

PRACTICE MANAGEMENT

3D Technology: Increasing the Need for Optometric Vision Therapy

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The use of 3D technology is growing exponentially. People who may have been able to 'get by' and adapt to life without depth perception or intermittent depth perception, are discovering they have a problem.

When they go to their eye doctor what treatment options will be presented? Who will their eye doctor refer them to for optometric vision therapy? Their future lies in your hands.

It's time to make sure your colleagues are reminded that you provide optometric vision therapy and that you are the expert on binocular vision.

To help you get the word out not only to your colleagues but also to everyone in your community, the American Optometric

Association has put together some excellent resources for members and non-members:

www.3deyehealth.org: is an excellent educational website with videos, as well as general information about how we see in 3D, the signs we have a vision problem in relation to 3D viewing and how vision therapy can help. In addition, the site has a NEW Public Health Report on 3D in the Classroom which contains helpful information for educators and parents. The

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website also includes a link to COVD's website on 3D and Stereovision.

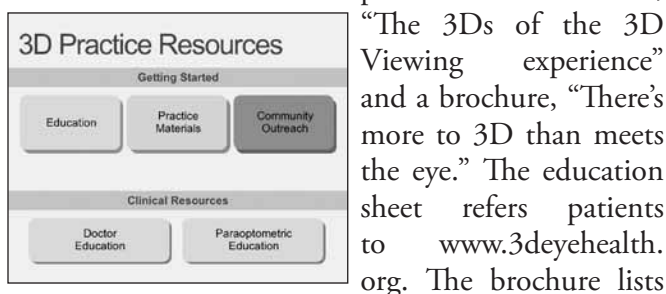
On the AOA website there is also a special page devoted to 3D Vision and Eye Health, www.aoa.org/x20026.xml. This page has a link to the members' only section of the AOA site which contains a wealth of 3D Practice Resources.

Education – Quick Reference Guides (QRG): for adult and pediatric exams, that include a section on testing for ocular motility, binocular vision, and accommodation. The QRGs for accommodative and vergence dysfunction and amblyopia include vision therapy in the treatment section.

These are excellent resources for sharing with your optometric colleagues. If they use this information, they will be referring patients for vision therapy. The best way to get started is either to send letters or arrange personal meetings with your colleagues to share these materials with

them. Depending on your budget, you could put your practice information on the QRGs and laminate them.

For patient education and community outreach, the AOA has a 3D Vision patient education sheet,

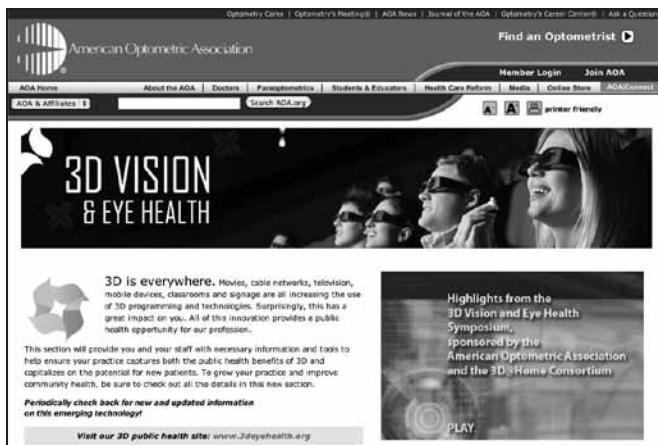


“The 3Ds of the 3D Viewing experience” and a brochure, “There's more to 3D than meets the eye.” The education sheet refers patients to www.3deyehealth.org. The brochure lists

several websites for patients to gain more information, and COVD is one of those websites. This is a great brochure which you can either print in your office or AOA will print them with your practice contact info (contact the AOA for pricing).

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In addition, the Community Outreach Section includes a PowerPoint presentation, “There’s more to 3D than meets the eye,” which helps explain how 3D vision works and what types of vision problems can interfere with 3D viewing.

You could start approaching schools in your area by sending them The Public Health Report on 3D in the Classroom. In your cover letter, you could offer to provide a free in-service to review the basics of 3D Viewing and how it can be used in the classroom.

Thanks to 3D technology, doors are opening faster than ever before to vision therapy. Will you walk through those doors? Now is the time to log onto the AOA website, review the materials and work out your plan of action.

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