

The background is a faded, high-angle photograph of a baseball stadium. The field is visible, with its green grass and brown dirt base paths. In the background, the outfield fence is lined with various advertisements, including CVS, Amazon, and others. The stadium lights and seating areas are also visible, though they are out of focus and faded to provide a clear background for the text.

Roadmap to Sport Team Partnerships - No Equipment Required!

Dr. Amanda Nanasy

Florida Institute of Sports Vision- Pembroke Pines, FL

Disclosures



Consultant/Faculty/KOL:

Alcon
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Thermamedx



Sports Vision Pros.com- **Partner**

A little about Dr Nanasy



- Director, Florida Institute of Sports Vision
@The Eye Center
@Holy Cross Sports Medicine
- **Team Doctor:** Miami Dolphins, Inter Miami CF, Miami HEAT Check Gaming, UCF, Barry U, St. Thomas U, American Heritage, American Optometric Association, Sports and Performance Vision Board
- **Preferred eye care provider:** Joe Dimaggio Children's hospital Orthopedics, Holy Cross Hospital, FORCE Physical Therapy, St. Thomas Aquinas Athletics, Pinecrest Academy Athletics
- My professional goal.....





Your Dream Sports Vision Practice.....

- What are you most known for?
 - Who do you work with?
 - How often are you “doing sports vision”?
 - Does it meet all of your expectations and goals?
-
- **Are you “A Fenway” of Sports Vision?**
 - **Maybe you don’t even want a “Sports Vision Practice”**

Before you bring them in....

What will you offer?

Best Practices for building your niche...

Do you have what you need?

- Space requirements?
- Equipment requirements?
- Staff requirements?
- Potential patient base

Best Practices for building your niche...

Make sure to have a clear strategy

- Set procedures for evaluations
- Set pricing
- How will you share results?
- How long will it take?
- Will you allocate special times?
- Will you set a time to evaluate how things are going?

Best Practices for building your niche...

Let others be involved in the journey

- Help you run the process
- Others are likely to get questions
- Keep you motivated



- Your current patient population
- Big Leagues
- Minor Leagues
- Farm Teams
- Training Centers/ Camps
- Focus on your “coaches”

Work on building that
population base...

Fenway didn't always have sell-out crowds

Your 1st homework assignment: New Acquisitions

Make
Your List

- Google these potential targets for your practice
- Travel _____ near me (baseball, volleyball etc)
- _____ Academy (baseball, tennis)
- Golf lessons/ camp
- MMA or Boxing
- Sports Performance Center

Your 2nd homework assignment: New Acquisitions

Research

Research for your best contact person on each

- Come up with your best correspondence to reach out to your contact
- Phone? Email? LinkedIn?
- Try to come express what you can do for them in an elevator pitch before they lose interest- find a common thread
- What are you going to do it for?
- Are you looking to partner with a team/facility or just drive individual exams/ evals?

Your 3rd homework assignment

Outreach

The Hook

- Send your message/ call to one or two of your targets
- Make sure that you set the next action step
- Don't sound like you are just selling something!
- Invite them for a tour/ a complimentary performance assessment etc..

Practice Makes Perfect...



Ready to go!

Follow
through

They show up/ you meet them

- Have a packet of info ready
 - Your BRANDED card
 - Brochure
 - Sample assessment (if you aren't doing one on them)
 - Your options for partnership/ referral

Repeat...

Just because you built it does not mean people will come!

You are selling a product they don't know they need.

You may be a great doctor, but if you want to succeed with this, you need to learn how to **pitch**

You are NOT their old eye doctor that just gave them glasses. Don't be the pepsi add guy!

You need to have a brand and be a part of that brand- you want athletes to be proud to say they work with you!

Athletes pay big bucks to buy any gadget to improve their game. Your services and skills may do more for them than any new club, bat or racquet. You must believe that. You must make them believe it.

More Homework “Read” this book 😊



Welcome to the home of the
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OF SPORTS VISION
Pembroke Pines, FL

← → ↺

eyecenter.com/sports-vision/

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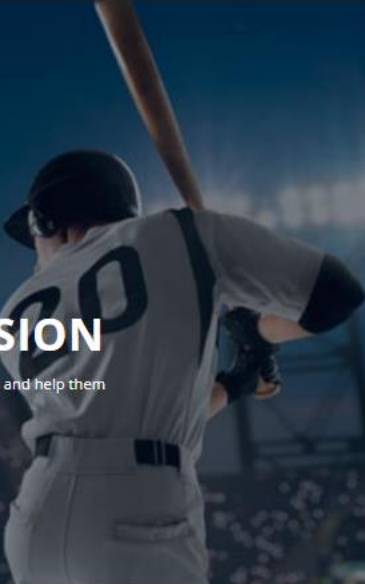
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Looking to improve your game? As sports vision specialists, we strive to improve the visual abilities of athletes and help them achieve their peak athletic performance.


