

OPTOMETRIC
Management
SYMPOSIUM

Sports Vision Training: See Faster, Play Faster

Jennifer L. Stewart, OD

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"Believe in your vision."

~ JENNIFER STEWART, OD

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Jennifer Stewart, OD

- Chief Vision Officer: OD Perspectives
- Co-founder/Chief Vision Officer: Performance 20/20
- Professional Editor: Independent Strong
- Executive Board: International Sports Vision Association
- Adjunct Assistant Professor: NECO
- Professional Affairs Team: Coopervision
- Speaker/KOL: Macuhealth
- Consultant: Zyloware

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WHAT IS SPORTS VISION?

BEYOND 20/20
Goes beyond seeing 20/20 and the eyes

MAXIMIZE PERFORMANCE
Maximize physical, visual and mental performance

PERCEPTION
Over 90% of the information we collect is visual

SEE FASTER. PLAY FASTER.
What we see, how we process it, and what action we make

TRAINING
Can we speed that up? What will be the outcome?

SPORT SPECIFICITY
Each sport has unique visual and motor skills

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EXPAND YOUR PRACTICE

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OPPORTUNITY IN SPORT

45 MILLION
45 million children are playing an organized sport.

75% OF FAMILIES
3 out of 4 American families with school aged children have at least one playing an organized sport.

HIGH HOPES
More than 5% of parents hope their child will become a professional athlete



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EXPAND YOUR PRACTICE

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ADULTS + SPORTS

COMPETITIVE AMATEURS
One in four adults reports that they play a sport.

COMMON SPORTS
The top five most common sports played by adults are: golf, baseball/softball, soccer and running/track.

MALE FOCUSED
Men are more than twice as likely to say they play sports.

PERFORMANCE
85% of adults who play sports say their performance is important to them.

WINNING
56% say that winning is very important to them.

*Source: Sports and Health in America, Robert Wood Johnson Foundation, Harvard T.H. Chan School of Public Health

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SEE FASTER. PLAY FASTER.

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VISUAL + COGNITIVE SKILLS

VISUAL ACUITY	EYE/FOOT COORDINATION
CONTRAST SENSITIVITY	EYE/BODY COORDINATION
DEPTH PERCEPTION	ACCOMMODATION
PERIPHERAL AWARENESS	CONVERGENCE
SACCADES	STEREOPSIS
PURSUIITS	REACTION TIME
FIXATION	SPATIAL AWARENESS
VISUAL MEMORY	FOCUS/CONCENTRATION
BALANCE	
EYE/HAND COORDINATION	

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SEE FASTER. PLAY FASTER.

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SPORT SPECIFIC VISUAL SKILLS

HOCKEY

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SEE FASTER. PLAY FASTER.

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PERFORMANCE 20/20

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GETTING STARTED

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LOCATION. LOCATION. LOCATION.

STAND ALONE CLINIC
CURRENT PRACTICE
SPORTS TRAINING FACILITY
COMPLEMENTARY BUSINESS
MOBILE CLINIC
OTHER IDEAS???

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GETTING STARTED

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START SMALL

WHAT SPORTS DO YOU PLAY OR ARE FAMILIAR WITH?

WHAT IS POPULAR IN YOUR AREA?

START WITH ONE SPORT

WE ARE NOT COACHES!

ASK YOUR PATIENTS ABOUT SPORTS THEY PLAY

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GETTING STARTED

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START SMALL

ADD SPORTS EYEWEAR TO YOUR OPTICAL

WHO WILL BE DOING THE TRAINING?

WHO WILL WRITE THE TRAINING PROGRAMS?

ONSITE/OFFSITE?

INDIVIDUAL VERSUS SMALL GROUP VERSUS TEAMS

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GETTING STARTED

MARKETING (INTERNAL)

ASK YOUR PATIENTS ABOUT SPORTS + INTERESTS
RECREATIONAL AND WEEKEND ATHLETES COUNT
POP IN WAITING ROOM

SPORTS EMAIL BLASTS
SPORTS EYEWEAR IN DISPENSARY
SOCIAL MEDIA

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GETTING STARTED

MARKETING (EXTERNAL)

OPTOMETRISTS
COACHES
ATHLETIC TRAINERS
TEAMS
PARENTS
FACILITIES
PHYSICAL THERAPISTS
CHIROPRACTORS
EVENTS

HOST DEMOS/OPEN HOUSES
SPORTING EVENTS
EMAIL BLASTS
REFERRAL PROGRAM?
NEWSPAPER/TV/MEDIA
CO-PROMOTE WITH OTHER BUSINESSES
TEAM SPONSOR
BANNER/BILLBOARD
PRESENTATIONS

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ASSESS. ANALYZE. ACHIEVE.

