

STORIES OF **PROFESSIONALS** CREATING SUCCESS ON THEIR TERMS



Shastri and Naylah Rabilall



INGREDIENTS TO SUCCESS IS AN INSIDE OUT JOB



A husband and wife team. determined to change the face of health care not just in Trinidad and Tobago, but the wider Caribbean.

There was always a vision they each held, way before they met to always up their game - to be better and do better.

Their backgrounds are different but their values are aligned which makes the Shastri-Naylah combination a powerful one indeed.

Together they have taken on a huge mission: To elevate standards in medicine in Trinidad and Tobago and the wider Caribbean.

"Dr. Shastri Rabilall has served in the public system, both here in Trinidad and Tobago, in Jamaica and in the United States, working in Obstetrics and Gynecology, Accident and Emergency, Family Medicine and Primary Care. He is a Board-Certified Family Medicine Specialist, a Primary Care Community Doctor, and an Aesthetic Physician.

Naylah Rabilall has practiced both here and in the United States and is a Licensed Massage Therapist, Master Aesthetician and Laser Safety Officer.

Both in Florida at the time, they felt it was time to return home. They wanted to meld both worlds, to support each other, but also provide a useful service that was not prescription driven but patient centric.

They wanted to treat the whole person with a focus on prevention and include mental health. They wanted to focus also on women's health and all the challenges that women face but don't talk about. **OMNI Total Health was born with three focal areas:**

- 1. Direct Care
- 2. Self-Care and
- 3. Anti-Aging



"WE WILL ONLY PRACTICE WITHIN THE SCOPE OF WHAT WE ARE BOTH QUALIFIED TO DO"

OUR GUIDELINES KEEP US ON PURPOSE

The OMNI offices were designed based on scientific research to achieve the best possible experience for in-patient visits. But the attention to detail didn't just stop at the building. Both Naylah and Shastri felt that in order to truly serve they needed to include the following "we will never break" guidelines:

- They will always provide solutions that are best and a good fit for the client. They would never recommend a solution so that they could earn more money if it wasn't what that client needed.
- They will never remain stagnant and close minded. They would keep abreast with what was happening in both their fields and invest always in education.
- They will only practice within the scope of what they're both qualified for.

"NOT PRESCRIPTION DRIVEN BUT PATIENT CENTRIC..."

"LOVE YOURSELF"

Dr. Rabilall warns against going to the pharmacist first when ailing, before seeing your doctor.

"It's not best practice, for many reasons including the fact that there may be the presence of an underlying undiagnosed illness, in addition to the overt symptoms described; without historical information the pharmacist may suggest something that may cause an adverse reaction; and there is absolutely no way a pharmacist can tell if an organ is not functioning optimally or failing."

A trip to your local pharmacist might seem like an easy and quick fix solution except that you might be bringing more harm to yourself than good.

The OMNI billboard reflects what Shastri and Naylah see as a much needed prerequisite to making choices and doing what's best for you:

LOVE YOURSELF and be the change you wish to see.

Change can be accomplished in any experience but it starts with seeing your world differently.

You can't rely on your doctor to heal you if you don't first believe that good health is possible.

If you don't love who you are, one can only imagine the story you're telling yourself.

You have to tell the story the way you want it to be – a great foundation for healing.







"YOU CAN'T RELY ON YOUR DOCTOR TO HEAL YOU IF YOU DON'T FIRST BELIEVE THAT GOOD HEALTH IS POSSIBLE."

Their best investment to date remains their business. The scope of what's possible is vast and they're both up to the challenge to see how much they can help and serve while keeping up with the credits and education necessary for their professions.

Growing OMNI has not been an easy road yet Shastri encourages the up and coming younger generation to pursue their dreams. "Don't ever give up. As one door closes a much brighter door opens."

Their support network has been tremendous.

The making of OMNI was two years conception and one year construction. As a Civil Engineer, Naylah's Dad helped out a lot in the construction and design. "You can't put a price on his contribution and support," she said.

"As OMNI evolves, now 4 years old, these two professionals have grown to understand the importance of taking time out and time off!

When either feel overwhelmed or loses focus they are cheerleaders for each other. He pulls her up out of her crap and she does the same for him. "Take nine minutes to refocus and reset," is Naylah's prescription.

PEOPLE DON'T TALK A LOT ABOUT TAKING TIME OFF, EVEN THOUGH IT'S SO CRUCIAL TO THEIR WELL-BEING

Taking time off means engaging in reflection and deep thinking. It allows our bodies rest and recovery which is crucial for sustainable optimal performance.

A self-imposed detox allows you to reset yourself physically, mentally and emotionally.

