



FYidoctors continues growth in Ontario with addition of Innisfil Eye Care

CALGARY, AB (July 13, 2020) – FYidoctors, the world's largest optometrist-controlled eye care company, has announced the addition of Innisfil Eye Care to the company.

“Now with over 40 locations across the province, Ontario continues to be an important market for FYi and it’s expansion,” said Dr. Alan Ulsifer, CEO and Chairman of FYidoctors. “We’re excited to work with Dr. Sher and his team at Innisfil Eye Care, and continuing to provide exceptional care for his patients.”

Dr. Morrie Sher received his Doctor of Optometry at the University of Waterloo in 1985. Originally from North York, Dr. Sher had worked in the greater Toronto area since 1988. In 2004, Dr. Sher relocated his practice to Innisfil, ON where it currently operates. Dr. Sher has special interests in contact lenses, laser vision correction co-management and low vision.

“Being a part of a company like FYidoctors gives us the opportunity to join a larger movement towards quality eye care that’s led by optometrists,” said Dr. Sher. “We partnered with FYidoctors because they understand our needs as a clinic, and they have the tools that will help us better serve the client base that we’ve established here.”

Under the FYidoctors banner, the clinic will now enjoy the benefits of FYidoctors’ Internal Freeform technology, that produces high-quality lenses from their ophthalmic laboratory in Delta, B.C., in addition to a variety of support and a wide range of designer frames.

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About FYidoctors

FYidoctors is the world's largest optometrist-controlled provider of ophthalmic products and services. A privately held, optometrist-owned-and-operated eye care company, with over 500 optometrists, 250 locations and 2700 employees, the organization strives to

deliver outstanding patient eye care. Headquartered in Calgary, Alberta, the company owns and operates a fully automated, freeform laboratory and distribution facility located in Delta, British Columbia.

To learn more please visit www.fyidoctors.com.