



Water St. Eyecare Joins the FYidoctors Family

CALGARY, November 13, 2018 – FYidoctors, the world’s largest optometrist owned eye care company, is excited to announce that Water Street Eyecare, located in Cambridge, Ontario has recently joined the FYidoctors family.

This acquisition adds to FYidoctors growing presence in Ontario. Equipped with a range of diagnostic technology, a wide selection of designer and exclusive label frames and internal freeform lens designs, this location demonstrates FYidoctors’ continued commitment to the southwestern Ontario region.

“Drs. Michael Hall, Jason Ritchie, Ted Smith and Jordan Hall from Water Street Eyecare in Cambridge, Ontario are the latest large group practice to join FYidoctors. They have been providing service to patients for over 32 years, and it continues to humble me when proven optometric leaders want to join our team,” Dr. Alan Ulsifer, Chairman & CEO of FYidoctors, stated.

Like all FYidoctors locations, the new Cambridge location will offer detailed pre-testing, comprehensive eye exams, a menu of current lens technology and custom fittings with our electronic measurement devices.

Dr. Ted Smith stated, “We’re tremendously excited to take the next step in growing our practice by joining the FYidoctors family. We wanted to join a team that understood the importance of optometrist-led care and shared our values. FYidoctors has proven its commitment to investing in the latest technology and innovation to deliver the best patient care, and we look forward to building our practice and serving our community with the FYidoctors team.”

Dr. Ulsifer also added that the new addition will expand FYidoctors’ brand in key markets: “We continue to grow in southern Ontario and this bodes well for improving our brand awareness and utilizing our marketing team to maximize the telling of our story of patient-focused care to more and more people. This addition of Water Street Eyecare is good news for both our Optometrists and our patients.”

-30-

For more information please contact:

Vinky Au

vinky@venturecommunications.ca

403.237.2388

About FYidoctors and Visique

FYidoctors / Visique is a private, optometrist-owned-and-operated eye care company with its home office located in Calgary, Alberta and a fully automated,

[freeform](#) laboratory and distribution facility located in Delta, British Columbia. FYidoctors / Visique is currently the world's largest doctor-owned provider of ophthalmic products and services, with over 450 optometrists servicing over 175 locations. To learn more please visit fyidoctors.com.