

DOCTORS MAKING A DIFFERENCE

ADHD
Wellness
Expert
Member #16



Name: Dr. Pierre Bernier

Practice: Gattineau, Quebec, Canada

Years in Practice: 29

Identifying Marks:
Master at Network Care, Coach

Claim to Fame:
Helped a kid watch an entire movie
at the theater with his mom without
being kicked out

Yannick Pauli: Hello everyone. I'm Dr. Yannick Pauli the founder of ADHD Wellness Expert, the *place where we mentor spine-based chiropractors to become brain wellness expert in their community.*

I have with me one of the doctors who went through our program. He's a very special individual for me. His name is Dr. Pierre Bernier. He's from Canada. He's been in practice for many, many years. He's been a coach also, and he's a wonderful human being. Actually he's one of the people that I most respect in the world. So I'm very happy to have him on the call with us today to share his experience through the A.W.E Mentoring Program.

So Pierre, thank you so much and welcome on the call.

Pierre Bernier: Yeah, you're more than welcome. I would love anybody that would talk about me that way.

Yannick Pauli: I have to sweeten things as we start so that you will say nice things about me.

Pierre Bernier: Now, I understand. Okay.

Yannick Pauli: That's the way it works.

Pierre Bernier: Okay.

Yannick Pauli: People who have been listening to some of the testimonials know that we love to have fun also. So Pierre, why don't you share a little bit with our future listeners how long you've been in practice? The kind of background that you have, the kind of chiropractic practice or approach that you have? Also, what inspired you to join the Mentoring Experience?

Pierre Bernier: Okay. I've been in practice now almost 29 years. I graduated in 1982 from CMCC in Toronto. I've always been in love with chiropractic, with the principle of above down, inside out with the nerve system. Let intelligence take care of the body; that has always been my motto.

For the last 21 years, I've been using Network Spinal Analysis as the mean to do my chiropractic. I would say, I'm quite good at that, so I'm part of the teaching staff. I've traveled all around to do things for Network Care.

Yannick Pauli: Let me just say, Pierre, he's not just quite good at it. He's a master. He's amazing. [Laughs]

Pierre Bernier: Well, thank you. What inspired me to take a good look into the program was -- you go to seminars, and you listen to speakers and they tell you, "I get good results with dyslexia and ADHD." And they tell you -- we ask them "What do you do?" And they say "oh, just adjust them". Well, that hasn't been my experience. I know, in my practice, I

have some great results with about 15% of kids who come in with ADHD. You just treat the nervous system and that's it; that's all the body needs.

For some people you're going to get quite good results, but they will be limited. So the parents will say, "Wow! Now it's much better, but we're not progressing anymore." So you know you reach a plateau early and obviously there are food intolerances, the dairy and the gluten that everybody knows about. But it's so difficult to convince the parents that think, "No calcium, Oh sh*t." And then they are scared of taking the kids off dairy, because they think they're going to die for lack of calcium within a week or two.

So, I never pursued that. You probably remember the conversation that we had on the island in Formica in Italy two years ago, where you mentioned you had that program. You explained it to me in about four to five minutes; it made so much sense to me that if we were to approach this from all different points of view, that 15%-20% result that we were getting just by spinal manipulation or spinal adjustment could go up to 40%, 50%, 60%, 80%, 85% with most of the kids and with some certainty. The challenge was for me, how do I get all these information without spending the rest of my life looking for it? And you came up with that solution.

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What I can say is that when I got into the program, you were generous enough to give me a large overview of what could be possible. I just took a look and I said, "Wow! This cannot not work." This has to work. If you apply the protocol, if you follow the steps – of course, there's always some people who will not respond, but for other reasons – you would hit, I would say 80%, 90%, 95% of kids with that. It's such a turn on to have a family gets back together, because the kid is normal again. The kid is having normal behavior. They can go on vacation together.

Yesterday I had a mom who was crying; she told me "This is the first time in my life that I can bring my son to a movie." She said, "I just don't believe it. I brought him to a movie. He sat for an hour and a half or so in the movie theater watching the movie."

Sound Bite

Yesterday I had a mom who was crying; she told me "This is the first time in my life that I can bring my son to a movie." She said, "I just don't believe it. I brought him to a movie. He sat for an hour and a half or so in the movie theater watching the movie."

She said, "Before, two minutes and everybody would be screaming at him and looking at him. And get him out of here." So that's why she never went, because she knew his behavior would not appropriate for that kind of thing. And we know the impact that we can have.