[SCHEDULE APPOINTMENT](#)





What is Sports Vision?

Vision care for athletes should begin with the identification of visual factors that potentially contribute to peak athletic performance. Beyond quality **comprehensive eye exams**, there are other areas of visual motor and visual perceptual skills that are unique to athletes. These skills can also be different for each specific sport. By discovering if any weaknesses lie in these areas, athletes have an opportunity to enhance not only these visual skills, but also the resulting performance in their sport.



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Great Resources.....

Don't hate.... Use it!

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

Vision and Concussion: Symptoms, Signs, Evaluation, and Treatment

Christina L. Master, MD, FAAP,^{a,b,c} Darron Bacal, MD, FAAP,^{d,e} Matthew F. Grady, MD, FAAP,^{a,c} Richard Hertle, MD, FAAP,^{f,g}
Ankoor S. Shah, MD, PhD,^{h,i,j} Mitchell Strominger, MD, FAAP,^{k,l,m,n} Sarah Whitecross, MMedSci, CO,ⁱ
Geoffrey E. Bradford, MD, MS, FAAP,^{o,p} Flora Lum, MD,^q Sean P. Donahue, MD, PhD,^r
AAP SECTION ON OPHTHALMOLOGY; AMERICAN ACADEMY OF OPHTHALMOLOGY; AMERICAN ASSOCIATION FOR PEDIATRIC
OPHTHALMOLOGY AND STRABISMUS; and AMERICAN ASSOCIATION OF CERTIFIED ORTHOPTISTS

Visual symptoms are common after concussion in children and adolescents, making it essential for clinicians to understand how to screen, identify, and initiate clinical management of visual symptoms in pediatric patients after this common childhood injury. Although most children and adolescents with visual symptoms after concussion will recover on their own by 4 weeks, for a subset who do not have spontaneous recovery, referral to a specialist with experience in comprehensive concussion management (eg, sports medicine, neurology, neuropsychology, physiatry, ophthalmology, otorhinolaryngology) for additional assessment and treatment may be necessary. A vision-specific history and a thorough visual system examination are warranted, including an assessment of visual acuity, ocular alignment in all positions of gaze, smooth pursuit (visual tracking of a moving object), saccades (visual fixation shifting between stationary targets), vestibulo-ocular reflex (maintaining image focus during

abstract

^aDepartment of Pediatrics, University of Pennsylvania Perelman School of Medicine; ^bMinds Matter Concussion Program, and ^cPediatric and Adolescent Sports Medicine, Division of Pediatric Orthopaedics, Karabots Center, Children's Hospital of Philadelphia, Philadelphia, Pennsylvania; ^dDepartment of Ophthalmology and Visual Science, Yale University, New Haven, Connecticut; ^eEye Physicians and Surgeons, PC, New Haven, Connecticut; ^fDepartment of Surgery, College of Medicine, Northeast Ohio Medical College, Rootstown, Ohio; ^gDepartment of Specialty Medicine, Ohio University College of Osteopathic Medicine, Athens, Ohio; and Akron Children's Hospital Vision Center, Akron, Ohio; ^hDepartment of Ophthalmology, Harvard Medical School, Boston, Massachusetts; ⁱDepartment of Ophthalmology, Boston Children's Hospital, Boston, Massachusetts; ^jMassachusetts Eye and Ear, Boston, Massachusetts; ^kDepartments of Surgery, ^lOphthalmology, ^mPediatrics, and ⁿClinical Internal Medicine, University of Nevada Reno School of Medicine, Renown Medical Center, Reno, Nevada; ^oDepartments of Ophthalmology and ^pPediatrics, West Virginia University, Morgantown, West Virginia; ^qQuality and Data Science Division, American Academy of Ophthalmology, San Francisco, California; and ^rDepartment of Ophthalmology and Visual Sciences, Vanderbilt University Medical Center, Monroe Carell Jr

<https://www.aoa.org/AOA/Documents/Practice%20Management/Specialties/SPV/AOA-Concussion-FactSheet.pdf>

CONCUSSIONS, VISION & YOUR EYE DOCTOR

FACT SHEET

What is a concussion?
A concussion is a type of traumatic brain injury (TBI) that affects your brain function, including your vision. Symptoms can include headaches and problems with vision, concentration, memory, balance and coordination.

