Establishing a Sports Vision Practice
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Abstract:
Establishing a sports vision niche within an optometric practice requires; identifying a suitable location, sourcing specialized equipment, setting up the physical clinic, creating forms, developing testing and training protocols, networking within the local athletic and eye care communities, and critically, creating awareness about sports vision through smart, targeted promotion.

Programs and ideas that worked, as well as plenty that didn’t, will be discussed. Finally, a business model for a successful ‘sports vision only’ practice will be presented for consideration.

Disclosure: Dr. Erickson is a consultant for Senaptec and Zeavision

Introduction to sports vision (SV)
- Sports vision
  - Definition - Vision vs ‘Vision’
  - Visual task analysis
  - Perception-Cognition-Reaction
  - Review of visual skills
  - Evaluation and training philosophy
  - Scope & Potential
- Rationale for integrating SV into the eye care practice
  - The sports vision opportunity – the ‘sporting public’
  - Comprehensive performance conditioning service to patients
  - The competitive advantage
  - Incremental revenue stream
  - Leader in innovation

The Sports Vision Clinic
- Tour/orientation of a sports vision clinic
- Venue considerations and requirements
- Introduction to forms, evaluation and training protocols
- Designing and installing a sports vision training module
- Introduction to evaluation and training equipment and materials
- How to introduce SV to the athlete
Visual Performance Evaluation (VPE) and Screening (VPS)

- Establishing sport-relevant Visual Performance Evaluation (VPE) and Screening (VPS)
- Review visual skills for evaluation
  - The visual performance pyramid
    - Foundational skills
    - Complex skills
- Review of evaluation/screening forms and protocols
- Observing client-athletes

Performance Vision Training (PVT)

- Developing a customized Performance Vision Training (PVT) programs
- Performance training philosophies in sports vision
  - Customized PVT based on VPE and adapted by age, ability, sport, position)
  - Standardized PVT program by sport (position/age)
- Philosophy behind PVT – incremental challenge
- Customized vs. standardized programs
  - Using the evaluation to guide the training
  - Modifying protocols
- Identifying key areas for improvement – sport-specific
- Review of training forms and protocols
- Observing patient-athletes
- Monitoring and modifying the athlete’s training program

SV Equipment & Materials

- Selecting sports vision equipment by anticipated application, i.e. baseball, softball, LAX, etc
- Selecting / purchasing SV equipment
- Setting up the sports vision clinic
  - Space requirement and layout
  - Installing and validating equipment

Marketing & Promotion
• Marketing the sports vision practice
• Advertising
• Selling the service
• Establishing relationships with fellow eye care professionals
• Establishing relationships with local health care professionals, i.e. PT’s, OT’s, ATC’s
• Establishing relationships with local athletic training facilities, teams, clubs, schools
  o Referral base
  o Mutual benefit
  o Orientation and prerequisites
  o Growth opportunities