A Sprint or Marathon: Establishing a Sports Vision Practice

Saturday, 10:00am - 11:00am  
**Category:** Functional Vision/Pediatrics (FV)  
Fred Edmunds, OD | Amanda Nanasy, OD

**Description**
This course follows the development of a sports vision practice: identifying a suitable location, sourcing specialized equipment, setting up the clinic, developing testing and training protocols, networking within the local athletic and eye care communities and creating awareness about sports vision through smart, targeted promotion.

**Course goals**
By the end of this course, attendees will be able to:
- Learn about the opportunity sports vision represents to the optometric practice.
- Understand the different elements of sports vision and how to integrate them into the practice.
- Appreciate the commitment necessary to establish a successful sports vision niche.

**Course outline**

Sports vision – what is it?
- Vision vs. ‘vision’
- Sub-discipline of sports medicine
- Sports performance enhancement

Sports vision – why?
- Sports-mad culture and desire for competitive advantage
- Unmet demand
- Opportunity for optometry

Elements of sports vision
- Contact lenses
- Performance Vision training (vision enhancement)
- Eye protection: physical & photo
- Education and awareness
Vision and sport

- Unique visual demands by sport
- Critical visual skills for sports
- Key elements of visual performance
  - Results of a visual performance battery

Visual Performance Evaluation

- Comprehensive evaluation of critical visual skills
  - Objective refraction
  - Static visual acuity
  - Stereopsis
  - Contrast sensitivity
  - Accommodative-vergence facility
  - Peripheral awareness
  - Eye-hand & eye-foot reaction/response speed
  - Eye-hand coordination
  - Eye-body coordination
  - Anticipation timing
  - Dynamic visual acuity
- Compare results against normative database by sport, age and competition level (where available)
- Analyze results and identify areas for improvement and/or enhancement
- Utilize VPE to guide treatment (training) plan

Performance Vision Training

- Vision training programs designed to enhance critical visual skills, i.e.;
  - anticipation timing
  - eye pursuits and saccades
  - dynamic visual acuity
  - eye-hand coordination
  - reaction time, etc.
- Position-specific field drills can be incorporated for functional vision training
- Training programs may be customized to individual athletes
• In-office training procedures
• Home exercises
  o XTREMESIGHT Tool Kit
• Pre-game visual warm-ups

Marketing and Promoting the Sports Vision Practice
• Branding
• Advertising
• Website
• Promotional activities
• Community outreach

The Mobile Performance Clinic
• Taking sports vision on the road – the importance of being mobile
• Evaluation and screening services

Sports Vision Players
• Optometrists / ophthalmologists
• Sports vision trainers
• Occupational therapists
• Physical therapists
• Athletic trainers
• Coaches
• Physical education