

# Together we're making a difference

Dear Friends and colleagues,

10.11.13

The time has truly flown here at LedermanVision. The positive feedback I always receive from our newsletters made me feel that I wanted to put out at least three letters last year. Alas, the time flew by and I did not find the time to do that. In the last newsletter I shared some of what I heard at the last conference of the College of Optometrists in Vision Development in Fort Worth, Texas. And here I am again, having just returned from another conference. Thank G-d, and thanks to so many of you, it has been a truly wonderful year changing lives at our offices in Jerusalem and Bnei Brak. Avi Portnoy and I have also been busy lecturing.

We have lectured at many different locations and events around the country. One of the most exciting lectures for me was at the International Conference Neuroplasticity and Cognitive Modifiability hosted by the Feuerstein Center, at which I met and spoke with many scientists from around the world.



The main material that I presented was based on the research of Optometrist, Vincent Vicci, OD together with his team, that was first published in 2010 <sup>1</sup>

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<sup>1</sup> Vision Therapy in Adults with Convergence Insufficiency: Clinical and Functional Magnetic Resonance Imaging Measures. Ivarez, Tara L.\*; Vicci, Vincent R.<sup>1</sup>; Alkan, Yelda<sup>2</sup>; Kim, Eun H.<sup>3</sup>; Gohel, Suril<sup>4</sup>; Barrett, Anna M.<sup>1</sup>; Chiaravalloti, Nancy\*; Biswal, Bharat B.\*

Optometry & Vision Science: December 2010 - Volume 87 - Issue 12 - pp E985-E1002.

What will be most interesting to **you**, and is something that you can share with your own clients is that as the convergence in eyes improved; there were parallel observable changes in cortical activity as measured with an fMRI. This is important because when you tell your clients that optometric vision therapy creates changes in **the brain**, this is indeed a true statement. But it is not only optometric vision therapy that is really”learning “process. So many of you are changing the brain of your clients. Whether you are a special-ed. teacher, a teacher, an occupational therapist, physical therapist or speech therapist, it becomes important to think about how we can **maximize** the learning process and create the greatest brain changes in the shortest time i.e. with greatest efficiency.

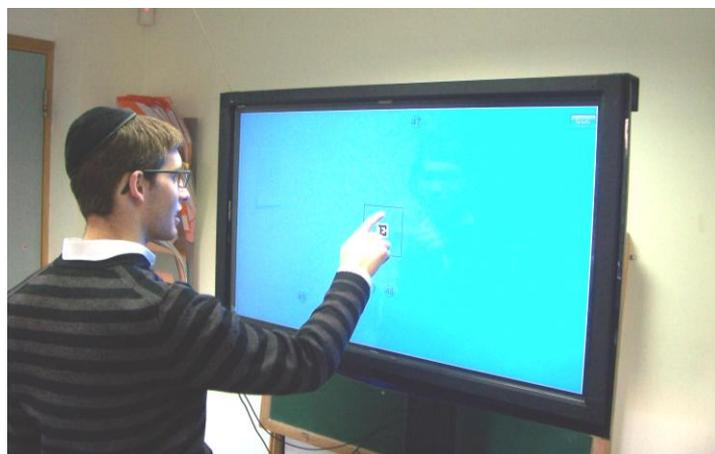
## **Stress-Point Learning**

In order for growth and development to occur, the environmental demand must be within the individual’s operational range. It must be perceived as a challenge in order to bring about a meaningful response. If it is overwhelming- too great a challenge – the individuals will try to avoid the task, and might be overwhelmed by a familiar feeling of failure. This is something that many of the population with whom we work could do without. However, if it is **not** challenging enough, the individual does not have to learn or adapt to meet the challenge. Providing a challenge that is within the operational range, is thought of as “**matching the stress-point**”, and is a guiding principle of learning. For a person with a normal self-esteem, we try and aim for 80% chance of success. If you’re achieving 100% all the time in a therapy, you are not learning. If it is less than 80%, then it is **too** frustrating.

Stress-point learning both accelerates and embeds learning. It quickly develops the individual’s ability to become more organized in his thinking and in his actions.

