

DOCTORS MAKING A DIFFERENCE

ADHD
Wellness
Expert
Member #9



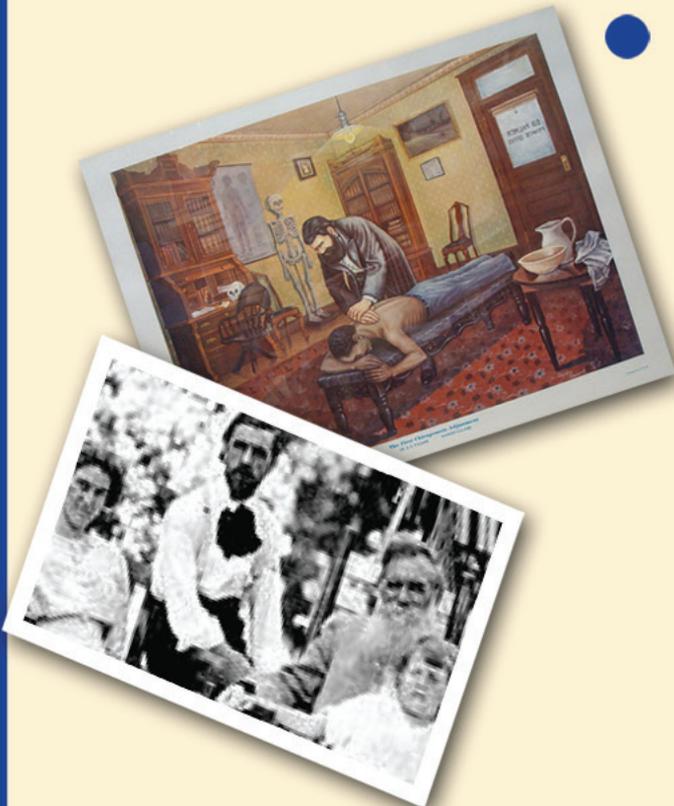
Name : Dr. Shaelyn Osborn

Practice: Brandford, Ontario, Canada

Years in Practice: 12

Identifying Marks:
Family Wellness Chiropractic

Claim to Fame:
Helped a teenage boy get straight
A's for first time ever.



Yannick Pauli: I'm on the phone with Dr. Shaelyn Osborn from Brantford, Ontario and Dr. Osborn was one of the first participants to join ADHD Wellness Expert, she was actually part of the first, what we officially called Beta group, which were more like the guinea pigs group of people. And basically I'm going to ask her a few questions so that she can get us some feedback about her experience going through the ADHD Wellness Expert Mentoring Program. So, Shaelyn, first of all thank you so much for being on the line with me. And let's dive away into our team here and the first question I would have for you is, if you could share with us what has been part of the AWE program and starting your own ADHD program, what has that done for you as a chiropractor, as an individual, you know, how did you – that made you feel inside to just think that you're going to position yourself as an expert, what did they have done to your psychology, to your inner game, to your passion and things of that nature?

Dr. Shaelyn Osborn: Well, in practice my focus has always been on family wellness and helping children. After doing that for almost 12 years, you kind of get into the day-to-day monotony of it, I mean, every person is unique and individual, but it ends up being kind of the same, so I was really excited to do the programs because that's kind of made things exciting again. So it's up the level of enthusiasm in the office, first of all because we are helping a population that that doesn't really have any other options, especially if they are looking to do things from the natural root and that's probably what attracted me to the program in a first place. I was seeing kids with ADHD and adjusting them and some children had great responses and some didn't, so obviously I knew chiropractic was part of the puzzle, but it wasn't a whole puzzle. And the same, you know, I had kids that came to me who had seen the naturopath and done some dietary changes and some had results and some didn't. So, I was excited when this program finally put everything together and finally provided a solution for these kids. So, I guess it really bridged the gap, there was a gap in how we could help ADHD kids that wanted to go with the natural root and this program has definitely bridged that gap. So it's created a lot of excitement for me in the office, I've been doing quite a few lectures in the office and just started to branch out to offering to do them in the community, but it's got me excited about seeing kids and helping kids that are at higher level.

Sound Bite

"After doing that [chiropractic] for 12 years, you kind of get into the day monotony of it ... so I was really excited to do the program because that kind of made things exciting again"

Yannick Pauli: Cool. And when we talk about excitements, it's not just because you have excited kids.

Dr. Shaelyn Osborn: No.

Yannick Pauli: Just to make it clear for people who....

Dr. Shaelyn Osborn: Yes, passionate. Yes.

Yannick Pauli: I have put in that, yeah.

Dr. Shaelyn Osborn: Yeah.

Yannick Pauli: I mean I am just kidding.

Dr. Shaelyn Osborn: On a deeper level, yeah.