Yannick Pauli: Thank you, for bringing that up, because I think without demeaning other of the type of things that we can help practice. But if you help someone with neck pain or back pain, it's pretty much self-serving in a sense that that person will be better and maybe their direct contacts. But with children with ADHD and Dyslexia, so many people benefit from it; the parents, the whole family dynamics, the schools, the teachers, the other kids in their classroom. Thanks for bringing that up.

When you bring something new – I know that you're constantly upgrading what you know. That's part of who you are, but when you bring something new into your office, there's always a kind of a buzz that happens. Can you share with us what being part of this program did for you? What benefits that you got for you as a practitioner? You talked about certainty, what it did for your office, for the buzz and the energy within your office.

Pierre Bernier: Okay. So for the culture of the office, what the program did – we have a mature practice. We've been doing NSA. We have our clients who come in and that is pretty stable. It's been there for a while, so we don't have to be concerned or worried about it. It's stable.

So we started to talk about the ADHD program. We would put posters, we would be having workshops and people started to ask questions. It's amazing how many adult have it or are still suffering from it. They're somewhat functional. I would say they're fully functional in society, but yet they know there are parts that are missing.

Sound Bite

"It's amazing how many adult have it or are still suffering from it [ADHD]. They were the ones who got in the program in the first place, not the kids. There were a lot of people in the practice that were already in the practice who wanted who wanted to have the experience of the program

So they were the ones who got in the program in the first place, not the kids. So there were a lot of people in the practice that were already in the practice, who wanted to have the experience of the program. So they can take care of either the dyslexia or the attention or the hyperactivity, and sometimes even the anxiety.

What we noticed is that there were some cases and I'm thinking about one in particular. We have a guy, he is, I would say, 65 years old. Super guy, retired, loving, the type of people you would love as a dad, or you would love as granddad. It's as simple as that. Everybody loves him.

He started to develop neurological problem maybe 18 months ago: nystagmus, dizziness, difficulty and lack of coordination. He was very good skier. Last year, he didn't feel he could ski, some difficulty speaking and finding his word. He said, "The words are in my mind, but they just don't come out."

He went through all the medical tests. They said this is a normal, aging, degeneration. He said, "Can you do something?" I said, "I don't know. I'll check it out."

So we went to the protocol with him, the full exam. We found a few things and we've been working with him on the protocol of ADHD, which has nothing to do with his condition. The protocol makes so much sense on the neurological basis. The day before yesterday, he said, "Pierre, I can stand on my leg." With one leg up, he's an athlete. "One leg down and the other one leg up 90 degrees for about a minute which I don't remember the last time I could do this." He said, "Not before I had the symptoms but way before that."

So, I said, "Wow! If from a neurological point of view you're getting some of it back, there's no reason why you will not get everything back. We just have to fine tune what we're doing with him and what kind of exercise and what kind of system that he needs so he can get the nystagmus and elocution or the speaking back."

Yannick Pauli: Well, thank you for sharing that. I think that's a very important principle you brought up there. Actually, I would say two things. The first one is that we used the term ADHD as a kind of an excuse or as a thread to apply those principles. But what we teach in the program is actually, it's nonspecific in a sense. It's not based on any condition. It's based on bringing back your brain into balance, like you would bring the nervous system back into balance into traditional chiropractic.

The second thing is that if you can start having an impact on 65 years old people; imagine what you can do with children who have a way more plastic brain. So thank you for sharing that.

How long did it take you from the moment you started the program to the point that you felt confident inviting people within the program? How long did it take you?

Pierre Bernier: I want to put people in context. So, I'm busy, I run the full practice. I also teach NSA about more of less 8 to 10 weekends a year. Also, I have a coaching or

management program with a partner in Switzerland where we have about 60 clients all over the world where we teach and we coach. So, my schedule is tight.

So I started a program at the end of September, early October. By the end of November, I felt confident enough to say, let's start to talk about this. So we did a workshop in the office. Obviously, with the patient base we have, we did two in a row. They were full packed.

Most people were from inside the practice. Some people were from outside the practice. But we were not ready, because we had to do some repair. We were waiting some physical repair, because we need a private room for that; and then we wanted to have the Christmas holiday to do the repair.

Then, we started to book people. Maybe a month or two before we started to see patient, we were fully booked for maybe a month ahead. So, that's how I like to do things. The appointment book is full when we started.