SPORTS VISION TRAINING PROGRAM

HOMESCHOOL
COMPREHENSIVE EYE EXAM
EVALUATION
CUSTOMIZED TRAINING
RE-EVALUATE


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ASSESS. ANALYZE. ACHIEVE.

VISION CORRECTION FOR ATHLETES

GLASSES
CONTACT LENSES - SMALL RX'S AND ASTIGMATISM MATTER!
SPORTS EYE WEAR
LASIK/PRK
SCLERAL LENSES
CRT



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EYE WEAR FOR SPORTS

SPORTS + SAFETY

EVERY ATHLETE SHOULD BE WEARING PROPER EYEWEAR AT ALL TIMES
DRESS GLASSES VS SPORTS EYEWEAR
KNOW THE LATEST STANDARDS
HAVE SPORTS EYEWEAR AVAILABLE
REMEMBER PLANO PATIENTS!
PROTECTION FOR CL PATIENTS
INJURIES HAPPEN!



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EYE WEAR FOR SPORTS

SPORTS + SAFETY

ACCORDING TO PREVENT BLINDNESS AMERICA, MORE THAN 25,000 PEOPLE SEEK TREATMENT FOR SPORTS-RELATED EYE INJURIES EACH YEAR
TOP SPORTS FOR EYE INJURIES- TAKE A GUESS!
STANDARDS MATTER - MAKE SURE YOU ARE UP TO DATE WITH THE LATEST STANDARDS FOR EACH SPORT
IMPACT RESISTANT LENSES MUST BE USED - POLYCARBONATE (NOT CR-39 OR GLASS)



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EYE WEAR FOR SPORTS

STANDARDS MATTER

ASTM F3164-19 IS THE STANDARD SPECIFICATION FOR EYE PROTECTORS FOR RACKET SPORTS (RACQUETBALL, SQUASH, TENNIS)

THIS REPLACES THE PREVIOUS REQUIREMENTS FOR RACKET SPORTS EYE PROTECTION OF ASTM F803-01 STANDARD SPECIFICATION FOR EYE PROTECTORS FOR SELECTED SPORTS



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ASTM STANDARDS

ASTM F3164-19
Standard Specification for Eye Protectors for Racket Sports (racquetball, squash, tennis, handball, badminton, paddleball)

ASTM F3077-17
Standard Specification for Eye Protectors for Women's Lacrosse

ASTM F2013-18
Standard Specification for Eye Protectors for Field Hockey

ASTM F803
Standard Specification for Eye Protectors for Basketball, Baseball and Soccer

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Protect.
Prevent.
Play.



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ASSESS. ANALYZE. ACHIEVE.

TRAINING EQUIPMENT

MAKE A WISH LIST
IT'S OK TO SMART SMALL
LOOK AT YOUR FOOTPRINT
USE SPORTS SPECIFIC DRILLS TO ADD COMPLEX
GET CREATIVE!



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ASSESS. ANALYZE. ACHIEVE.

TRAINING EQUIPMENT

LOW TECH EQUIPMENT

- Hart Chart(s)
- Marsden Ball(s)
- Brock String
- Prisms
- Loose Lenses
- Vision Ring/HECO Stix

HIGH TECH EQUIPMENT

- Senaptec- Sensory Station, Strobes, Quad Strobes, Table, Synchrony and Senaptec App
- Neurotracker
- FitLight
- Binovi
- RightEye
- Reflexion

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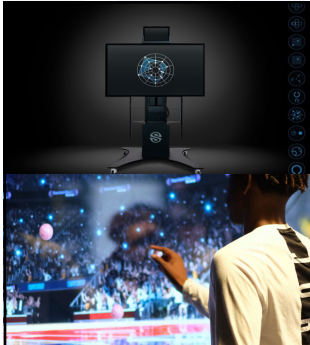


TRADITIONAL VISION TRAINING

Traditional vision training tools provide athletes with a solid foundation in visual training. Instruments such as the HART chart, Marsden ball and Brock string build strong binocular vision function and serve as a great warmup for athletes as they continue their training.

