

Notice of Appointment

Date: April 15, 2016
Person calling: Frédéric Marchand, Operations vice-president, Québec
Object: Appointment – Nicola Courtemanche

Hello,

We are proud to announce the **Nicola Courtemanche**'s appointment for the vice-president position of clinical excellence, dated on February 1, 2016.

Nicola's main responsibilities will be to bring the leadership and coordination to *FYi*'s strategies and incentives by ensuring the efficient alignment, the patient's experience, the company's culture, the profitability objectives and marketing incentives towards the managers and at the clinic level in order to meet the *FYi*'s global objectives.

Nicola will participate in developing, improving and implementing *FYi*'s clinic excellence strategies and in developing a coaching culture within the whole organization. Furthermore, he will be in charge of the implementation, the control and the follow-up of all projects regarding the optimization of the effectiveness of the *FYi* Québec's activities, specifically at the clinic level. In collaboration with the Executive team of the province of Québec, he will be in charge of managing the development of an administrative structure for the province of Québec, which will be efficient, complementary and compliant with the head office structure in Calgary.

Finally, his role includes especially the addition and welcome of new clinics within *FYi* and the planning and coordination of effort of public relations and internal and external communications.

Nicola is an experienced and passionate manager, result-oriented and having more than 20 years of relevant experience in general business management, strategic business development, organizational development and reengineering and/or optimization of business processes. Since 2012, he acted as a vice-president, Operations, Marketing and Professional Services at *Groupe Bergeron Dupuis et Associés, Regroupement de pharmaciens* from the Montréal area where he contributed to the creation of the company, to the development of the business plan, to the development of the service order and to the implementation of the operational framework and the trading pattern. Before, for a 6-year period of time, he held a Major Account Manager position at Apotex. Nicola graduated from HEC Montréal in Business Management and he was an award winner for numerous awards and mentions all along his career.

Please join me to wish him the warmest welcome within our team and the best success in achieving his mandates at *FYiDoctors*.

Cordially,



Dr Frédéric Marchand, Optometrist

