

# Press Release

**FOR IMMEDIATE RELEASE**

## **Otto Acquires Sightly, Bringing Together Two Innovative Forces in Eye Care Technology**

10/17/2024 – Otto Optical Systems Inc. (“Otto”), the leading provider of e-commerce and patient relationship management solutions for eye care professionals, today announced its acquisition of Sightly, an e-commerce platform specializing in the optical industry. The combination of these two pioneering companies marks a monumental moment for the industry, creating a unified platform that will drive growth, streamline operations, and enhance the overall patient experience for eye care clinics across North America.

### **Transforming Eye Care in the Digital Age**

Founded in 2020, Otto has quickly become the go-to solution for eye care professionals looking to stay competitive in an increasingly digital marketplace. Otto’s platform empowers clinics by integrating everything from automated product fulfillment to patient communication, allowing them to capture more sales and build stronger relationships with their patients.

By joining forces with Sightly, Otto is extending its reach and capabilities, combining its innovative approach with Sightly’s established network of clients. This acquisition signals a major step forward in Otto’s mission to support eye care practices of all sizes thrive in the digital age.

“Our acquisition of Sightly isn’t just about growth for Otto – it’s about creating more value for our customers and improving patient care,” said Alex McIntosh, CEO of Otto. “Together, we’re pushing the boundaries of what’s possible in the eye care industry, providing clinics with cutting-edge tools and technologies that are designed to reduce administrative burden and improve patient outcomes.”

### **What This Means for Eye Care Providers**

With this acquisition, Sightly users will transition to Otto's fully integrated platform. The move is designed to be seamless, allowing clinics to continue their operations without disruption while benefiting from the advanced features of Otto's technology, such as:

- A custom branded online store, purpose-built for eyecare.
- Automated patient engagement tools, including refill reminders and easy reordering.
- Integrated supplier order fulfillment, cutting down on administrative work for clinics.
- Full drop-shipping support for a wide range of eye care products, including contact lenses, eye drops, vitamins, and more.
- Automated vendor rebates, streamlined price quotations, competitor pricing analysis, and more.

By consolidating their services into Otto's robust system, clinics will be able to provide a better patient experience, increase revenue through proactive sales capture, and free up valuable staff time. Additionally, patients will enjoy a seamless online shopping experience, with easy access to the products they need from their trusted eye care provider.

### **A New Era for Digital Eye Care**

The acquisition comes at a time when the eyecare industry is undergoing significant change, with increasing demand for digital solutions that simplify clinic workflows and improve patient outcomes. Otto has been a major force in this evolution, offering a one-of-a-kind platform that helps clinics stay competitive against large online retailers while maintaining a personal touch in patient care.

Otto is trusted by several hundred eye care practices across Canada and the US, including some of the largest volume clinics on the continent. The company has been instrumental in helping practices recapture tens of millions of dollars in lost sales and saving thousands of hours of staff time through automation.

With Sightly now part of the Otto family, even more clinics will have access to these transformative tools, leveling the playing field and ensuring that independent eye care practices can compete with the biggest names in the industry.

## **About Otto**

Otto is an e-commerce and patient relationship management solution designed specifically for eye care professionals. Its platform offers a fully integrated, automated system that allows eye care providers to streamline order fulfillment, manage patient communications, and increase between-exam sales. By equipping clinics with sophisticated technology and tools, Otto empowers them to provide a superior patient experience and capture more revenue. Otto is trusted by more than 500 clinics across North America.

For more information, visit [www.ottooptics.io](http://www.ottooptics.io) or contact [hello@ottooptics.io](mailto:hello@ottooptics.io).