partners with DotCom Therapy® for online delivery of effective literacy intervention**

March 15, 2017

(Evanston, IL) Learning By Design announces its strategic partnership with DotCom Therapy. This partnership positions DotCom Therapy as exclusive online provider of SPELL-Links™ literacy services for children and adults. The partnership allows individuals who struggle with spelling, reading, and writing *online* access to the SPELL-Links program to accelerate their learning and progress when classroom instruction and other interventions are not working.

The SPELL-Links program uniquely applies clinical and neurobiological brain research, using speech to print word study instruction which leverages the biological organization and wiring of the brain for oral language as the gateway to reading, writing, and spelling success for all K-12 students and adults.

DotCom Therapy provides professional services without the barrier of location and travel by delivering assessments and interventions via computer, tablet or smartphone. “DotCom Therapy is the ideal online service provider of SPELL-Links assessment and intervention because of the caliber of service they provide and because they can reach struggling students in every location across the U.S., Australia and the U.K. with internet or phone service,” explained Dr. Jan Wasowicz, founder and president/CEO of Learning By Design. In addition to holding state and local professional licenses and national certification by the American Speech-Language-Hearing Association (ASHA), DotCom Therapy SLP professionals are also SPELL-Links Certified Providers. “The SPELL-Links certification is a rigorous process with high standards to ensure the SPELL-Links program is implemented with fidelity,” said Dr. Wasowicz who is also an SLP.

DotCom Therapy founders Emily Purdom and Rachel Robinson, both speech-language pathologists (SLPs), first met while graduate students working on a blind research study under the direction of Dr. Julie Masterson, professor of Communication Sciences and Disorders at Missouri State University, regarding the benefits of SPELL-Links. “What a pleasure to witness their academic excellence and high professional standards converge with their entrepreneurial vision!” said Dr. Masterson who is also one of the SPELL-Links authors. “I could not be more thrilled to see our SPELL-Links products in such capable hands. I am also delighted that my former students, now colleagues, can feasibly provide widespread access to research-based treatment that can have strong effects on their clients’ literacy skills.”

The blind study referenced by Dr. Masterson and conducted at a Maryland school in 2010 found that students of teachers who use SPELL-Links with fidelity demonstrate greater improvement in measures of literacy than students whose teachers do not use the program as intended. A recent study conducted by the Florida Center for Reading Research documented improved spelling and writing performance after 8 weeks of SPELL-Links intervention (in press, *Reading & Writing Quarterly*). The U.S.

Department of Education explicitly recognizes the critical role of the SLP in literacy assessment and intervention in Every Student Succeeds Act (ESSA) signed by President Obama on December 10, 2015. This bipartisan measure reauthorizes the 50-year-old Elementary and Secondary Education Act (ESEA), the nation's national education law and longstanding commitment to equal opportunity for all students, and replaces ESSA's predecessor No Child Left Behind (NCLB).

#### About Learning By Design, Inc

Learning By Design is changing K-12 student literacy and education outcomes by introducing a new and effective paradigm for literacy assessment, instruction, and intervention. The privately-owned company, located in Evanston, IL, is founded by Jan Wasowicz, PhD, CCC-SLP, internationally recognized language-learning expert. Dr. Wasowicz is the inventor of the Earobics® Step 1 & Step 2 software products for early literacy, now owned by Houghton-Mifflin.

#### About DotCom Therapy

DotCom Therapy provides the highest quality of speech therapy services via computer, tablet or smartphone and is revolutionizing the field of speech therapy by making speech therapy and language literacy services for everyone, everywhere a reality. DotCom Therapy is founded, owned and operated by Emily Purdom, Ed.S, CCC-SLP and Rachel Robinson, M.S. CCC-SLP.

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