

# dr. barb



"She's one the most recognizable faces in the industry. Doctor, entrepreneur, philanthropist, wife and mother, Dr. Barb Loiskandl is an inspiration to busy working mothers ..."

Her day begins early, just after 5 a.m. on most days. She gets up before the rest of her family so that she can fit in a workout and a healthy breakfast before helping her children get ready for school. Two days a week Dr. Barb works out of her Laser Health Works Barrie office and the remainder of her week at her Midland location.

The days she works in Barrie allow her a little extra time in the morning with her son who attends a treatment centre for autistic children. Since having a special needs child, Dr. Barb has become painfully familiar with the lack of services available to parents of these children. "There are not enough resources to help at home or at school," she feels. "We find it tremendously difficult to find caregivers for him."

Sometimes this hectic schedule can be a challenge, even for a seasoned, organized professional like Dr. Barb.

"I have to ask myself, 'how important is it?' to ensure I am giving proper priority to a task. I try to live a day at a time - stay in the moment as much as I can. I like to be fully present for my patients and staff. People are always a priority. Planning and organization helps but I try to carve out time to enjoy life and not get caught up in endless busyness. We would all like the luxury of more time and sometimes I do wish there were eight days in the week or 30 hours in a day but I find that I just have to accept it. I love what I do, it keep me fresh to enjoy what the day brings."

One of the ways she has learned to stay focused is by delegating certain tasks to her wonderful family and staff.

She feels that 22 years of practicing medicine has taught her how to effectively manage her time. She, like many busy women, has a natural ability to multi-task and prioritize. Her husband and children always come first "without question" she states. "I am not a 'perfect' Mom but my children know they are loved and I do the best I can. And I am usually the last Mom there to pick up their kids....

but nine times out of 10 I remember them... just kidding. By being a business woman I believe I can set examples for my children, especially my three daughters. I try to let them know there is a way to problem solve almost any situation".

Dr. Barb is a strong supporter of women in business and feels that women should network specifically with one another as well as with the broader business community. "Absolutely, it is what I refer to as 'soft' marketing..The conversations that happen anywhere, grocery line ups, exercise time are often valuable from a business perspective. I do a

lot of 'appearances' and support different events in order to get to have one on one face time with people. This also allows me to meet with many different organizations that then open new business opportunities. I would have never thought that my career would land me on CP24 or A Channel, but all of that just evolved part by happenstance and mostly through being open to opportunities".

So what advice does Dr. Barb have for other women who strive to be entrepreneurs?

"Work hard, learn lots! That is a phrase you would hear in my household on a daily basis. I have three great girls..the first is now 21 and in fourth year university studying biomedical electrical engineering, number 2 is in first year university studying her bachelor of science in nursing, number 3 is in grade 11 doing every sport known to mankind... okay..I exaggerate on that one, but she leaves the house at 6:15 for morning practices and then dances till the evening. They have all had jobs and the older two pay for half of their own university. I believe that having a job increases your self confidence and teaches you so many things that sometimes your family members can't teach you. And again, I try to show them that there are solutions to almost any problem. It is just a matter of taking a rationale approach and problem-solving. Set your goals high, be flexible, and believe in yourself".

After all this, how does she still find time to keep spark in her almost 24 year marriage?

"We make time for each other" she says. "A small moment, a lunch on Thursdays always, time at dinner meetings that we try to turn into dates....We have family dinners as often as possible even if they happen late in the day. We are fortunate to have a successful marriage of almost 24 years. Rainer and I respect each other and still find things to talk about. Our big challenge is to not talk business during our romantic times!"

As for her chosen vocation, Dr. Barb likes the arc her career path is on.

"I very much enjoy the mixture of Cosmetic Medicine, Family Medicine and working in the media. I am fortunate enough to work with a wide variety of people who make life interesting, stimulating and fun. Where this leads to next is always part of the big adventure of life," she said.

By Michelle O'neill

