



FYidoctors Announces Merger with Prescott Optometric Centre

Eye care company now operating 50 clinics in Ontario



CALGARY, AB (April 12, 2021) – FYidoctors, the world's largest optometrist-controlled eye care company, today announced a merger with Prescott Optometric Centre. The announcement marks the eye care provider's 50th location in Ontario.

"On behalf of the FYidoctors family, I am pleased to welcome Dr. Holmes and the Prescott Optometric Centre team," said Dr. Alan Ulsifer, CEO and Chairman of FYidoctors. "The addition marks a milestone for the company in Ontario along with an equally exciting opportunity to extend our services and products to the community of Prescott."

Located in the riverside community of Prescott, Ontario, Prescott Optometric Centre has proudly served the community and surrounding areas for over 45 years. The company is founded and led by Dr. James A. Holmes, who has received a variety of awards over the years including the Ontario Association of Optometrist Community Service Award,

the Children's Vision Care Award, and the Augusta Township Senior Citizen Award – in addition to his commitment to supporting non-profits to various entities in the community.

“FYidoctors’ standards for optometric care are world-class. That coupled with the positive reputation they have in the industry made joining the company an easy decision,” said Dr. Holmes. “We’re looking forward to the new partnership and know that our patients will be well-served with FYidoctors’ exclusive internal freeform lenses, access to exclusive products and efficiencies that a company of this caliber can provide.”

The clinic holds a longstanding reputation in the community for its commitment to patient-led, professional care and offers a variety of services to patients of all ages including comprehensive eye exams, contact lens fittings, low vision aids and a variety of eyewear products. Working alongside Dr. Holmes is the clinic’s team of optometric assistants and administrators including Registered Optician, Kylie Malanka; Reception and Pre-test Technician, Shelley Stephenson; and Frame Stylist and Pre-test Technician, Lena Bourne – who together bring to the practice an array of experience and knowledge in vision care.

Under the new partnership, FYidoctors provides the clinic with significant human resource management services; customized staff training, tools, and support; world-class marketing; enhanced clinical technology; lenses which lead the industry in quality through independent testing and are manufactured in Canada at the FYidoctors internal freeform laboratory and distribution centre; exclusive products; and enhanced benefits for their staff.

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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 550 optometrists, 270 locations and 3,000 employees, the organization strives to deliver outstanding patient eye care. Named one of Canada's Best Managed Companies in 2020, Home Office is located in Calgary, Alberta, and the company owns and operates a fully automated, freeform laboratory and distribution facility located in Delta, British Columbia.

For information on FYidctors, please visit www.joinfyidctors.com.