Beyond Primary Care: Afua Asemnor on Preventive Wellness | NY Executive Podcast Transcript

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Show Intro and Guest Introduction

From Manhattan, this is the New York From Manhattan, this is the New York Executive Podcast. The voices that move Executive Podcast. The voices that move markets, the conversations [music] that markets, the conversations [music] that shape the boardroom. Live from our shape the boardroom. Live from our studios in Midtown Manhattan, here is studios in Midtown Manhattan, here is today's program.

today's program. >> Hello everyone. This is your host Emily >> Hello everyone. This is your host Emily and I'm speaking with Afia Asumnor. She and I'm speaking with Afia Asumnor. She is a nurse practitioner as well as the is a nurse practitioner as well as the owner and founder of Superior Health and owner and founder of Superior Health and Wellness Clinic located in Wethersfield, Wellness Clinic located in Wethersfield, Connecticut. Afia, how you doing today?

Connecticut. Afia, how you doing today? >> Doing well. Thank you, Emily. >> Doing well. Thank you, Emily. >> Yeah, of course. Thank you so much for >> Yeah, of course.

Superior Health and Wellness Overview

Thank you so much for coming on. coming on. All right. So, for starters, can you All right. So, for starters, can you kind of give us a description of your kind of give us a description of your company Superior Health and Wellness company Superior Health and Wellness Clinic? And can you tell us a little bit Clinic? And can you tell us a little bit about the services that you provide and about the services that you provide and offer there?

offer there? >> Yes. Um so, we are integrative wellness >> Yes. Um so, we are integrative wellness practice. practice. Uh we help men and women who are Uh we help men and women who are struggling with things like weight gain, struggling with things like weight gain, low energy, decreased libido, um and low energy, decreased libido, um and they're really just trying to feel like they're really just trying to feel like themselves again. So, yes, we specialize themselves again. So, yes, we specialize in hormone optimization, medical weight in hormone optimization, medical weight loss. We also offer services like loss. We also offer services like peptide therapy, IV hydration, and some peptide therapy, IV hydration, and some sexual wellness sexual wellness um therapies. I really always say that um therapies. I really always say that we have different tools in our toolbox we have different tools in our toolbox um because everybody needs a different um because everybody needs a different our our needs are different. Our goal is our our needs are different. Our goal is really to create a personalized wellness really to create a personalized wellness plan to essentially make people feel plan to essentially make people feel better, look better, and then they can better, look better, and then they can embrace their wellness.

embrace their wellness. >> Got you. And how long have you been in >> Got you. And how long have you been in this business for? this business for? >> So, we opened March of 2023. So, coming >> So, we opened March of 2023. So, coming on about 4 years.

on about 4 years. >> Awesome. So, somewhat kind of recent for >> Awesome. So, somewhat kind of recent for you. you. you. >> Yeah, new. Um and I would say this >> Yeah, new. Um and I would say this journey has definitely been um journey has definitely been um you know, great as far as growth you know, great as far as growth personally and professionally, but personally and professionally, but definitely rewarding to be able to have definitely rewarding to be able to have a practice that I'm passionate about.

a practice that I'm passionate about. >> Yeah, of course. And can you tell us a >> Yeah, of course. And can you tell us a little bit about the background of your little bit about the background of your business? I'm sure you had a

bunch of business? I'm sure you had a bunch of circulating ideas surrounding it, but circulating ideas surrounding it, but what made you want to bite the bullet what made you want to bite the bullet and create your own business? And how and create your own business?

From Nursing to Entrepreneurship

And how did it become a reality for you? did it become a reality for you? >> Yes, I would say I'm al- always been >> Yes, I would say I'm al- always been passionate about helping people and that passionate about helping people and that is really what drew me into nursing to is really what drew me into nursing to begin with. Um and then wanting to help begin with. Um and then wanting to help people even more is what led me to people even more is what led me to become a nurse practitioner, but I would become a nurse practitioner, but I would definitely say the turning point in all definitely say the turning point in all that was during COVID. I was working as that was during COVID. I was working as a primary care nurse practitioner in a a primary care nurse practitioner in a nursing home and unfortunately, you nursing home and unfortunately, you know, a lot of our patients passed know, a lot of our patients passed during that time. Um but what I was during that time. Um but what I was doing was I was managing chronic doing was I was managing chronic diseases, you know, and when COVID hit, diseases, you know, and when COVID hit, I really realized and it quest- made me I really realized and it quest- made me question what could I have done to with question what could I have done to with them if I had a chance to work with them them if I had a chance to work with them in the earlier years that could have in the earlier years that could have made them live a healthier lifestyle.

made them live a healthier lifestyle. And that's really what shifted my focus And that's really what shifted my focus towards integrative and preventative towards integrative and preventative medicine. So looking at things like medicine. So looking at things like hormones, hormones, hormones, uh your metabolism, nutrition, and uh your metabolism, nutrition, and lifestyle. And that's what ultimately uh lifestyle.

