

# Our Core Purpose

We are a caring community of local eyecare providers that improves the health of our neighbors, helping them see better and look their best, one patient at a time.



# Our Core Values

## PEOPLE FIRST

We put the needs of our patients, customers and each other above all else, and treat others the way they want to be treated.

## COLLABORATION

We are a team that values relationships and builds trust through authenticity, transparency and appreciation of others.

## ENTREPRENEURIAL SPIRIT

We are passionate about growth and innovative ideas achieved through flexibility and resourcefulness.

## FOCUS

We strive to always keep things simple and focused on what is most important.

## ACCOUNTABILITY

We follow through on our commitments and take responsibility for our words and our actions.

# Our Strategic Vision

"We deliver Remarkable Experiences to our Patients, Customers and Teams. Our unique Brand family leverages the strengths and capabilities of the Acuity common platform but still maintains the local identity that makes each Brand special. We truly are Better Together."

