

The 3D Entertainment Industry Needs Our Help

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Back in 2003, as I was watching a commercial for the new 3D movie, *Spy Kids 3D*, I could see that this was an incredible opportunity for developmental and behavioral optometry. Over time, as the 3D industry has grown, this has become a reality.

The December 2012 issue of *Primary Care Optometry News* featured an article on 3D, "[Symptoms caused by 3D media offer opportunities to optimize vision](#)," where the Chief Public Health Officer for the AOA, Michael R. Dueñas, OD, stated that "the AOA feels that 3D and its effect on the visual system is one of the most significant things to hit optometry in the last 150 years."

Just six months later, in the June issue of *Optometric Management*, the President of the International 3D Society, Mr. Jim Chabin, had an article, "[3D and the OD: The diagnosis and treatment of binocular vision disorders should be a priority in your practice. Here's why](#)." Mr. Chabin states, "Before long, 3D technology will permeate our society. To attract and retain patients who have BV disorders and garner patient referrals, you must actively market your ability to diagnose and treat these patients."

Mr. Chabin closes with, "Remember: For everyone to enjoy what 3D technology

has to offer, they'll need a partner professional to keep their eyes healthy. And, for that, we in the 3D industry are depending on you." Keep in mind, this is in *Optometric Management*, so it is a plea to ALL of optometry to check for BV disorders. In case you are not familiar with the International 3D Society, it was founded to advance the art and technologies of stereoscopic 3D content and is comprised of entertainment industry giants such as Walt Disney Studios Motion Pictures, SONY Pictures, Pixar, Dreamworks, and Paramount Pictures.

He is correct, every OD needs to be checking for BV disorders and either treating or referring to a qualified OD for treatment. But how are we going to ensure that all optometrists do this? Mr. Chabin has given us a great launching pad. Now it is up to us to get the optometrists in motion.

While many of you may be thinking that optometrists will never refer to you for VT, please think again. One of my clients mentioned to me recently that he has a base of 60 optometrists who refer him patients on a regular basis. While every area is a little different, I hope this gives you food for thought. It can be done.

The key here is that you need to take the initiative and reach out to the optometrists in your community, and don't give up. They are busy and won't always remember. You need

to keep BV disorders on the top of their minds. It is up to you to educate them on BV disorders, the impact they have on the enjoyment of 3D viewing, and the percentage of patients who are in need of this level of care. After all, you are the expert when it comes to binocular vision.

Following are some action steps to help you get rolling:

1. Present a BV refresher for your local optometric association meeting. If you prefer, host a meeting in your office and provide your colleagues with free CE.
2. Take one colleague out to lunch every week to talk about BV disorders and what they can do to help their patients.
3. Teach your colleagues how to do chair side testing they can easily fit into their schedule. If they continue to run late because of the extra testing, they will stop doing it. Ideally it's best if you can give them something easy which their technicians can do as part of the preliminary testing. They could give patients the Convergence Insufficiency Symptom Survey ([copy found in this article](#)), COVD Quality of Life Checklist ([copy found in this article](#)), or they could perform the two minute King-Devick test. The technicians could also ask patients if they enjoy 3D movies.
4. When communicating with your colleagues:
 - a. Use their language. Discuss BV disorders, convergence insufficiency, strabismus, and amblyopia. If you start talking about visual perceptual problems or visual processing disorders, you could easily lose them.
 - b. Focus on what they actually see in their exam chair. How do patients who have BV disorders present during a primary care exam?
 - c. Teach them to refer for additional testing or a BV evaluation, just as they refer patients with retinal problems in need of surgery to the ophthalmologist for further evaluation.

The most important part of this strategy is that we want your colleagues to see you as their go-to person for BV disorders.

The door is now open, and it is time for everyone to step up to the plate. This is going to take a team effort. This is not something that OEPPF, COVD, ACBO, or the AOA can do alone. Everyone needs to take responsibility for their own communities, cities, states, or countries, and we all need to work together.