

# Gearing Your Practice to Sun, Sport, and Safety

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## Questions

Do you believe your patients should have sun, sports, and safety eyewear?

How many pairs of sunwear do you have?

Do children you know wear sports protection?

Do you have safety eyewear around your home?

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## Do You Believe?



DO YOU BELIEVE THAT SUN, SPORT AND SAFETY EYEWEAR IS NECESSARY?



HOW DO YOU CONVERT YOUR BELIEF OF NECESSITY TO PURCHASES IN YOUR OFFICE?



IS IT JUST ABOUT THE MONEY?

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"Spare Your Sight: Using Shades for Protection and Style"

39% use sunglasses when outside two or more hours  
UV damage can start in as little as 15 minutes

31% use sunglasses every time they go outside

34% have experienced symptoms of prolonged UV exposure

When it comes to purchasing concerns are

- 65% fit
- 54% price
- 44% UV protection

The Vision Council - thevisioncouncil.org

Sunwear

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WAVELENGTH

- Red - 620 - 750 nm
- Orange - 590 - 620 nm
- Yellow - 570-590 nm
- Green - 495 - 570 nm
- Blue - 450 - 495 nm
- Violet - 380 - 450 nm

What is Light?

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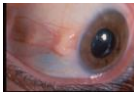

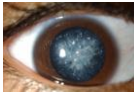
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### UV Radiation

	Pterygium		Pinguecula
	Keratitis		Cataracts

Cumulative UV exposure can lead to medical problems and potential vision loss

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## UV Radiation



UV exposure is a year round problem



UV radiation can be more intense based on location, activity, and altitude



EVERYONE is a candidate for sunwear - plano and prescription

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## Lens Treatment Options

- Know your patient's wants and needs
- Recommend appropriate product solutions
- Impact resistance
- Photochromic Lenses
  - Adjusts to changing light
  - Dark to darker
  - Variety of colors
  - Variety of materials and lens designs

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## Lens Treatment Options

- Polarized Lenses
  - Reduces glare
  - Improves contrasts
  - Variety of colors
  - Variety of materials and lens designs

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### Lens Treatment Options

- Backside AR Treatments**
- Anti-Scratch
  - Hydrophobic
  - Oleophobic

- Mirror Treatments**
- Reflective film
  - Reflects much of the light that hits the lens surface
  - Makes objects appear darker than they are

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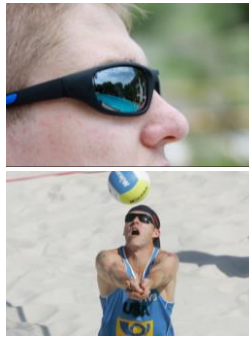
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### Sunglass Frames

- **Designs**
  - Block out wind and debris
- **Materials**
  - Lightweight
  - Durable




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### Encourage Sunwear

- Do you look like you're in the business of selling sunwear
- Multiple pair discounts
- With contact lens supply
- Write separate prescriptions
- Do you pull sunglasses?

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## Sports Safety

- Every 13 minutes an emergency room in the US treats a sports related injury
- 40,000 people a year will be legally blinded in an injured eye
- Children account for more than a third of the over 600,000 eye injuries a year

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## Sports Safety

- Eye injuries are the leading cause of blindness in children
- Most eye injuries of children ages 11 to 14 occur while playing sports
- Nearly 43% of all sports related eye injuries involve children under the age of 15
- Only 15% of children reported wearing eye protection "most of the time" when playing sports or other activities that could cause eye injuries

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## Penetrating Injuries

## Sports Safety

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### Sports Safety

- Who is at risk? How do I find out?
  - Lifestyle questions
  - Intake information
  - Get to know the patient!
  - What is considered a sport

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## Sports Safety

### • Education

Why are regular glasses not safe for sports?

Sports eyewear meets the American Standards for Testing and Materials (ASTM)

Everyday fashion eyewear is not held to the same protective standards

Injuries can occur from frame breakage

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## Sports Safety

### • Cross Marketing

- Pediatricians
- Family Practice
- Recreation Centers
- Community Sports Leagues
- High School/College Athletics

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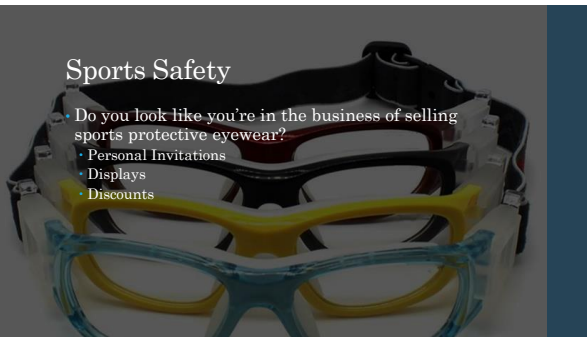
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## Sports Safety

Do you look like you're in the business of selling sports protective eyewear?

- Personal Invitations
- Displays
- Discounts



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### Safety Glasses

- More than 700,000 Americans injure their eyes at work
- More than 125,000 Americans injure their eyes at home
- Experts say proper protective eyewear could prevent up to 90% of all eye injuries

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### Safety Glasses

- Types of safety lenses
  - Dress or industrial?
- High Mass Impact
  - One-inch diameter steel projectile
  - Weighs 17.6 ounces
  - Dropped from 50 inches
  - Frame must fully retain the lens
- High Velocity Impact
  - ¼ in steel ball
  - Dropped 150 feet per second
- Durability
  - Flammability resistance
  - Corrosion resistance
  - Other durability tests



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### Safety Glasses

- Occupations that typically require high impact
  - Carpenters
  - Mechanics
  - Plumbers and pipe fitters
  - Machinists
  - Millwrights
  - Laborers
- Everyone needs safety eyewear at some point

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## Safety Glasses

- Do you educate about safety glasses?
- Do you ask questions that could lead to a conversation?
- Around the home
  - Gardening
  - Cleaning
  - Repairs




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## Conclusion

You have to believe before the consumer will believe

Do you consistently educate and recommend?

Does your inventory reflect your beliefs?

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**Thank You**  
for attending!

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