

Office Flow, and Documents

- Discuss how patients flow through our specialty office
- Review documents needed for Initial Appointment, Progress Assessment Appointment and Annual Appointment

Special Skills for Opticians in a NeuroVisual Optometry practice

Learn:

- How to read a prism prescription
- How to dispense prism glasses

How to Find VH and SOP Patients: Marketing and Education Materials

- For the patients already in your practice
- For Physicians/other Health Care Providers
- For Patients and family members
- For the General Public

The NeuroVisual Examination – the Method Feinberg

- Introduction to the special equipment needed to diagnose and treat this patient population (supplied to the candidate)
 - Learn to diagnose and treat VH and SOP. Specifically, become familiar with the symptoms associated with VH and SOP; learn to identify the physical findings of VH and SOP; and learn how to successfully prescribe vertical and horizontal prism
 - Learn to differentiate VH and SOP from other medical and vision conditions
 - Learn to assess, diagnose and treat other forms of Binocular Vision Dysfunction
- A Comprehensive Training and Business Course For The Independent Optometrist*
- Learn to identify patients that require referrals to other specialists
 - PRACTICE SESSION

Days 2-5: Hands-On Clinical Sessions

During the Clinical Sessions, the candidate will be providing care to NeuroVisual Medicine patients in all phases of care (Initial Appointment, Progress Assessment Appointments and Annual Appointment) under the direct supervision of Dr. Feinberg and her staff. Feedback will be given during and immediately after the conclusion of each encounter.

NeuroVisual Medicine Network

Those candidates who successfully complete the NeuroVisual Medicine Training Program qualify to become members of the NeuroVisual Medicine (NVM) Network. Benefits of an annually renewable membership include:

- Keeping you current on cutting edge discoveries by Dr. Feinberg and her research team
- Updates on all aspects of billing and coding as changes occur
- Access to NVM Network FAQ's, a question and answer forum that will address questions being asked by other NV Specialists
- A stream of new potential patients via the internet-based BVD Questionnaire.

IF INTERESTED, PLEASE CONTACT:

Dr. Debby Feinberg

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NeuroVisual Medicine Training Program

**A Comprehensive
Training and Business
Course for The
Independent Optometrist**

**Now COPE Approved for
up to 18.5 hours of CE Credit**

The Problem

It now appears that a large part of the population (60 million Americans) is afflicted with Binocular Vision Dysfunction (BVD), the most prevalent forms being Vertical Heterophoria (VH) and Superior Oblique Palsy (SOP). These conditions cause sufferers to experience headaches, dizziness, anxiety, neck pain, reading difficulties and imbalance with walking. Traditional methods of diagnosing these individuals are identifying only a small fraction of this patient population, and current treatment techniques most often result in inadequate symptom reduction.

A New Way

Dr. Debby Feinberg has developed a successful new approach to the identification, assessment and treatment of Binocular Vision Dysfunction. Her unique examination methods and exacting use of prismatic lenses result in an **80% improvement of symptoms** in the average patient. Now, after years and over 15,000 BVD patients (with Traumatic Brain Injury being causative in over 50%) and with many patients traveling from out of state, Dr. Feinberg has developed a training program to teach others her methods.

Advantages of Being A NeuroVisual Specialist

- Differentiates your private practice from all others (niche)
- Large demand for treatment (20% of the general population; 50% of the Traumatic Brain Injury (TBI) population with persistent post-concussive symptoms)

- Function as a medical subspecialist—treat a wide range of medical symptoms with prismatic lenses (“Medicinal Lenses or Visual Orthotic Devices”)

- Receive referrals from your medical colleagues, including Ophthalmologists

- VH and SOP are familial—receive referrals from family members you have treated for VH and SOP

- Financially viable practice model based on only 7-8 patients per day

- Experience the joy and satisfaction of markedly reducing or eliminating severe debilitating and painful symptoms, essentially providing a “miraculous cure” that brings the patient much closer to normal health and functioning

NeuroVisual Medicine Training Program

The goal of this training program is to provide the optometrist and their office staff with all of the training necessary to treat this patient population and run a successful NeuroVisual Medicine practice. Specialized tools and documents developed by Dr. Feinberg that are unique to this specialty will be provided to the candidate.

The NeuroVisual Medicine Training Program will be held over five days (Monday–Friday) at the offices of Dr. Debby Feinberg, in Bloomfield Hills, Michigan.

Contents of the course include:

Pre-course preparation:

Reading and viewing: over 20 written documents and videos, and our book “If The Walls of My Exam Room Could Talk” that:

- Describe and define VH
- Share the Patient Experience
- Review current VH research

Day 1: Lectures and Demonstrations

Introduction

- What is VH and What is SOP?
- History of VH and SOP
- Pathophysiology of VH and SOP
- Symptoms of VH and SOP
- The Science Behind VH and SOP

Communications

Review and understand how to use the 25 documents developed for:

- Patient education and communication
- Physician education and communication
- Case Manager and other Health Care Provider education and communication

Billing and Documentation

Learn:

- How to document a NeuroVisual exam
- Which codes to use to successfully bill medical insurance for a NeuroVisual exam
- How to successfully bill Auto No-Fault insurance
- How to address cases in litigation
- How to avoid Collections
- What information you need in order to go to Collections