

THORNHILL VISION CARE

Your family's vision. Our life's work.

OUR MISSION & VISION

Mission (Internal)

"To deliver honest, compassionate eye care that serves every stage of life — building lasting relationships with the families and individuals who trust us. Every patient. Every visit. Every time."

Short enough to memorize. Use this in team meetings, the staff handbook, and operations — it's your daily standard.

Mission (External)

"At Thornhill Vision Care, we believe eye care is about people, not just eyes. We're here to build lasting relationships with the families and individuals who trust us — guiding children toward bright futures and helping those 50 and beyond preserve the vision that keeps them connected to the life they love. Honest care. Compassionate service. Every patient. Every visit. Every time."

Use this on your website, waiting room, welcome letters, and community-facing materials — it's the story patients feel.

Vision

"To be the most trusted eye care practice in Thornhill — a clinic where generations of families choose to return, and where our community's vision is in the best possible hands."

Where we are headed. Every decision we make should bring us closer to this.

OUR CORE VALUES

Genuine care & respect

01

Every patient is a person, not a file. We listen first, treat everyone with kindness and dignity, and never make anyone feel rushed or dismissed.

Why it matters: Patients who feel respected come back — and bring their families.

Clinical excellence & responsibility

02

We uphold the highest professional standards. We don't exist to maximise profit — but a well-run, efficient practice is how we keep serving this community for generations.

Why it matters: Trustworthy care and a healthy business go hand in hand.

Grow & lift each other

03

Our team is our people. We support, celebrate, and care for each other — invest in growth, share knowledge freely, and lift each other through wins and hard days alike.

Why it matters: A team that genuinely cares for each other brings that energy to every patient.

04 Educate & be educated
 We explain eye health in plain language — no jargon. And we stay current: actively seeking the best products, technology, and clinical knowledge the industry has to offer.
Why it matters: An educated team educates patients. That builds trust and lasting loyalty.

05 Reliability & quality
 We do outstanding work, every time — using the best products and technology available. Good enough is never good enough at Thornhill Vision Care.
Why it matters: Consistently excellent care builds the trust that keeps patients for life.

OUR TAGLINE SYSTEM

Three lines. Each one does a different job.

TYPE	TAGLINE	USE IT FOR
Primary	“Your family’s vision. Our life’s work.”	Signage, cards, website, email signatures
Patient-facing	“Seeing you clearly. Caring for you always.”	Welcome letters, recall reminders, waiting room
Internal standard	“Every patient. Every visit. Every time.”	Handbook, team meetings, operations manual

WHAT WE EXPECT OF EACH OTHER

With patients

- Greet every patient by name — warmly, every time
- Listen before you speak — be present, not rushed
- Treat every person with kindness, dignity and respect
- Explain clearly — no jargon, no assumptions
- Be trustworthy: do what you say, say what you mean
- Make children feel safe and at ease
- Give seniors the patience and time they deserve
- Follow up and follow through — always

With each other

- Care for your teammates as you care for patients
- Celebrate wins — big and small — genuinely
- Support each other through the hard days
- Communicate openly, kindly, and professionally
- Own your mistakes and fix them without blame
- Share knowledge freely — we rise together
- Hold the standard even when no one’s watching
- Ask for help before you struggle alone

“Every patient. Every visit. Every time.”
 This is our standard. Hold yourself to it — and hold us to it too.

This document is given to every member of the Thornhill Vision Care team on their first day.