

HOLD FOR VIEW SLIDE

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## Roadmap to Sport Team Partnerships - No Equipment Required!

Dr. Amanda Nanasy  
Florida Institute of Sports Vision- Pembroke Pines, FL

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Disclosures



Consultant/Faculty/KOL:

Alcon  
Allergan  
NeuroLens  
Thermedx



Sports Vision Pros.com- Partner

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**A little about Dr Nanasy**

**FLORIDA INSTITUTE OF SPORTS VISION**



- 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.....



4

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**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"

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**Before you bring them in....  
What will you offer?**

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## Best Practices for building your niche...

- Be ALL in
- Do you have what you need?
  - Space requirements?
  - Equipment requirements?
  - Staff requirements?
  - Potential patient base
- 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?
- Let others be involved in the journey
  - Help you run the process
  - Others are likely to get questions
  - Keep you motivated

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- 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\*\***

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## Your 1<sup>st</sup> 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

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## 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?

10

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## 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..

11

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Practice Makes Perfect...

12

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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

13

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**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.

14

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More Homework "Read" this book 😊

An Innovative Method for  
**PRESENTING, PERSUADING,  
AND WINNING THE DEAL**

**PITCH  
ANYTHING**

OREN KLAFF

15

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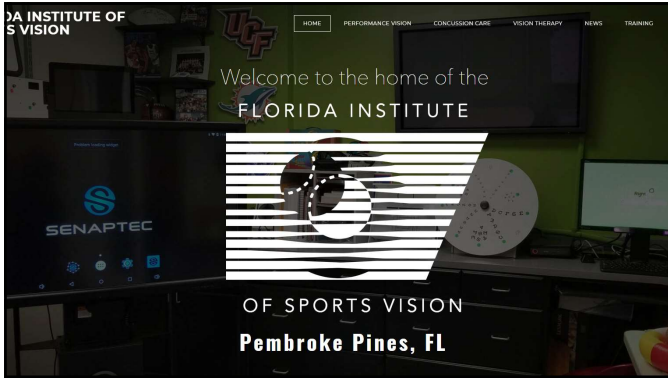
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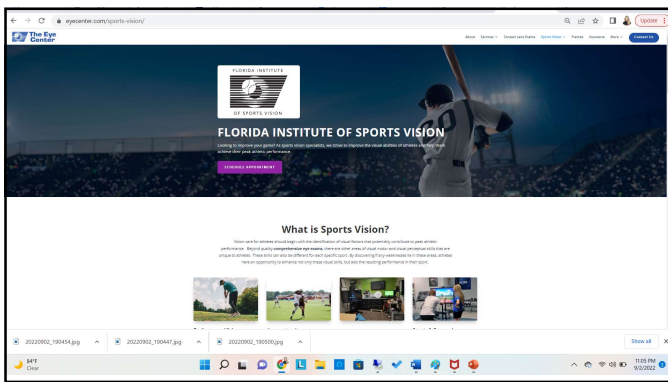
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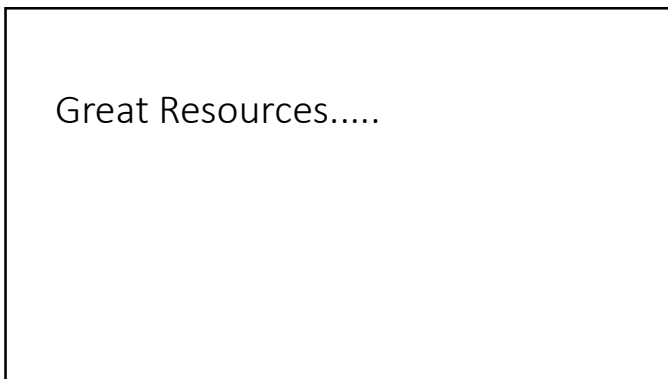
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18

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Don't hate.... Use it!



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

Christina L. Master, MD, FAAP<sup>1,2,3,4</sup>, Darren Basal, MD, FAAP<sup>5,6</sup>, Matthew E. Drury, MD, FAAP<sup>7,8</sup>, Richard Herft, MD, FAAP<sup>9</sup>, Andrew S. Shah, MD, PhD<sup>10</sup>, Vincent Stricker, MD, FAAP<sup>11</sup>, Sarah Weissbrodt, MEd, PhD, CE<sup>12</sup>, Geoffrey E. Brubaker, MD, MS, FAAP<sup>13</sup>, Flora Lark, MD, MS, FAAP<sup>14</sup>, Donald M. Fink, MD, PhD<sup>15</sup>

AAFP Section on Ophthalmology, American Academy of Ophthalmology, American Association for Pediatric Ophthalmology and Strabismus, and American Association of Certified Orthoptists

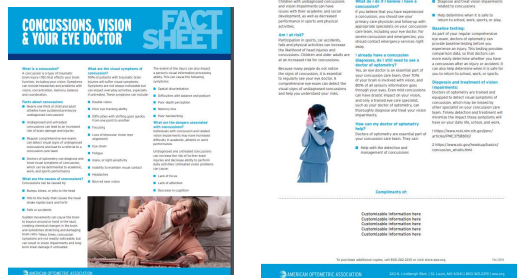
Visual symptoms are common after concussion in children and adolescents, making it essential for clinicians to understand how to screen, identify, and initiate clinical management of visual symptoms in pediatric patients after this common childhood injury. Although most children and adolescents with 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, psychiatry, ophthalmology, otolaryngology) 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

### abstract

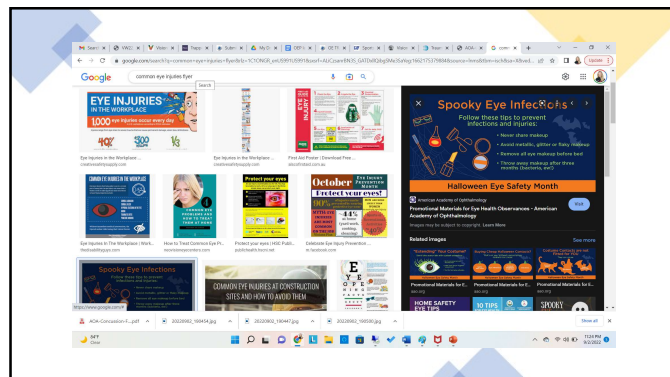
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19

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



20



21

Forever a patient, doctor advocate and student

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

AOA Vision Rehabilitation  
AOA Sports and Performance Vision

AMERICAN OPTOMETRIC ASSOCIATION

SVP  
SPORTS VISION PROS

NORA  
NEURO-OPTOMETRIC REHABILITATION ASSOCIATION

22

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"SUCCESS IS NO ACCIDENT. IT IS HARD WORK, PERSEVERANCE, LEARNING, STUDYING, SACRIFICE AND MOST OF ALL, LOVE OF WHAT YOU ARE DOING OR LEARNING TO DO."  
-PELE

**Thank You!!**

FloridaSportsVision@gmail.com  
www.floridasportsvision.com

23

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