Services Provided



Concussion and Mild Traumatic Brain Injury



Lazy Eye, Learning, and Convergence Problems



Sports Vision Training



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To find out more about our staff and associates please visit our website at: www.Heartland-Eye.com

Vision is More Than Seeing 20/20



HEARTLAND EYE CONSULTANTS

Transforming lives through vision



Will J. Ferguson, OD, FOVDR

Vision is far more than the ability to see; it's about truly experiencing life and reaching your fullest potential. Remarkably, approximately 80% of learning happens through the visual system, and nearly half of the brain is dedicated to visual processing.

This incredible connection between vision and brain function is what inspired me to dedicate my career to Optometric vision therapy.

Over the years, I've had the privilege of helping people reduce double vision, relieve headaches and motion sickness, enhance sports performance, overcome vision-related learning challenges, and recover from brain injuries. Witnessing these life-changing improvements continues to fuel my passion every day.

Vision therapy is an investment of time and effort, as it involves retraining the brain's visual pathways. But it's a journey worth taking. If you're considering vision therapy, we'd be honored to help you explore whether it's the right path for you.



Symptoms of a Vision Problem

Many children and adults who have visual complaints are told by their eye doctors, “Your eyes are healthy, you have 20/20 vision and there is nothing wrong,”yet they still struggle visually.

Are you or your child experiencing any of the following?

- Headaches after reading
- Eyestrain or tired eyes while reading
- Words run together while reading
- Loss of concentration while reading
- Inability to comprehend what you read without rereading
- Avoidance of near work or reading
- Omitting small words when reading
- Skipping or repeating lines when reading
- Loss of place while reading
- Misaligning digits or columns of numbers
- Holding books too close
- Head tilt/ closing one eye when read-ing
- Difficulty completing assignments on time/poor use of time
- Writes up/down hill
- Difficulty copying from whiteboar
- Poor visual memory - uses auditory or vocalization to assist
- Poor performance on the job or in school
- Intermittent double vision

Adults and Children Can Benefit

Developmental Vision Therapy is a specialized therapy for the eyes and brain. It is a highly effective non-surgical treatment for many common visual complaints regardless of age.

Developmental Vision Therapy retrains the brain to more efficiently and more competently use the two eyes together. Vision therapy is also effective for improving sports vision performance and recovery from brain injury.

Our Vision Therapy program incorporates many types of specialized treatment and medical equipment such as:

- Prescription lenses
- Therapeutic lenses
- Prisms
- Optical filters
- Eye patches or occluders
- Electronic targets with timing mechanisms
- Computer software
- Vestibular (balance) equipment

In the case of learning disabilities, vision therapy is specifically directed toward resolving visual problems that interfere with reading, learning and educational instruction.



Vision Therapy should not be confused with any self-directed program of “eye exercises” that is marketed to the public.
For more research on the efficacy of vision therapy, please visit: www.covd.org



What to Expect

We have a step-by-step process to determine whether Vision Therapy is appropriate for you or your child. It takes two to four appointments with one of the doctors and an assistant before a complete diagnosis can be made. If a problem is detected the doctor may prescribe vision therapy.

Therapy is performed by the highly trained staff of Developmental Vision Associates under the doctor’s supervision.

Informative Websites:
www.convergenceinsufficiency.org
www.noravisionrehab.org/
www.nechildrensvision.org/resources/

Individualized Care

Therapy is customized to fit the visual needs of each patient and:

- Helps patients develop or improve funda - mental visual skills and abilities
- Is designed to retrain the eyes and brain to work together and maximize visual potential.
- Improves visual comfort, ease, and efficiency
- Changes how a patient processes or interprets visual information
- Duration is typically 5-12 months

Therapy is comprised of two critical components:

- In-office: weekly sessions of 45 minutes or bi-monthly sessions of 90 minutes (for those who live greater than 60 miles away)
- Daily home activities: essential element of practice which integrates the new skills