Facts about concussions

- Nearly one third of child and adult athletes have sustained previously undiagnosed concussions¹
- Undiagnosed and untreated concussions can lead to an increased risk of brain damage and injuries
- Regular comprehensive eye exams can detect visual signs of undiagnosed concussions and lead to a referral to a concussion care team
- Doctors of optometry can diagnose and treat visual symptoms of concussion, which can be detrimental to academic, work, and sports performance

What are the causes of concussions?
Concussions can be caused by:

- Bumps, blows, or jolts to the head
- Hits to the body that causes the head shake rapidly back and forth
- Falls or accidents

Sudden movements can cause the brain to bounce around or twist in the skull, creating chemical changes in the brain and sometimes stretching and damaging brain cells.² Many times, concussion symptoms are not readily noticeable, but can result in vision impairments and long-term brain damage if untreated.

What are the visual symptoms of concussion?
90% of patients with traumatic brain injuries will suffer visual symptoms. Symptoms are not always noticeable but can impact everyday activities, especially if untreated. These symptoms can include:

- Double vision
- Poor eye tracking ability
- Difficulties with shifting gaze quickly from one point to another
- Focusing
- Loss of binocular vision (eye alignment)
- Eye strain
- Fatigue
- Glare, or light sensitivity
- Inability to maintain visual contact
- Headaches
- Blurred near vision


The extent of the injury can also impact a person's visual information processing ability. This can cause the following symptoms:

- Spatial disorientation
- Difficulties with balance and posture
- Poor depth perception
- Memory loss
- Poor handwriting

What are the dangers associated with concussions?
Individuals with concussion and related vision impairments may have increased difficulty in academic, athletic or work performance.

Undiagnosed and untreated concussions can increase the risk of further brain injuries and decrease ability to perform daily activities. Untreated vision problems can cause:

- Lack of focus
- Lack of attention
- Decrease in cognition



Children with undiagnosed concussions and vision impairments can have issues with their academic and social development, as well as decreased performance in sports and physical activities.

Am I at risk?

Participation in sports, car accidents, falls and physical activities can increase the likelihood of head injuries and concussions. Children and older adults are at an increased risk for concussions.

Because many people do not notice the signs of concussion, it is essential to regularly see your eye doctor. A comprehensive eye exam can detect the visual signs of undiagnosed concussions and help you understand your risks.

What do I do if I believe I have a concussion?

If you believe that you have experienced a concussion, you should see your primary care physician and follow-up with appropriate specialists on your concussion care team, including your eye doctor. For severe concussion and emergencies, you should contact emergency services right away.

I already have a concussion diagnosed, do I still need to see a doctor of optometry?

Yes, an eye doctor is an essential part of your concussion care team. Over 70% of your brain is involved with vision, and 80% of all sensory information goes through your eyes. Even mild concussions can have drastic impact on your vision, and only a trained eye care specialist, such as your doctor of optometry, can thoroughly diagnose and treat your vision impairments.

How can my doctor of optometry help?

Doctors of optometry are essential part of your concussion care team. They can:

- Help with the detection and management of concussions

- Diagnose and treat vision impairments related to concussions

- Help determine when it is safe to return to school, work, sports, or play.

Baseline testing:

As part of your regular comprehensive eye exam, doctors of optometry can provide baseline testing before you experience an injury. This testing provides comparison data, so that doctors can more easily determine whether you have a concussion after an injury or accident. It can also help determine when it is safe for you to return to school, work, or sports.

Diagnosis and treatment of vision impairments:

Doctors of optometry are trained and equipped to detect visual symptoms of concussion, which may be missed by other specialist on your concussion care team. Timely detection and treatment will minimize the impact these symptoms will have on your daily life, school, and work.

1 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3758800/>

2 https://www.cdc.gov/headsup/basics/concussion_whatIs.html

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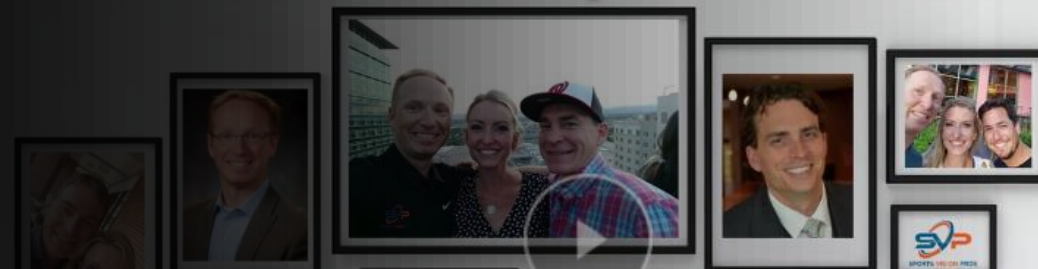
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Elevating Vision & Performance

SPORTS VISION PROFESSIONALS

If you are involved with the training or safety of an athlete, first responder, or military personnel, Sports Vision Pros (SVP) can help you elevate their visual performance!

