



A MODEL OF INDEPENDENT OPTOMETRY

CELEBRATING
25 YEARS
OF SUCCESS

Opto-Réseau is a network of 83 independent clinics located throughout Quebec. And even though it is celebrating its 25th anniversary, it is a banner fully committed to remaining at the cutting-edge of the industry. In fact, more than half of the network's optician and optometrist owners are under the age of 45.

Remaining independent while helping each other

Since 1996, collaboration and well-being have been at the core of Opto-Réseau's mission. They are the reasons why the network has experienced impressive growth.

"Since our foundation, our network has been focused on helping each other. This has truly been the key to our success and the reason for our growth over the past 25 years. Our network includes health care professionals who

are entrepreneurs at heart. They appreciate their independence because it allows them to offer services and products that are adapted to their own clients. Furthermore, our network enables members to share their expertise and knowledge with each other," said Christine Breton, President and Executive Director of Opto-Réseau.

Clinics who join Opto-Réseau can take advantage of its purchasing power along with a multitude of other services related to marketing, sales, human resources, and IT. Administrative and business management services are also provided to assist entrepreneurs in increasing their performance.

Opto-réseau has developed a multifunctional software solution in this regard (Orion) to help clinic owners effectively manage patient files, appointment bookings,

inventory and more. This custom platform allows customers to create a personal account online to access various functionalities such as ordering contact lenses.

“Our members can also become shareholders.” continues Ms. Breton. “This is a major advantage in the market, and it reaffirms the vision we have of our business model which is all about focusing on the growth of the clinics in our network.”

In addition to a unique business opportunity and the various tools available, Opto-Réseau members also have access to a large networking platform where mutual trust, kindness, and professionalism reign.

OPTO RÉSEAU