



Interview Messaging and Potential Questions

Three Key Messages

- The goal of the ACVO/Merial National Service Dog Eye Exam Event is to provide as many free eye exams as possible to eligible service dogs across the U.S. and Canada throughout May. *(Please refer to the event as the ACVO/Merial National Service Dog Eye Exam Event)*
- Starting April 1st log on to www.acvoeyeexam.org to register your service dog for the event. *(It's important that people know they MUST register online first, before calling a participating Ophthalmologist.)*
- The American College of Veterinary Ophthalmologists and Merial are proud to be top sponsors for this wonderful event.

Potential Questions

Q: What are the warning signs a dog may have an eye sight problem?

Q: What should an owner do if they think their dog has an eye sight problem?

Q: What does the eye exam consist of?

Q: How does someone who has a service dog participate in the event?

Q: What service dog groups are eligible to participate? *(Please see press release for details on who is eligible. Specific groups are listed on the website at www.acvoeyeexam.org)*

Q: How many veterinary ophthalmologists are participating?

Q: How many dogs do you expect to provide exams to?

Q: What types of service dogs qualify for the event?

Q: How long has the event been going on for?

Q: What happens if a service dog doesn't pass their eye exam?