Yannick Pauli: Yeah. How did your staff get engaged in the process, how was your experience with it, from their perspective?

Dr. Shaelyn Osborn: I tried to include them right from the beginning. So, I went through the modules at our staff meeting every week, and part of it was because I was learning all this new information and couldn't help but to share with them, but at our staff meeting if I had to go through what I learned and you know, what we are doing as a next step and all of that stuff. The biggest impact for my staff is seeing some of the kids that have had some good changes and you're seeing some of the test results that have changed and going through that process as well. The person that I hired as the brain coach to go through the exercises with the kids, she actually came to me, she came to my first lecture in the office and was so excited about -- and so passionate about what she had learned, that she asked me how she could become a part of the program. So, you know, creating excitement, she's an educator and an educational assistant. So, having her have that knowledge and experience and then seeing her passion grows as she realizes how she can help kids at a higher level, especially kids that she has seen at schools, sharing what she's learned with teachers and educators in the community as well. So my staff has definitely been onboard with it and excited to learn and grow with it as I learn and grow as well.

Yannick Pauli: Cool. One of the things that's interesting when we start implementing, you know, that kind of program, obviously you are going to put some focus on the program so your, you know, it's going to grow wherever you put your attention and it might, at the beginning, have an impact on the rest of your traditional chiropractic practice, for some other people just a mere fact of bringing something new in the office just bumped their ADHD program and their traditional chiropractic practice, what was your experience with that?

Dr. Shaelyn Osborn: Well, you're exactly right, it's created a lot of talk because, you know, there have been parents who have been in the office, I had my fliers up about the program and brochures up about the program. And, as much as I've tried to educate, you know, some people aren't open to hearing at certain points, but some people will say, I didn't know you

saw kids, well, you know, there is kids all over the office, but they were just weren't open to seeing it or they didn't' know the chiropractors saw children with ADHD or you know, questions have opened up as to how I got involved and interested in the program and what it was all about. And then questions have also opened up, you know, some of the patients who don't bring their kids in, it's opened up, you know, what can you do to help my child, here's what's going on with my child, what can you do to help there. And then some parents have opened up to talking about, you know their neighbors or kids in the community or cousins that they know that, that may need help as well, mostly from an ADHD perspective but also from a health and wellness perspective as well because all of a sudden they're realizing that, this is my focus and this is my niche is prenatal pediatric care and that we do see kids and also the ADHD program as well, so it's open up for a lot of conversation with existing patients and that has branched out to their networks of influence as well.

Sound Bite

"It's open up a lot of conversation with existing patients and that has branched out to their network of influence as well"

Yannick Pauli: Did you find everyone is easier to communicate in a sense by, kind of by bypassing the concept of subluxation as this interference between the brain and the tissues and going directly to the brain?

Dr. Shaelyn Osborn: In what way, easier?

Yannick Pauli: As you communicate with people?

Dr. Shaelyn Osborn: I don't think I ever had a problem communicating that, it's changed how I've language that just based on what I've learned from the program and learning about how those postural muscles influence brain function and the communication in the brain. So, you know, I've always communicated but it has just changed my languaging a little bit.

Yannick Pauli: Okay, excellent. What kind of opportunities has that created for you in your community as far as creating that ADHD program?

Dr. Shaelyn Osborn: Well, so far it has created talk. I had some principles and some teachers that have come to my in-office lectures. So, we've just started talking about doing talks and lectures for parent-teachers associations. I'm doing lunch and learn for teachers. Possibly doing some professional development like certain things like that, so it just started to two branches and also myself as well, just starting to make those contacts and connections. Mainly focusing on the school board. My brain coach had a great idea about you know, seeing if there is a potential for launching the program in some other schools that had

high population of ADHD children. So, we are just starting to have those conversations and just starting to see where that's going to take us. But very pleased that the principle who came to the program was very, very excited and open – excited, passionate and open to learning more and seeing, you know, how we could make an influence not only on the children's ADHD but also the children who are not expressing their full learning potential. So there are children that are very bright children but they are just not leaving up to their full potential based on some of the things going on with regards to how their body is functioning.

Sound Bite

"I am doing lunch and learn for teachers. We are seeing if there is a potential for launching the program in some schools"

Yannick Pauli: Great. What's – do you know the program obviously we went through the content over a 10 week period and then some time to implement. How long in the Mentoring Experience have you started seeing your first ADHD patients in the context of your organized program?

Dr. Shaelyn Osborn: Well, I started the Mentoring Program in May. And then my first assessment was in August and the program launched in September, so it's pretty quick turnaround. I found everything was pretty, pretty easy to implement. Once I had an idea of what I'd like it to look like in the office, very straight forward and easy to train the Brain Coach. She picked upon things really quickly and the program was laid out quite nicely for her to be able to implement right away. So her training was easy and straight forward. So couple of months and we are ready to go.