YLABEASUMH
K200U4LOFZ
H2TART51YB
P800ND8RVT
L3K00BUT3D
AWES800XN1
7APF8EHU2
V4R80MK2JT
802N0CHU8W
L4V8P81N0T

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SENAPTEC

The Sensory Station is a sensory evaluation and training station which assesses 10 visual and sensorimotor skills. We can determine an individual's strengths and opportunities to improve sensory performance. The Sensory Station is a digital convergence of many analog tools.

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SENAPTEC STROBES

The Senaptec Strobes are designed to train the connections between an individual's eyes, brain, and body. Using liquid crystal technology, the lenses flicker between clear and opaque, removing visual information and forces the individual to process more efficiently. The Senaptec Strobe can be integrated into existing training drills and exercises.

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SENAPTEC SYNCHRONY

Anticipation timing is an essential skill you rely on every day. The simple act of catching a ball requires your eyes to track motion, your brain to judge distance, speed, and trajectory, and your muscles to move in time with the ball's arrival. The Senaptec Synchrony provides an effective and fun solution engineered to sharpen and refine these judgement calls - both in sport and in everyday life.

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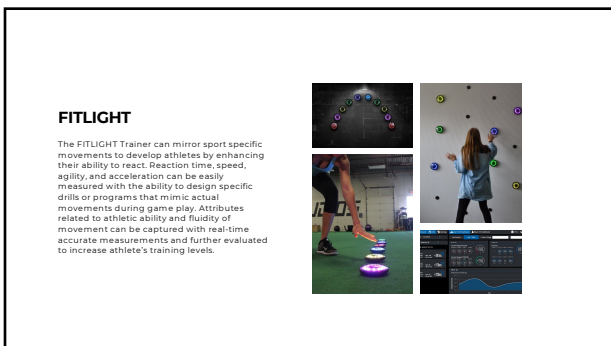


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NEUROTRACKER

NeuroTracker uses 3D multiple object tracking at increasing difficulties to develop high-level brain functions critical to sports performance. Each session delivers a series of mini-tests where the athlete needs to remember key targets, then track them moving among distractors for several seconds and then identify them. NeuroTracker adaptively optimizes difficulty to each athlete's level, maximizing cognitive stimulation.

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FITLIGHT

The FITLIGHT Trainer can mirror sport specific movements to develop athletes by enhancing their ability to react. Reaction time, speed, agility, and acceleration can be easily measured with the ability to design specific drills or programs that mimic actual movements during game play. Attributes related to athletic ability and fluidity of movement can be captured with real-time accurate measurements and further evaluated to increase athlete's training levels.

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RIGHTEYE

The RightEye Sports Vision Module™ identifies opportunities to strengthen performance by:

- Objectively quantifying athletic performance by gathering the amplitude and velocity of rapid, involuntary, and oscillatory ocular movements
- Comparing vision skill from a range of levels from youth to professional
- Improving sports vision with customized training programs and drills

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REFLEXION

Reflexion is light-board technology with an enormous number of possible stimuli (2,688 in the case of the Edge) as well as touch detection resolution to provide visual and cognitive training drills.

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BINOVI

Vision therapy and vision performance activities from the Wayne Saccadic Fixator have been ported to the new Binovi Touch. Connected through Bluetooth to the Binovi Touch iPad app, a single iPad can control any number of Binovi Touch devices. Completely customizable tests can drill down into specific aspects of a patient's vision skills or can be broadened to get a bigger picture of how they are progressing.

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ALWAYS LEARNING

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EDUCATION + ORGANIZATIONS

- INTERNATIONAL SPORTS VISION ASSOCIATION (ISVA)
- SPORTS VISION PROS
- AQA SPORTS AND PERFORMANCE VISION ADVOCACY NETWORK
- NORA
- OPTOMETRIC MANAGEMENT - SPORTS VISION SERIES
- THE VISION COUNCIL
- CONSULTANTS


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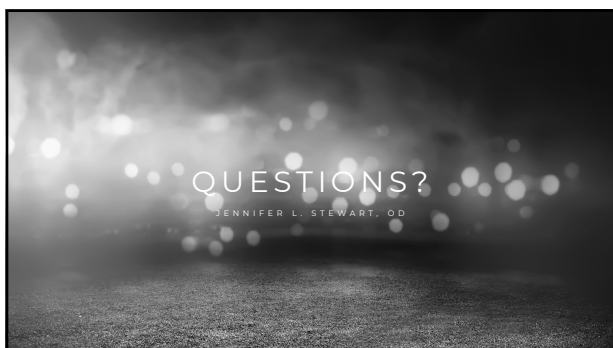


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QUESTIONS?

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