



## Acknowledging AWESOME ACTS in Occupational Therapy



### Meet... Julie Entwistle –

**Meet an OT entrepreneur extraordinaire. Running a successful occupational therapy business in Ontario’s constantly changing marketplace takes skill, savvy and perseverance. That’s worth recognizing...but when you look at the commitment and creativity that Julie has engaged to promote occupational therapy as part of her business plan....well that’s just AWESOME! On the heels of OT Month, we think Julie’s awesome acts are perfect to be profiled in our November issue!**

After 8 years of running her own private practice Julie learned the benefit of business partnership and approached her partner Brenda Power with a proposal to join their firms, effectively forming the largest OT-only and OT-owned firm in the province – Entwistle-Power.

Julie’s voice for the profession spans across various media channels and supports many practice areas. She [blogs](#) about topics such as: “Helping to Make OT Services Affordable for All” and “Improving Mental Health on the Job”... to name a few, creating an interactive forum for her following public, professionals, referral sources, etc. Entwistle-Power has also made waves on Youtube and her OT-V channel with Julie’s recorded [OT-V series](#) which features informative videos on topics such as: “What is Occupational Therapy”, “Solutions for Printing Success”, “Bathroom Safety” and more. It’s truly a creative, assertive and multi-sensory approach to promoting the profession! Talk about “*doing your part to promote OT!*”

### What brought Julie to this profession?

*“I was fortunate to be raised in a close family and spent considerable time with my grandparents when I was young. My grandfather had polio, my grandmother was visually and hearing impaired, and my other grandmother had Parkinson’s Disease. This exposure and the experiences I had with my grandparents helped me to understand the unique challenges facing*



*people with disabilities, and taught me the importance of a positive attitude and creativity in solving the problems of daily living. I have written many blogs about the influence my grandparents had on me throughout my childhood and I believe this ultimately led me to health care where I found my passion in occupational therapy..."*

... And we're so glad it did Julie!

### **Get to know Julie - personally & professionally...**

📌 She has quite the resume! She holds a Bachelor of Science degree in Health Studies and Gerontology from the University of Waterloo, a Bachelor of Health Science degree in Occupational Therapy from McMaster University and a Masters of Business Administration from Wilfrid Laurier University.

📌 Julie started working in her father's KFC business at the age of 13 – so we can see where she gains her entrepreneurial spirit from! Later she held many jobs including: working at a video store, working as a branch extended hours manager for the Bank of Nova Scotia, working as an attendant care aide, a rehabilitation worker, and a sports referee.

📌 She also has extensive volunteer experience that began in high school; first at a local hospital, and later in Hospice. Julie's also volunteered for a senior's day program and an organization preventing violence against women called CAVEAT. More recently her volunteering takes her to various organizations including a local Good Shepherd, the SPCA, as a marketing liaison for a private school, and as a fundraiser and Chair of the Parent Council for their local public school. Her dedication to the well being of others has been growing over many years and clearly spans across her personal and professional roles.

📌 As an avid athlete, Julie was a repeated athlete of the year and played varsity badminton for the University of Waterloo. She continues to play golf, volleyball, tennis, has a black belt in Karate, and enjoys walking and hiking with her family.

📌 She has four daughter's ages 15, 13 and twin 11 year olds and she lives with her husband and children, along with two dogs and a cat - in Ancaster.

### **How did Entwistle-Power come to be?...**

📌 Despite being raised in an entrepreneurship family, Julie 'found' her OT career by accident. After working for a private rehabilitation firm in a management capacity she realized the culture mismatch between her values as a clinician wanting to help people, and the corporate mentality of putting profits first. After having her twins she decided that it would be better to forge her own path and to create her own firm that would be driven by the philosophy of great OT as a simple, but impactful mission and vision. After 8 years of running her own private practice, through her MBA education - she learned the benefit of business partnership and approached her partner Brenda with a proposal to join their firms, effectively forming the largest OT-only and OT-owned firm in the province – Entwistle-Power...

*"...this was a great strategic, personal, and business move and we haven't looked back!"*



## How she hopes her 'awesome acts' of business promotion & blogging will impact OT practice in Ontario...

*"I am so grateful to the insurers and lawyers in our marketplace that have recognized the value of OT in providing services to people with disabilities."*

📌 Beyond this, Julie adds that she feels the general public still seems to struggle with the concept of OT – who we are, what we know and how we help. So she took it upon herself to create a blog and to use social media as a channel to educate others about our wonderful profession. With upwards of 6000 [blog](#) views in OT month alone and over 7000 views to their [OT-V channel](#)... wow!... - Julie is thrilled that her initiative just might create a positive impact for OT's not just in Ontario, but all over the globe!

## What she hopes comes of her awesome acts...

📌 *"I hope our blog and social media activities will help spread awareness about the value of OT to other professions, key funding influencers, and of course 'the general public' as our reach is far greater than just the people of Ontario."*

## Parting Words of Wisdom to help inspire our OT colleagues...

📌 *"Don't be afraid to sell your worth, knowledge, and skills and always recognize that this has value. Let's stop being the nice profession that is content finishing behind our allied counterparts. Talk about OT, fight for OT, and raise awareness about the great things we know and do. Lastly, be okay helping others to also be successful. If our social media, blog and video series creates OT awareness and thus work for our colleagues – that is a great outcome for us all."*

We can't think of a better way to conclude this edition of **Celebrating AWESOME ACTS in Occupational Therapy**. We hope you've been inspired by Julie's passion & spirit as we have!

Wanna know more about Julie? Check out her blog, or take a look at her profession promoting videos at: [www.entwistlepower.com](http://www.entwistlepower.com)



## Acknowledging AWESOME ACTS in Occupational Therapy

**Awesome: wonderful, amazing, cool, extremely impressive, inspiring admiration**

Every day occupational therapists across Ontario are doing awesome things. They're delivering excellent client-centred care, designing programs that are delivering amazing outcomes, developing cool new promotions or solutions, sharing impressive resources or knowledge, undertaking dynamic entrepreneurial business development and *all* sorts of other inspiring activities that we think are just awesome! That's worth celebrating and that's why we are **Acknowledging Awesome Acts in OT. Celebrate the "awesomeness" of our OT community!**

