

**PRESS RELEASE JULY 17, 2023**

FOR IMMEDIATE RELEASE



## **OSI 2023 Western Canadian Summit:** Fostering Community Spirit and Enriching Exchanges among Members

Montreal, July 17, 2023—From June 9 to 11, optometrists, opticians, clinic staff, and partnered suppliers throughout Western Canada gathered for OSI’s Western Canadian Summit in Richmond, BC. The event successfully focused on fostering community spirit and facilitating enriching exchanges among independent eye care professionals.

The Summit featured learning sessions targeting opticians, optometric assistants, staff, managers, and ODs, catering to the wide spectrum of OSI members’ needs. Opticians, optometric assistants, and staff gained valuable insights and knowledge to enhance performance, while managers and ODs benefited from dedicated workshops addressing emerging industry challenges and opportunities.

In his opening remarks, OSI President and CEO Patrice Lacoste emphasized the importance of community and collaboration, reaffirming OSI’s mission to remain the preferred business partner of independent clinics. Patrice’s greeting set the tone for a weekend of camaraderie and belonging, where meaningful connections thrived.

Owner of Alberta’s *Blink Eyewear* optometry clinics, Dr. Alisha Adatia expresses her enthusiasm, “I’m thrilled to have participated in my fourth OSI Summit. The warm welcome and enriching discussions made me feel like an integral part of a supportive community. The topics covered were insightful, and my conversations with peers were endlessly inspiring.”





Among the Summit's many to-dos were sessions led by industry experts, including Nancy Dewald and Gloria Di Francesco, both well-known to OSI Members. On the marketing front, Nancy addressed topics such as increasing capture rate, average purchase per patient, and visual merchandising. Gloria's talk focused on workplace communication with different personality styles. These COPE Accredited sessions equipped members with practical strategies for success, all malleable to their clinics' realities.

Amid the engaging sessions, attendees enjoyed lively networking opportunities where they reconnected with suppliers and peers. The tradeshow, in particular, was a Summit highlight that celebrated the products, services, and new technologies paving independent optometry's path forward. Meanwhile, evenings were filled with camaraderie and entertainment, including cocktails, a live band, a DJ, and a comedy show. Whether during work or play, OSI Member interactions promoted an exchange of ideas and experiences that strengthened professional bonds.

The Summit left attendees inspired, motivated, and armed with new insights and skills to excel in their respective roles. Riding the wave of the happening's success, OSI is headed to its National Summit in Toronto from November 17 to 19 at the Westin Harbour Castle.

-30-

### About OSI Group (Optometric Services Inc.)

Established in 1982, Optometric Services Inc. is a leader in supporting and developing value-added services for independent optometry clinics throughout Canada. The company is dedicated to empowering its members through community engagement and knowledge sharing.

[opto.com](http://opto.com)