



FYidoctors Banners First Clinic in Pembroke, ON

Pembroke, ON (June 25, 2019) – FYidoctors, the world’s largest optometrist-owned eye care company, is pleased to announce its expansion into Pembroke, ON with Dr. Vernon Prentice, OD and his staff officially joining the FYidoctors family.

As a second-generation optometrist, Dr. Prentice and his staff remain committed to providing excellence in vision testing, eye health examinations and eyewear products. Under the FYidoctors banner, they are confident they’ve positioned themselves for continued success.

“FYidoctors has shown me that after the 37 years I’ve spent in practice, it is possible to operate at the highest level of care without the mental overhead private practice constantly demands,” said Dr. Prentice. “My staffs’ efforts to provide our patients with a positive experience when visiting us for eye care services is perfectly aligned with the internal culture of FYidoctors and is reflected by the recognition they receive for those ‘bend over backwards’ moments.”

Through FYidoctors, customers and patients can still expect exceptional personalized eye care services. Additionally, patients and customers will now have the ability to create custom glasses through the ophthalmic laboratory in Delta, British Columbia and have access to a wide selection of frames and designers exclusively offered by FYidoctors.

“We are excited to welcome Dr. Prentice and his staff into the FYidoctors’ family and to be bannerizing our first location in Pembroke,” said Dr. Alan Ulsifer, Chairman & CEO of FYidoctors. “It brings us great pride to be given the opportunity to serve a new market and demonstrate our commitment to the eye health of its residents.”

This acquisition marks the third for FYidoctors in Ontario within the last two months.

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For more information please contact:

Jerry Nasr
PR and Social Communications Manager
media@venturecommunications.ca
416.585.2090

About FYidoctors

FYidoctors 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 is currently the world’s largest doctor-owned provider of ophthalmic products and services, with over 450 optometrists servicing over 195 locations. To learn more please visit fyidoctors.com.