

ADAPTIVE SUNGLASSES FOR YOUR PATIENT'S MAXIMUM VISUAL ADVANTAGE

TOP 10 TIPS FOR EMPHASIZING SPORTS VISION IN YOUR PRACTICE

Many eyecare professionals are interested in building sports vision expertise, but aren't sure how to get started. Consider these top tips from our panelists, as well as the list of additional resources on the back of this guide.

1. CHANGE THE PATIENT PARADIGM

Adaptive sunwear provides a visual advantage to patients of all ages. Introducing youth and high school athletes to adaptive lens technology is a great way to reinforce the lifelong benefits of UV protection, color science, lens tints, and polarization. Don't limit your focus – active Rx and contact lens wearers and those working outdoors or in law enforcement can also benefit from the technology.

2. PRIORITIZE LENSES

Don't just sell a lens because a patient thinks it "looks cool." Teach patients the importance of selecting an optimal lens solution that will enhance contrast and reduce eye strain based on their particular needs. Be sure to partner their lens selection with a performance-fit frame design.

3. LIGHT MANAGEMENT FOR A VISUAL ADVANTAGE

Like carbon fiber bicycles or graphite golf clubs Transitions adaptive sunglasses are eyewear equipment that help improve visual performance. Because Transitions sunglasses automatically adapt to varying light conditions, eyes don't need to work as hard – reducing squinting, straining and eye fatigue. Recommend them for patients who experience varying light and weather conditions, to ensure clear, crisp vision all day long.

4. BE A COLOR SCIENCE AND CONTRAST EXPERT

Share your expertise on color science with patients to help them select the appropriate lens tints to improve contrast in specific outdoor environments. For example, colors like violet, green and rose highlight subtle details and improve the ability to pick up critical visual components in some environments. These are ideal for sports like golf, trail running and hiking.

5. POLARIZATION PROS AND CONS

Make sure your patients understand what a polarized lens actually does. Polarized lenses are ideal for fishing, driving and water activities – situations in which glare is reflected

off concrete, water, or snow. They aren't right for all activities, as they can interfere with seeing shifts in terrain during certain light conditions. Polarization is not recommended for activities like golf, where minute changes in the lay of the grass are needed to accurately plan a putt or drive.

6. SHOW OFF THE PRODUCTS

Have product in the office, including multiple sports frames and demos of different lens tints. Have balls present to demo the effects of the tint outside while looking at the actual ball using equipment for sports performance testing/training. Utilize a UV Light and Glare Simulator to demonstrate how Transitions adaptive sunglass lenses change in bright sunlight.

7. TALK THE TALK

Familiarize yourself with sports language and terminology to discuss the visual needs of an athlete for his or her particular sport and position in that sport. Be prepared to demonstrate your expertise by discussing the specific visual demands of different sports and activities.

8. PATIENTS ARE PASSIONATE

Assume all patients have a passion for something – it's often an athletic endeavor or outdoor activity. Get to know your patients and ask about their passions. Not only can it help you develop an interest in adaptive sunwear but it will help you better service your patients on various levels.

9. LOCAL SPORTS ENTHUSIAST

Sponsor local sports teams or tournaments and introduce yourself to professional, college and major high school athletic programs in your area. Be confident – they are the teams most likely interested in gaining an edge.

10. BE ADAPTABLE!

Remember – many sports and activities are comparable. For example, trail running, hiking and mountain biking all share similar lighting conditions and terrain. Think ahead of time about how the similarities and differences between different sports and activities so you can be ready with adaptive sunwear solutions to fit a variety of your patients' needs.

ADDITIONAL RESOURCES

Transitions Adaptive Sunglasses: Products for golf, cycling, running, hiking, water activities and more.
www.Transitions.com/Sunwear

American Optometric Association Sports Vision Section: Newsletter and tips on enhancing sports vision within your practice.

www.aoa.org/optometrists/membership/aoa-sections/sports-vision-section

SPORTS VISION TESTING EQUIPMENT

wayneengineering.com
lafayettelifesciences.com
bernell.com
sporteyes.com

COMMON LENS TINTS AND USAGE

COLOR	ALTER COLORS	WEATHER	SPORTS	NOTES
Grey	Minimally	Bright & overcast	Almost all; specifically golf, skiing	Decreases all wavelengths almost equally
Brown	Yes	Bright & overcast	Shooting, baseball, soccer, tennis	Decreases blue light (glare)
Yellow	Yes	Overcast, fog, twilight	Sport performed in low light; shooting, snow sports, etc.	Decreases blue light (glare); provides artificial brightening effect in low light
Green	Yes	Bright	Golf, woodland shooting, maybe tennis	Enhances green objects (putting green) and contrast between brown and green
Red	Yes	Bright or "flat" light	Trap shooting; skiing in "flat" light	Enhance contrast of orange/red clay targets when shooting
Blue	Yes			Not used often

Erickson GB. Sports Vision: Vision Care for the Enhancement of Sports Performance. Philadelphia: Butterworth-Heinemann, Elsevier; 2007