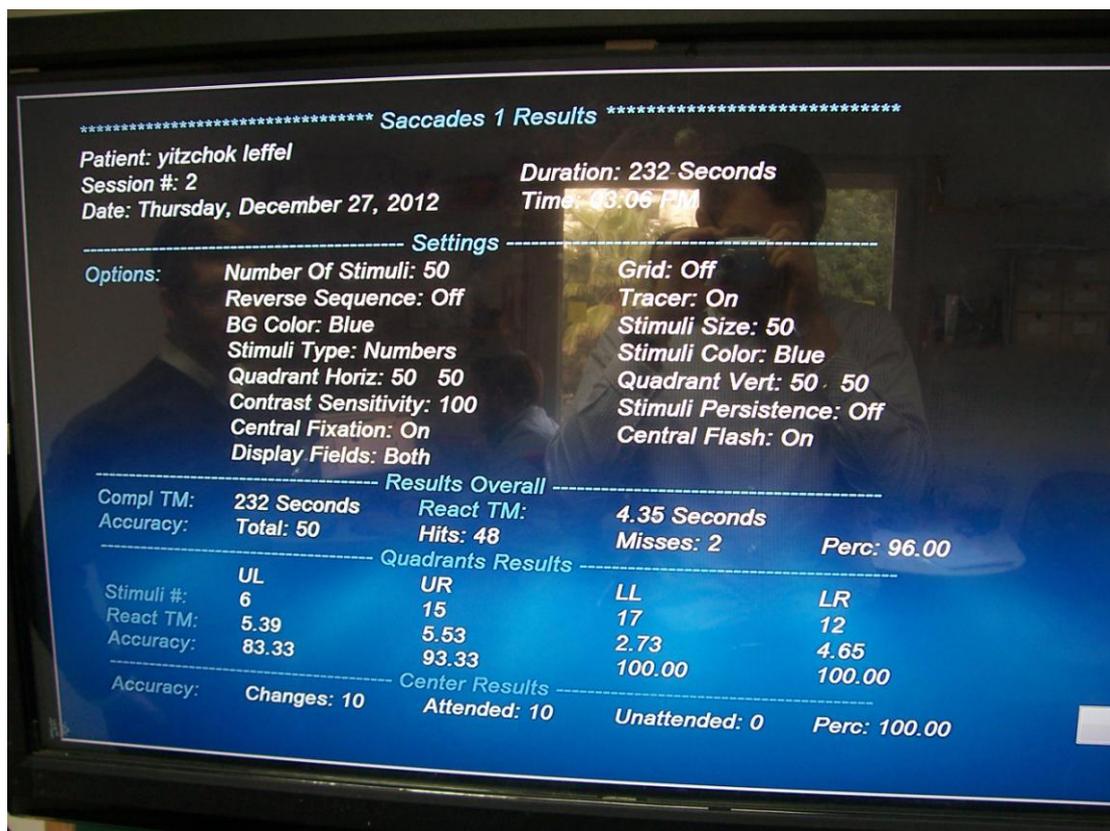
## **Using technology to accelerate the “Stress-point” Learning experience**

Below is a picture of one of our patients using the Sanet Vision Integrator. It really is a wonderful tool and can only currently be found at **LedermanVision** clinics. It integrates central and peripheral awareness that is SO important for reading, finding the place on a page of Gemarah and copying. It also integrates vision with the vestibular and proprioception systems, which is important for writing, playing musical instruments and for visual stability when you’re on the move, like when crossing a road, playing sports etc.



But here's where the beauty of all the data it records (see next picture) really helps our patients, and this is **amazing**; you will recall that the best "Stress-point learning" takes place at about the 80% success level. With the SVI and also with the other software that we use in the office, we can control a huge number of variables. We can control the size, the contrast, the speed, and the feedback. With an electronic balance board we can give the patient immediate feedback as to their balance position whilst using this equipment!

Because we can control all these variables, and we can see the score the patient gets, we can give **the maximum opportunity to keep the patient as near to 80% as possible**. This is an unprecedented opportunity for accelerating brain changes, and we at LedermanVision are so excited to be able to give the best chance for improvement and maximizing potential to our patients.

