



What's keeping you from becoming a Vision Therapy specialist?

Tens of millions of unserved patients...

Only a few thousand ODs offer VT...

Freedom from managed care...

The most profitable of all specialties...

Ideal Vision Institute is the best way to add Vision Therapy to your practice.

Our **Quick Start Courses** take place over two, 3-day weekends in Vision Therapy offices where patients are seen regularly.

The first weekend covers in-chair testing. The second weekend covers perceptual testing and more advanced therapy activities. Instructors share their professional approach to testing, case presentation, and therapy—so you can apply what you learn immediately.

Our materials include significant diagnostic and therapist training details. They are designed to help doctors train new staff as you grow, and to enable you to review and refresh your understanding of Vision Therapy.

Rates for the Essentials Course

| | Early Bird Tuition (each) | Standard Tuition (each) |
|------------------|---------------------------|-------------------------|
| First Doctor | \$2,700 | \$3,200 |
| Second Doctor | \$1,250 | \$1,550 |
| First Therapist | \$1,400 | \$1,600 |
| Additional Staff | \$900 | \$1,100 |

Doctor's Name(s)

Therapist's Name

Additional Staff

Payment Information (Please print.)

Name on Credit Card:

Credit Card #:

VISA MasterCard

Exp. Date: _____/_____/_____

Signature:

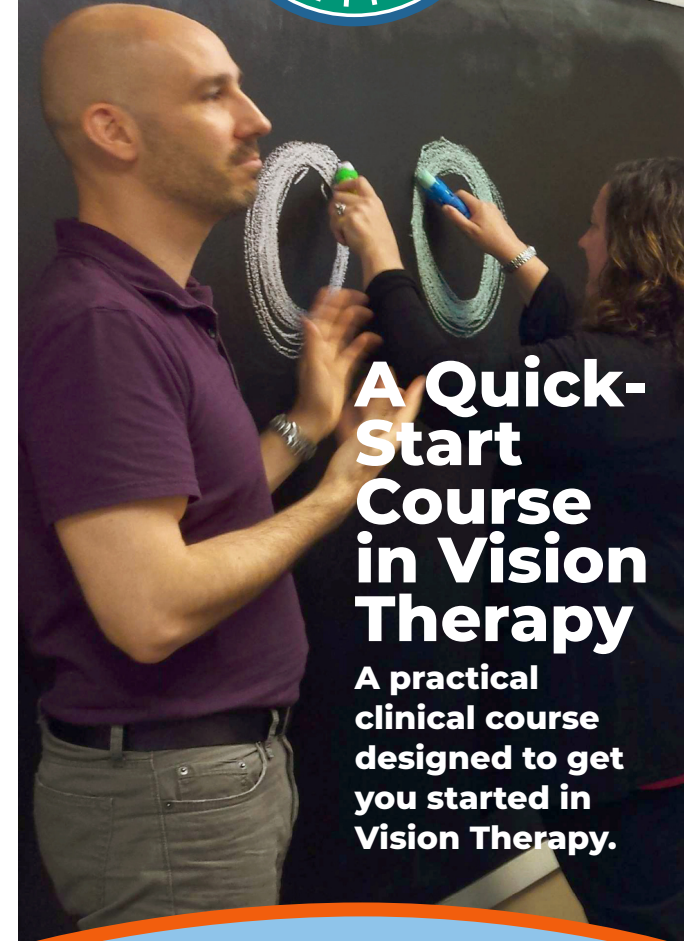
Email:

To register:

Fax this form to (760) 262-3172

Or, enroll by phone at (760) 686-4648

Or, enroll online at idealvisioninstitute.org



A Quick-Start Course in Vision Therapy

A practical clinical course designed to get you started in Vision Therapy.

Visit idealvisioninstitute.org

for upcoming course dates
at the office of

Phillip Bugaiski, O.D. FCOVD
10210 Berkeley Place Drive, Suite 200
Charlotte, NC

Build your practice with Vision Therapy.

Meet an established need.
Grow your practice.
Change people's lives.

What Is Vision Therapy?

Optometric vision therapy is a program of progressive visual activities performed under doctor supervision, individualized by the vision therapist to fit the needs of each patient.

It is usually conducted twice a week with supplemental home support activities between office visits.

Activities are designed to help patients develop or recover fundamental visual skills, improve visual comfort and efficiency, and enhance how patients process visual information.

Why add Vision Therapy to your practice?

People need help.

As many as 80 million Americans have a binocular vision problem that can only be resolved through Vision Therapy. Fewer than 5,000 O.D.s offer these services—an enormous unserved body of patients you could be helping.

IVI materials include significant diagnostic and therapist training details, and are designed for doctors to use for training new staff as you grow.

It's good for your practice.

Once established, well-run vision therapy practices produce net profits between 45 and 55 percent margins. Most costs are related to training and salaries for the therapists who deliver the therapy under the doctor's supervision.

You'll change lives.

Vision Therapy changes lives. Every patient who completes therapy will have an entirely new future available. Children will excel at school after years of frustration. Adults will be able to expand their career opportunities, return to college, or take training to improve their financial and personal future.

Unfortunately, most optometry schools offer incomplete training in Vision Therapy. Students often never get to follow a case through to completion, so they never see what a difference Vision Therapy can make.

Why Choose Ideal Vision Institute?

Ideal Vision Institute is designed to catapult doctors past the initial steps of adding Vision Therapy to their practice, or to start a Vision Therapy-only practice.

You'll learn a proven method of testing, diagnosing, and treating the most common Vision Therapy patients, using easily available equipment and employing activities that you'll feel confident doing.

The 6-day course—3 days each over two weekends—is separated by about 2 months. The reason? So you can start working with patients immediately. By the time you'll want to move the patient forward in therapy, the second weekend will cover the more advanced methods of testing and treatment.



The instructors and support team have over half a century of experience in Vision Therapy. Both the clinical and business side are covered, so you can start your therapy practice immediately

Our unique content and approach

Ideal Vision Institute includes unique and original instructional materials that will transfer the instructor's skills in a systematic and clearly understandable way.

You'll also get an introduction to how to communicate the Vision Therapy message to the parents and patients in your chair.

Our focus is on the most common of binocular vision problems, the "meat and potatoes" of any Vision Therapy practice. You'll be able to lift yourself out of managed care hamster wheel and into the rewarding field of Vision Therapy, where you need not accept insurance.

More importantly, you'll be helping to change the lives and futures of your patients for the better. Your years in Vision Therapy will be professionally and personally rewarding.

Visit our web site or call us to learn more.

idealvisioninstitute.org
(760) 686-4648

