

Dr. Cheryl Bayer, OD '08

Dr. Cheryl Bayer completed her BSc in Biochemistry at the University of Winnipeg before coming to the University of Waterloo School of Optometry & Vision Science. Graduating in 2008 with her Doctor of Optometry degree, Cheryl moved to Yarmouth, Nova Scotia for two years before returning to Winnipeg to open a new practice, Concordia Eye Centre, as the sole proprietor in August 2010.

Dr. Bayer focuses on providing outreach vision care, spending approximately 50 clinic days per year in personal care homes through the Focus on Falls program as well as has independent personal care home clinic days. She remains sole proprietor of her full-scope practice and now has one associate and four staff. Cheryl also continues to hold her Nova Scotia license and returns for one week locums a few times a year. Since 2013, she has been a supervisor for Primary Care Externships, hosting 6 students to date.

Cheryl's involvement in the profession began while she was a student. She was actively involved in the Canadian Association of Optometry Students, serving as President from 2006-2007. In her graduating year, she led an effort to raise funds from the class in support of the School in appreciation of the education they received. She was recognized for her contributions as a student with the Canadian Optometric Education Trust Fund, Dr. Margaret Hansen desGroseilliers Leadership Award in 2008.

As a new graduate, she continued to seek out leadership roles, acting as the Co-Chair of the Nova Scotia Association of Optometrists Newsletter from 2008-2009. After returning to Winnipeg and establishing her practice, she got involved with the Manitoba Association of Optometrists (MAO). She was the MAO Teddy Bear Picnic Coordinator from 2011-2016, Assistant Coordinator in 2017 and has served as a Member at Large. Cheryl is currently the Assistant Registrar, is a member of MAO Council, is organizer and facilitator of the MAO New Registrant Night and is a member of the Regulated Health Professions Act Working Group.

Dr. Bayer further contributes her time to vision care and her community by volunteering her time in other ways. She was Co-Curator of the History of Optometry display at the Manitoba Museum for Congress in 2011 and works with Siloam Mission as a Volunteer Optometrist. Cheryl regularly attends and support events (i.e. Dine in the Dark, Eye on the Arts) for the Canadian National Institute for the Blind (CNIB) and sponsored the CNIB Night Steps in 2017. She is a volunteer with the Fort Garry Business Girls Curling Club and was a member of the Social Committee from 2015-2017.

As a young optometrist, she has already jumped in with both feet, showing she is willing to get involved and play a role in the advancement of the profession, vision care and her community. This enthusiasm has not gone unnoticed and she has been acknowledged for her efforts, receiving the "Young Entrepreneur of the Year Award" from the Women Business Owners of Manitoba in 2013 and most recently the Manitoba Association of Optometrists "Optometrist of the Year" award in 2017.