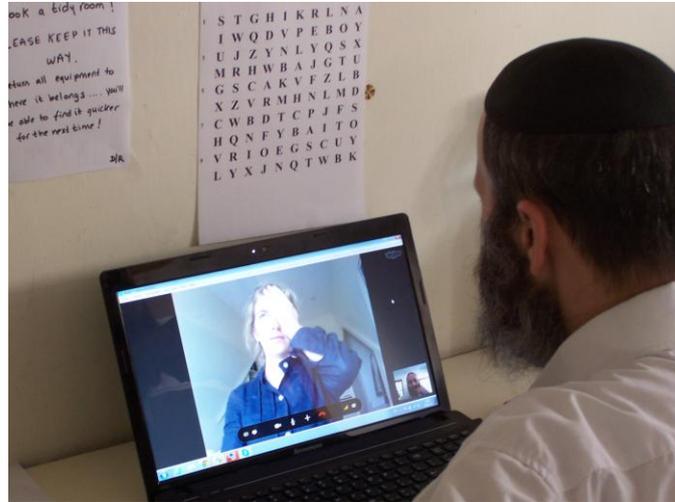


Parents want to know that they are giving their children the best chance for maximal change in visual function leading to achieving more in life with less effort. Adult patients want to know they are getting the best chance for improving their functioning too. As I remind you, people are looking for **THE** improvement, not just **AN** improvement. They will find that opportunity at our offices.

### And for our International Patients.....

Until now, our international patients have felt quite alone, after returning home from their consultation here in Israel, as they practice therapy alone in their far away country. This has been far from ideal. But now with Skype, things are changing in a very significant way.

Here you can see a patient enjoying a session of vision therapy working with her therapist, Yaakov Meiyer from the comfort of her home in London. Even though it is still not nearly as efficient as office-based therapy, it is a huge step forward in our ability to deliver therapy internationally. So far, we have only adult patients using this technology. I think that with young children it might be too difficult for them to feel stimulated enough just by working with a therapist over Skype.



Attached is a list of this year's lecture presentations. We hope to see you. Please pass it on to your friends and colleagues.

I wish you all a successful Year in which we all manage to help others come close to reaching their potential in a multitude of ways.

**Together we are making a difference!**

Yours sincerely

A handwritten signature in cursive script, appearing to read 'R Lederman'.

**Robert Lederman MCOptom FCOVD**  
*Board Certified Fellow, College of Optometrists in Vision Development*

## Lederman Vision Lecture series:



Robert Lederman lecturing at the Israeli Translator's Association conference

### **Vision. For Life.**

**Sunday 15/12/13**

This lecture will take you on fascinating journey into the world of vision. You will learn about the centrality of vision in the human experience of life, and its inseparable role in our motor and cognitive function. This lecture is highly recommended for all physical and occupational therapists, and for anyone else who really wants to know more about vision.

### **Vision-Related Learning Problems**

**Sunday 12/01/14**

This lecture explains the essential visual skills required for success in the classroom. In particular attention will be focused on the skills required for efficiency when reading, writing, copying etc. It also educates the audience about the signs and symptoms that a student with learning related vision problems might likely manifest. Treatment options for these sorts of visual efficiency problems will be discussed.

### **The visual challenge of reading in two different languages**

**Sunday 02/02/14**

Though it is often ignored, each language has associated with it unique visual challenges. Think, for example, about the obviously different eye-movements required for reading English and Chinese. The visual demands of reading Hebrew also differ in significant ways from those required for fluency in reading English.

**This lecture will be given in English** and is tailored for parents whose children struggle to read, and for professionals who work with such students so that the best interventions can be offered to help maximize their progress. Participants will learn about the vision skills required for success in the classroom as well as the unique aspects of reading Hebrew/English.

## **For Meavchenim**

### **Identifying vision related learning problems in your assessment**

**Sunday 02/03/14**

This lecture was first presented at the David Yellin Academic College of Education in 2012, and is tailor-made for professionals who do evaluations for students who are struggling. In addition to learning the signs and symptoms of learning related vision problems, you will learn how to communicate your findings to the parents and make a successful referral.

**Unless otherwise stated, the lectures will be given in Hebrew at our office on Keren Hayesod 19A 2nd floor, Jerusalem and will begin promptly at 8:00 pm and finish at 10:00**

**Please call or email to reserve your place at the lecture.**

(02) 623-4888  
lederman66@bezeqint.net

## **LedermanVision Bnei Brak Lecture**

**Lecture will be given by Avi Portnoy**

### **Vision-Related Learning Problems**

**Women- Wednesday 20/11/13**

**Men- Wednesday 11/12/13**

This lecture explains the essential visual skills required for success in the classroom. In particular attention will be focused on the skills required for efficiency when reading, writing, copying etc. It also educates the audience about the signs and symptoms that a student with learning related vision problems might likely manifest. Treatment options for these sorts of visual efficiency problems will be discussed.

**This lecture will be given in Hebrew at our office on Shmuel Weinberg 2, ground floor, Bnei Brak and will begin promptly at 8:00 pm and finish at 10:00**

**Please call or email to reserve your place at the lecture.**

(03) 616-6222  
ledermanvision1@gmail.com

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