Sound Bite

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I'd say five months probably in the process we felt confident to say, “Hey, let's do this. We have enough information. I know enough. I know the exam. I know the clinical protocol. I know what to look for.” They were a few things that I didn't know the detox. They're a little bit more complicated, but it's nice because they come later into the program. So you don't have to do everything in the beginning; and then say, we'll start and then, the thing that's a little bit harder for my brain to get into, I'll get into when I'm around it, when it's time to learn it, because there's a lot of materials.

I'd say, five months or so into the program I was able to dive in with confidence. Not dive in and see what happens, but dive in with confidence. For people with who know communication styles, I am a high “C” and, I like to know in fact, where I'm going before I dive in. [Laughs] I don't want to check the water when I'm diving. I want to check the water before I dive.

Sound Bite

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Yannick Pauli: Thank you for bringing that up. I think one of the things that I wanted when I created that program was to make it as a turnkey as possible for people, because we're all busy. Obviously, that's my passion. When you have a passion you can spend a lot of time doing it. But the idea was for people to be functional and doing it pretty quickly in the program.

It took me years to get to the point for me to have a functional program. So it's great to know that as short as four or five months, you can get going. Thank you so much.

I think you've already shared one or two of the results. Have you got any other case that you think would be worthy sharing with all listeners, as far as some of the results that you've gotten in so far.

Pierre Bernier: Sure. We have another lady. She's a third year student in physiotherapy. She had a little accident. She was skateboarding. She was stopped. Somebody banged into her, not hard. She fell and she hit her head; she had a helmet. She hit her head on the snow. She said, not hard. She could not stand back. She had to be carried to the hospital. She's been living in that foggy world for the last four or five years.

She is smart enough and she was able to go to finish her pre-university. She's in third year of physiotherapy. Obviously her brain is functioning good enough to do this kind of study. But she said, "I'm always in that fog."

So we worked with her in Network. Just with Network, we got 50% to 60% result. She came to the ADHD talk that we did and she said, "Do you think I could benefit from this?" I said, I don't know, I'll check it out. So we went over the protocol and low and behold, it was so simple in her case, just a few things that we did mechanically and a few things that we do with reorganizing the nervous system.

She said she is 99% functional back to where she was before. She said, for the first time in the last four, five years, she's able to drive her car with the window down. Without being distracted, without feeling panicky, without having too much information downloading into her nervous system. Just following a very simple clinical protocol, she was able to get back to, "Hey, this is who I am."

Yannick Pauli: Wow! That's really cool. Thanks for sharing. Well, Pierre, I've been coaching with you and you're the one who taught me that part of my personality is also being a Utilitarian. So could you share with us some of the financial return that you've gotten compared to your initial tuition investment?

Pierre Bernier: Sure. I'll be more than happy to do that. For the price you're charging, because I've already paid, I can say that. You're undercharging. The quality of the material is way beyond what you're charging. By that I mean you go to a seminar, any kind of seminar. I would say a real basic seminar. And with the seminar, the flight, the hotel, some of the food and extra expenses, you never go out of your home under \$1200 to \$1500. The

material that you have in your program is worth probably between 15 and 20 seminars. Easy 15 to 20 seminars.

Sound Bite

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So the cost is ridiculous compared to the benefit. The return of the money, just from -- if you like to learn and I'm one of those persons who have very high theoretical value. I just love to learn for the sake of learning. If you love to learn, the program is fantastic. It is simple and yet you can go deeper and deeper and deeper in so many different aspects. It's almost endless.

But for me, a utilitarian point of view. From a business point of view, I don't know. I've probably made 8-10 times of money I spent in the program so far. I've been using the program for about four to five months max.

Yannick Pauli: Better than a bank account?

Pierre Bernier: Yes. From a business point of view, it makes sense.

Yannick Pauli: So, we might to have to cut out the part where you said I'm undercharging there. [Laughs]

Pierre Bernier: That's your choice. [Laughs]

Yannick Pauli: If you look at it, the knowledge that is within that program is about what I thought was the essential out of the last 10 years of my own personal study. Having invested about \$40,000 to \$45,000 every year in continued education, just on that ADHD type of stuff. What do you think? It's a pretty cool deal?

Pierre Bernier: Yes. When you say that, I totally believe you. I have no difficulty believing you that you spent \$40,000 to \$45,000 a year learning this. We just got the distilled stuff, the real stuff that matters in your program.