Yannick Pauli: Excellent, that's pretty great because when you think about it, you know it took me years to get it together...

Dr. Shaelyn Osborn: Absolutely.

Yannick Pauli: It's great to know that you know, that it's set up in a format that is easy to implement for people who take action.

Dr. Shaelyn Osborn: Absolutely.

Yannick Pauli: What have the Mentoring Experience done for your confidence as a clinician to take care of children with ADHD, or dyslexia or autism?

Dr. Shaelyn Osborn: Our confidence has gone way up absolutely, partially because before I'd adjust the children and then if they didn't get optimal results, obviously the adjustment

– their bodies would change and heal and process and all that stuff. But, still have issues with focus and concentration and things like that. I didn't know where else to go, you know, now I would refer to the naturopath and we do chiropractic and naturopathy and again some would have results and some wouldn't. From now, I feel like I finally have, first of all plan of action for assessment, I know what I'm looking for and I know how to assess the children properly to figure out exactly what's going on. And then I also have an appropriate plan of action. So, once I've done the assessment and I know what's going on with that individual child, then I know exactly what to do to help that child and exactly how to coach the parents at home to help their children as well.

Sound Bite

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Yannick Pauli: Excellent. What kind of – can you share some of the results that you've gotten so far from a clinical perspective?

Dr. Shaelyn Osborn: I would say that the biggest wow for clinical results was a teenager who has started the program. And finishing the program he had received straight A's for the first time in his life. And I didn't realize that until I asked for the testimonial from the mom and she wrote things like – both the children get the program once in grade school, once in high-school, and wrote that her children were much more open and much more communicative with her – they talk about their day more and are more expressive and they just have a much better relationship because her children were more open and more focused with. But then she mentioned that the older child had gotten straight A's for the first time in his life. So that's very impressive and that makes me happy for the child and makes it all worthwhile.

Yannick Pauli: Pretty cool, when

Dr. Shaelyn Osborn: Absolutely.

Yannick Pauli: You know, I mean, the potential is there, we just need to allow it to be expressed. Let's come down a little bit back down to earth I would say, what kind of financial return have you gotten so far compared to your initial tuition investment?

Dr. Shaelyn Osborn: To date it's been about 8 to 1 return. So my...

Yannick Pauli: And it's been for a long?

Dr. Shaelyn Osborn: It has been since September. So, what is that four, five months.

Yannick Pauli: Four, five months, okay.

Dr. Shaelyn Osborn: Yes...

Yannick Pauli: Not bad.

Dr. Shaelyn Osborn: Really good and my goals...

Yannick Pauli: That's better than what your banks give you for your bank account?

Dr. Shaelyn Osborn: Absolutely. Yeah, my goal for return on investment is 3 to 1 so I'm very, very pleased within the 8 to 1 return. And most importantly the children that I've helped, the children that I've been able to help and started change their lives, obviously it's a process but we started to make some good headway with, with getting people to make some changes that will change their lives for ever essentially.

Sound Bite

"I am really pleased with the 8 to 1 financial return in just 5 months. But most importantly, the children that I've helped... Like this teenager who after finishing the program had received straight A's for the first time in his life!"

Yannick Pauli: Excellent. And my last question, what do you think being part of the ADHD Wellness Expert experience and having started your ADHD program will do for your chiropractic carrier in the future, if you look at the long-term, how do you see that?

Dr. Shaelyn Osborn: It's definitely already started to position me as an expert in the community, specifically with ADHD and the related neurobehavioral disorders because people have already started talking about it, because there is nothing like it around, so it has already started positioning me as an expert with this program, but also started positioning me as an expert with children as a whole. Again because those, those spin-off conversation have started to happen and people have asked how, how its going to help children who are non-ADHD kids. it has also opened up the community in my opinion to

knowing what chiropractic really does. You know, we are still positioned as helping with low back pain and headache and all of a sudden there is a chiropractor doing something different and that started to open up conversations as to what chiropractic really is and who else chiropractors can help. My plan is to really create the epicenter for ADHD Wellness and really to be a resource for families. So really to be here to help those families and be the go-to place when people want to know about children's health and wellness or about ADHD specifically, I want to be the center for children's wellness and that's already started to happen. Yes, I've already, always seen children in the practice, but never really positioned myself as an expert. So, this program has helped that so far and definitely see that continuing in the future.

Yannick Pauli: Great, well. Thank you so much for sharing and congratulation for the engagement and you know, level of involvement that you've put in the process, so...

Dr Shaelyn Osborn: Thank you.

Yannick Pauli: I'm just going to stop the recording and stay on the line so that we can chat a little bit more. So, thank you everyone for listening. Thanks again Dr. Shaelyn Osborn from Brantford, Ontario, Canada.