

## Ossip Optometry Partners with Transitions Optical In Support Of National Optical Training Initiative.

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Press release from: [Ossip Optometry](#)

Agency: **Brandwidth**

INDIANAPOLIS, IN., March 5, 2010— Ossip Optometry, one of the largest private eye care practices in America, has been chosen by Transitions Optical, Inc. as representative of an ideal optical practice and as a filming location for a series of educational videos. Transitions secured two of Ossip's 14 Indiana locations to be used in the eight-day production of its "Creating The Nothing Left To Chance Experience" six-part training series.

According to George Evans, Executive Producer for Indianapolis-based Brandwidth, Transitions Optical's marketing agency, the purpose of these videos is to provide a best-practices resource for the optical industry.

"Optometrists, opticians, technicians – all optical professionals will gain knowledge from these videos on how to provide the best-possible care for their patients while at the same time creating opportunities to grow their own businesses in a very challenging and volatile business environment," said Evans. "And we couldn't think of a better illustration of these best-practices than what's going on right here in Indiana with Dr. Ossip and his team."

"This is something that I see will be used as a training tool for years to come," said Tim Fortner, Trade Development Manager for Transitions Optical, Inc.

Added Evans: "Ossip is a very successful and highly regarded privately-owned practice. For us, Ossip illustrated the ideal middle ground between the small, single-location independent practice and the big box retail provider. Their offices will be relatable to everyone we're trying to reach, plus, Ossip has been very successful in building a consistent brand and reputation that we felt was reflective of the kinds of optical professionals with whom Transitions Optical works."

Over the years, Ossip has leveraged its partnerships with a variety of optical brands – frame and lens manufacturers alike – creating an opportunity to provide the best choices in eye wear to the community it has been serving loyally since the 1950's. With over 20 doctors practicing in 14 locations outfitted with the latest technology, Ossip Optometry offers a full package for all eye care, eye health and eye wear fashion needs.

For more information, please visit [www.ossip.com](http://www.ossip.com).

Based in Indianapolis, Indiana, Ossip Optometry was founded by Dr. Kenneth Ossip in 1952. Ossip Optometry is one of the largest private eye care practices in America with 14 Indiana locations. Dr. Gregg Ossip, son of Kenneth, owns and operates the business. Ossip has secured exclusive rights to distribute several designer eyewear brands within the area.

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