Yannick Pauli: Thank you. What do you think being part of this ADHD Wellness experience? Having started your ADHD program will do for your chiropractic career in the future and for your community? Do you have any plans to go out there and position yourself as an expert? Do you have enough of the internal patients to just keep it within your office as a best kept secret kind of thing? [Laughter]

Pierre Bernier: Unfortunately, I'm very good at the best kept secret. Here's a plan. For me, I'm close to start thinking about retirement which I think I will never do. Because I just love what I do. It's that simple. I'm at that age where you say, "You know what? Maybe everything else that I do, maybe it's time not to slow down, not to decrease, but to take it a little bit easy, without affecting the income."

The way I see this, and once my daughter has joined us in practice, she's also a DC. And since there is nobody else around doing what we're doing, both in Network and ADHD program, I think first this is a safety, a financial safety for the practice.

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There's so much huge potential when you work with those children. I strongly believe that there is enough people like this who are suffering either from dyslexia or ADHD now. That somebody can make a great living just doing that.

Both practices will feed off each other. Meaning, for instance, I have one of the kids who came in with ADHD. He's doing super good. Her mom said, "What are you doing on the other side?" I see people, they take their shoes off, they lay on the table. What's happening? So I started to explain to her what NSA was, what Network was – now she is not a patient. And we have Network patient who are using the ADHD protocol in some aspect of it to help them go to another step in their health search.

So both practices are feeding off each other. Also, for me this is a thing that if I only wanted to do this, I could. And because I have my daughter who has just joined us, it is an expertise, this is something that nobody else will do ever where we are except maybe a few other chiropractors.

The therapist, the biofeedback person, they will not be able to apply the whole protocol. They don't have the general understanding of how the system works. As doctors, we forget that we have some great, great knowledge that sometimes we're not using. So by using the system from a business point of view, from a financial point of view, I think this is a great idea, which came right on time for us, because of the situation of my daughter joining us. Yannick Pauli: Cool. The last question I have for you, Pierre is maybe geared toward more maybe some of the Network practitioners, who will be listening to this program. Obviously, in Network we have this concept of reorganizational healing which is about bringing new strategies that weren't there before in people.

When you look at the program, it is titled ADHD, you may think that it might be focusing on treating conditions which actually it is not. Could you share a little bit about how it was for you to implement the program? Did you feel that it was consistent with your philosophy? Or did you feel some kind of friction between the models?

Pierre Bernier: None at all. I had no problem. I had no conflict at all. What we do in NSA is the best type of chiropractic there is, as simple as that or that I know of. Or that I have experienced. The ADHD is a different practice. Meaning, it's like you're practicing on 673 St. Joseph frequency and get to know NSA and you do ADHD on 975 get to know it.

So those are two different types of practice. We don't want to merge them. My understanding of this is there are two different accesses to the nervous system. The ADHD -- let's reorganize the brain. Let's have some very specific exercise to help the brain start to communicate with the body, and have the body to start to communicate with the brain.

In NSA, we also do that, with a totally different way, with sometimes with the same type of results. Yet at the same time they are separate, yet at the same time they might compliment each other. If I have one advice to say, never mix the two.

Well, we do like people who are doing Network. They wanted to the ADHD protocol. We keep them in the Network care, so they come in their regular frequency of Network, that hasn't changed. We just add on a different day, a ADHD visit.

So both practices are very totally separate. There's no mix, but we know that each and everyone of them will benefit. Will I have everybody in the Network here do ADHD? Absolutely not.

It's always, as my understanding goes, it's only for people that say, "I have this." And with NSA we're not able to help that aspect of their health. So we might bring them to the ADHD protocol and we might help them. So far every cases, that I have, we got a lot of improvement.

So I don't know if I explained that right or if you got my point. If you haven't got my point, just tell me. I'll explain it. [Laughter]

Yannick Pauli: No that's perfect. What interested me is really getting people to share their experience and how they've applied the protocols in their own world because this is what it's all about. Everyone has to come and take what makes sense to them and create something out of it on the basis of what I have created. But they put their own spin to it, their own personality, and their own unique talent to it.

So thank you, so much for sharing. Alright, stay on the line, Pierre. I'm just going to let the listeners go. So everyone, thank you so much for listening. This was Dr. Yannick Pauli, founder of ADHD Wellness Expert, a place where we mentor spine-based chiropractors to become brain wellness expert in their communities. I' was with Dr. Pierre Bernier from Canada.

So thank you. so much for listening. Talk to you soon.