BECOMING A SPORTS VISION PRO



Forever a patient, doctor advocate and student

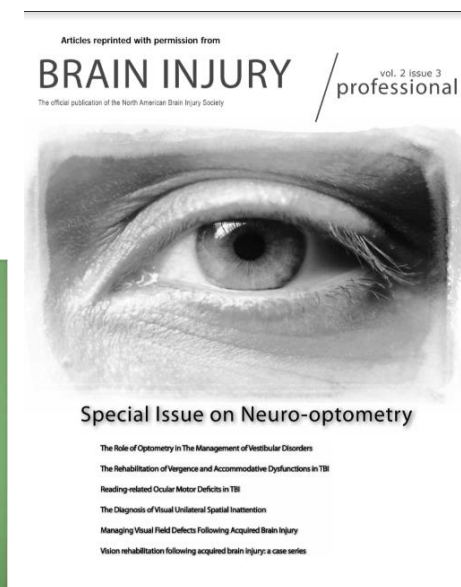
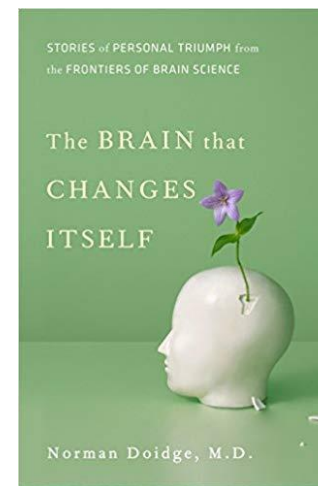
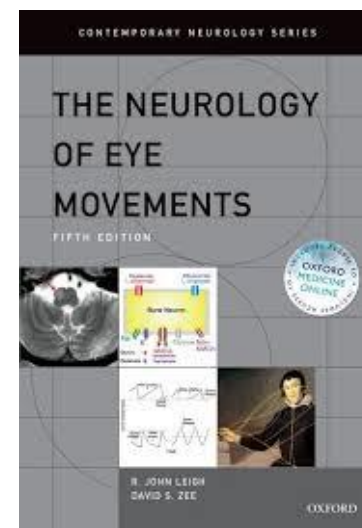
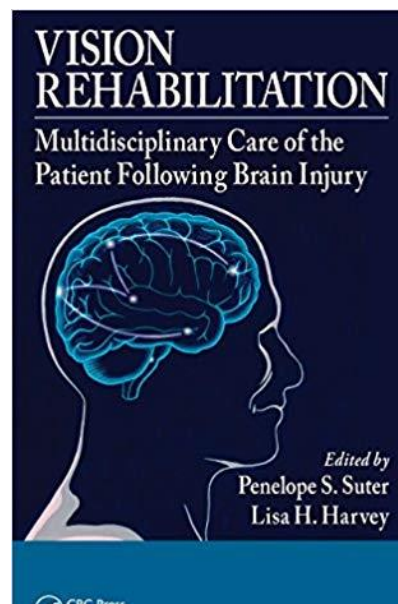
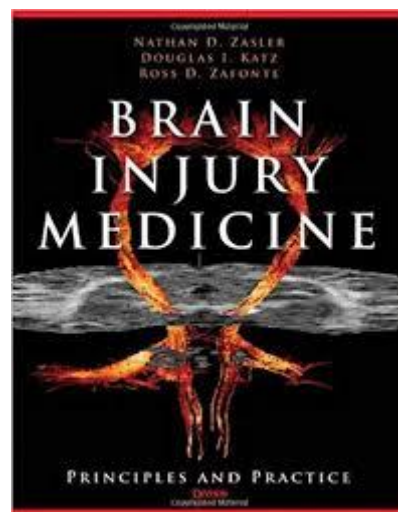
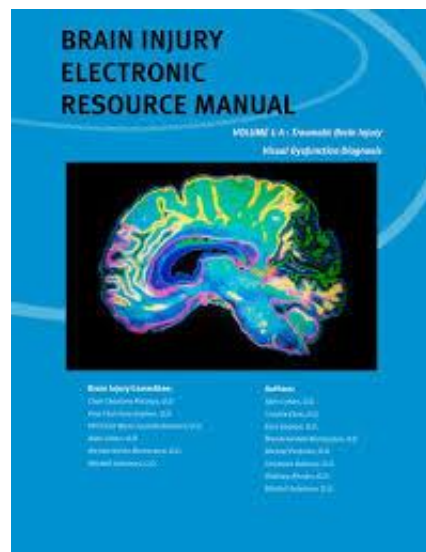
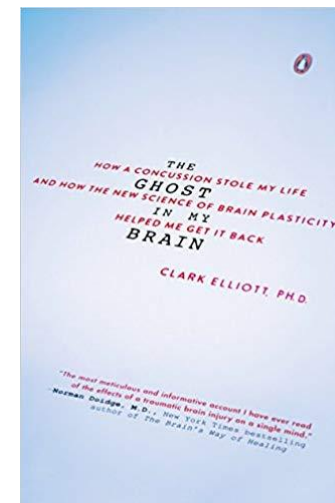
- ▶ Opened my eyes to how important we are for these patients

