

# OXFORD BANK SMALL BUSINESS SPOTLIGHT

WRITTEN BY LIZ LAWER, MARKETING SPECIALIST

Every local business has a story worth sharing with the community. That is the belief behind Oxford Bank's "Business Spotlight" series – to shine spotlight on all of our favorite local businesses and connect businesses with their surrounding communities.

This month's spotlight is InSight Vision Center, located in Owosso, Michigan. I had the opportunity to sit down with Dr. Andrew DeMeritt and his wife, Andrea, to learn about their family-run Optometry practice, which opened in December 2012.

**Liz Lawer:** So what inspired you to start your business?

**Andrea:** It's always been our dream to start our own practice. We met and got married while in college (Ferris State—go Bulldogs!) - Andrew was studying Applied Biology and I was studying Health Care Systems Administration. The idea of having our own business and the freedom that comes with it was very appealing to us.

Six years ago, we decided to take the plunge and open up InSight Vision. Andrew was born and raised in Owosso, and we have loved coming back to live and work in his hometown. With Andrew's tie to the city, it has really helped us create a family-like atmosphere in our practice. Our oldest daughter, Aubrey, was one year old when she first started coming to the office with us, and our second child, Caleb, started coming when he was just two weeks old. It's been such a blessing having the kids grow up at the practice with us, and our patients have come to know and love our kids throughout the years.



**LL:** What products/services do you sell?

**Dr. DeMeritt:** We are a full service Optometric practice offering routine eye care services including comprehensive eye examinations and contact lens fittings. We also provide management of ocular disease, emergency eyecare services, and pre/post cataract surgery care. One of the benefits of being a private practice is that we can offer a really unique selection of frames. We have the freedom to bring in brands that we believe in, such as ECO, who make their frames out of recycled materials and plant a

tree for every frame sold, or Eyes of Faith, who with each sale donate a pair of eyeglasses to someone in need. Having our in-house lens finishing lab also allows us to do custom work for our patients. For example, we had a customer come in with a pair of one hundred year old vintage frames; we were able to take the frames and put in the customer's prescription so he could wear them for everyday use.

**LL:** What has been your business' proudest moment? Why?

**DD:** Any time we can successfully improve a patient's quality of life through better vision is a proud moment for us! We truly love helping our patients and whenever we can make a positive difference for them, it brings everything we do here full circle.

**LL:** What are some of the challenges you face with your business?

**AD:** With any medical practice, dealing with the various insurance companies can



*Dr. and Andrea DeMeritt, and their two children.*



*Dr. DeMeritt cutting a prescription lens to fit a frame*



always be difficult. Especially when we were first setting up our practice, we had to figure out a great deal on our own, and rules and regulations can change frequently.

Alongside the political side of things, balancing the management of a business and raising young kids can be challenging, but it's all been an incredible blessing for our family. We are so glad we are in this together—we're very thankful for where we are at and how far we've come.

**LL:** Tell us something interesting/fun about your business.

**DD:** Something exciting about our business is that we will no longer be renting our office space, and have just recently purchased our own building. We will be moving our practice to the historic downtown area of Owosso. The building we are moving into was built in 1868, and we are currently in planning mode. We want to bring this old building back to life and know it will be a great location for our forever home. Our tentative move-in date will be in 2020, which is a good year for Optometrists! With that being said, we are very thankful for Oxford Bank and the support they have given us to finance the purchase of our new location!

### **InSight Vision Center**

1385 E Main St, Owosso, MI 48867 | 989.720.2020 | [insightowosso@gmail.com](mailto:insightowosso@gmail.com)

M/W/Th/F 9am-5pm | Tues 10am-7pm