Preventative Care and Business Mission

And that's what ultimately uh drew me to opening Superior Health and drew me to opening Superior Health and Wellness as I saw there was definitely a Wellness as I saw there was definitely a need for this in my community.

need for this in my community. >> That's awesome and Afia, it sounds like >> That's awesome and Afia, it sounds like you're truly passionate about what you you're truly passionate about what you do. And would you say that do. And would you say that that's what kind of inspired you to want that's what kind of inspired you to want to go down the nurse practitioner route?

to go down the nurse practitioner route? >> Yes. Um you know, as a nurse, we are >> Yes. Um you know, as a nurse, we are able to help patients um at the bedside able to help patients um at the bedside and more, but as a provider, as a nurse and more, but as a provider, as a nurse practitioner, you're actually able to practitioner, you're actually able to prescribe, right? So prescribe, right? So um with that level, I just needed to to um with that level, I just needed to to be able to do that for my patients. And be able to do that for my patients. And then even in that realm, I found that um then even in that realm, I found that um only my practice allowed me to, you only my practice allowed me to, you know, really help patients even further.

know, really help patients even further. >> Yeah, of course. And is there anything >> Yeah, of course. And is there anything else that you'd want the listeners to else that you'd want the listeners to know about you or your business?

know about you or your business? >> Yeah, I would say about my business for >> Yeah, I would say about my business for sure. We always start every patient with sure. We always start every patient with a discovery call, and then we follow it a discovery call, and then we follow it by um comprehensive lab work, and we're by um comprehensive lab work, and we're able to develop an individualized able to develop an individualized wellness plan for them to meet their wellness plan for them to meet their goals.

goals. goals. Um we are a cash-based practice, so Um we are a cash-based practice, so we're able to spend more time with them we're able to spend more time with them and really get um to their goals and and really get um to

their goals and look at deeper look to see what's look at deeper look to see what's affecting their health.

affecting their health. Um Um Um we're definitely passionate about we're definitely passionate about long-term wellness, uh but we definitely long-term wellness, uh but we definitely focus on optimizing things that are, you focus on optimizing things that are, you know, uh that are affecting patients know, uh that are affecting patients right now, their sleep, their energy, right now, their sleep, their energy, their weight. Um and then as far as their weight. Um and then as far as about me, I will say outside of being a about me, I will say outside of being a nurse practitioner and a business owner, nurse practitioner and a business owner, I'm a wife, a mother of two, I'm a wife, a mother of two, um a first-generation uh Guyanese um a first-generation uh Guyanese American, and I really feel like my American, and I really feel like my faith and my family has been a big part faith and my family has been a big part are a big part of who I am, and they've are a big part of who I am, and they've really grounded me through this uh really grounded me through this uh entrepreneur journey. And I just really entrepreneur journey. And I just really want everyone to know that want everyone to know that um um um the heart of everything I do is really the heart of everything I do is really the passion for helping people, and I the passion for helping people, and I truly believe that feeling better truly believe that feeling better um changes everything, and everybody um changes everything, and everybody does deserve to become the superior does deserve to become the superior versions of of themselves. And that's versions of of themselves. And that's really the mission behind our business.

really the mission behind our business.

How to Contact the Clinic

>> Awesome. Yeah, that's great. And you >> Awesome. Yeah, that's great. And you know, if there's any listeners out there know, if there's any listeners out there that want to contact you for your that want to contact you for your services, how can they reach you, Afia?

services, how can they reach you, Afia? >> Yeah, so our website um >> Yeah, so our website um www.yoursuperiorwellness.com, you can www.yoursuperiorwellness.com, you can book your free uh 15-minute discovery book your free uh 15-minute discovery call there. Also, call there. Also, we're pretty active on social media, so we're pretty active on social media, so our Instagram handle is our Instagram handle is your_superiorwellness.

Also on TikTok, same handle and same Also on TikTok, same handle and same handle for Facebook. So yeah, we would handle for Facebook. So yeah, we would love to help you with your wellness love to help you with your wellness goals.

goals. goals. >> Awesome. Well, thank you so much Afia >> Awesome. Well, thank you so much Afia for coming on. It was a pleasure for coming on. It was a pleasure speaking with you.

speaking with you. >> Thank you. >> Thank you. >> Yeah, have a good night. Yeah, you as >> Yeah, have a good night. Yeah, you as well. well. well. And to the rest of our listeners, stay And to the rest of our listeners, stay put. We will be right back after the put.

Outro and Show Sign-Off

We will be right back after the short break. short break. >> [music] >> [music] >> [music] >> You've been listening to the New York >> You've been listening to the New York Executive Podcast, broadcasting from Executive Podcast, broadcasting from Manhattan to 30,000 channels nationwide.

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