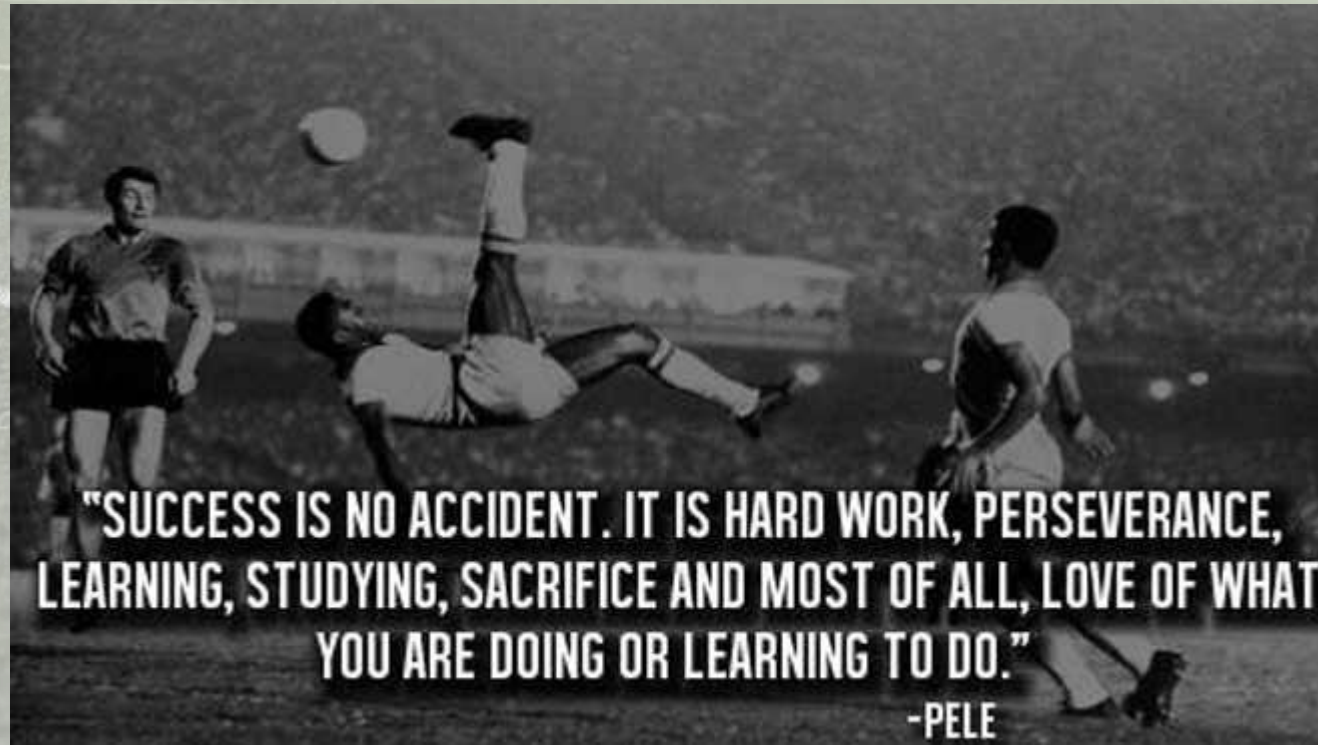
- ▶ Resources



AOA Vision Rehabilitation

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Thank You!!

FloridaSportsVision@gmail.com
www.floridasportsvision.com