At the root of the OMNI Total Health Philosophy is simply this: the person that you'll be in a relationship with the longest is you.



YOU ARE YOUR LONGEST COMMITMENT YET YOU DON'T ALWAYS MAKE YOURSELF A PRIORITY.

Our culture values instant gratification, comfort and productivity yet self-care is almost always an afterthought, since its rewards aren't always immediate.

Both Shastri and Naylah believe that selfcare should not be like changing the oil in your car – a mere obligation.

"It's time to incorporate self-care mindfully," Naylah shares "and there are a variety of solutions that OMNI offers, for you to do just that including getting a massage,"

"One of the things we've found is that mental health is often overlooked," says Shastri, which prompted him to study and include Cognitive Behavioral Therapy as part of OMNI Self-Care solutions.

When asked "Why CBT?"- I'm not surprised by his answer.

"CBT is an evidence-based approach that has been shown to be an effective form of treatment for multiple psychological problems.

This approach offers skills that you can continue to utilize and benefit from outside of your visit, which includes but is not limited to: deep breathing, sleep hygiene, behavioral activation, disputing cognitive distortions, thought journals, and activity scheduling."







DESPITE THE FACT THAT ALL WOMEN HAVE ONE AND LITERALLY EVERY PERSON CAME FROM ONE...

In Trinidad and Tobago, talking about mental health is still taboo as is talking about vaginal health.

This is something both Shastri and Naylah are determined to change.

Despite the fact that all women have one and literally every person came from one, 50% of young women cannot properly label a vagina on a medical diagram. That's according to a 2014 study by The Eve Appeal, the UK's Gynaecological Cancer Research Charity, which also found that 65% of women are uncomfortable using the words vagina or vulva, and 45% never talk to anyone about their vaginal health — let alone their doctors.

Sex is a natural thing that almost every adult engages in. And while it's an important function for our society (after all it's how babies are made), women don't get the same attention when it comes to fixing their problems.

AND WHAT ARE THESE PROBLEMS?

Well let's start with a few common ones like:

- Urinary incontinence
- Vaginal dryness and
- Vaginal laxity





WOMEN NEED TO WORK TOGETHER TO BREAK THE WALL OF SHAME THAT SURROUNDS THE TOPIC OF VAGINAL HEALTH

If you're experiencing any of these symptoms you might have already confided in a friend. It's an important first step as no one could understand better than another woman. As Ann Lamott famously said "the most powerful sermon in the world is two words: "Me too."

"Women need to work together to break the wall of shame that surrounds the topic of vaginal health," says Naylah, "and more than just talking to our friends, we need to talk to a doctor."

The Women of the Joylux Club, whose mission is to help women find delight in their lives suggest – "If something with your vagina doesn't feel right, it's highly likely you aren't alone. Most insecurities women face are totally normal and experienced by a majority of women.

And the solutions to help improve your vaginal wellness doesn't have to be expensive, painful or as complicated as you may think. Don't be afraid to discuss your vaginal health with your doctor." Nuff said.

ALWAYS SEE THE LIGHT IN YOUR DARKEST MOMENT.

They celebrate their differences, not just in their religious persuasions (he is Hindu and Naylah is Muslim), but in everything. Shastri is a bit of a daredevil, enjoying scuba-diving, sky diving and motorcycle riding. Naylah is a bit more laid back and easy going but both rely on each other's strengths to take on the obstacles that are ever present whether they are dealing with suppliers, have product issues or mastering a new piece of technology.

He smiles at his wife. It has taken their collective strengths to create what is now OMNI Total Health today. No cookie-cutter medicine delivered here – but patient centric individualized care.



Content marketing is a marketing strategy where you create indispensable information for a specific audience *on a consistent basis* with the goal of maintaining or changing a behavior. "Everything you do as a company of one or many can be copied by someone else... except for how you communicate." This is why we cannot get hung up on how our amazing product or service is or will be. It can be copied.

So how do you compete? You don't! Focus instead on being unique and creating amazing experiences for your customers on a consistent basis.

I work with solo professionals who want help getting clear about who they are and the real value they bring to the table. When they come to me, they are struggling especially in the area of consistent revenue generation. They have plateaued and don't seem to be able to move from where they are. They are stuck. When they have that clarity, they can define, package, monetize their expertise and boost their income. Click here for more information.

When companies come to me, they are struggling with a recurring problem they are unable to solve. I take time to ask questions, delve deeper and unearth the real problem or issue. Once I see clearly where the problem lies, I provide the guidance, ideas, framework and tools to help my clients find solutions and get back on track. Click here for more information.

