



As a nationally recognized “interventional diagnostician” and CEO of The Bedside Trust, Dr. Brian Wong helps organizations generate relational answers to operational problems. He’s spent the last ten years guiding diverse hospitals in bringing about cultural changes by introducing, illustrating and implementing shifts in thinking about how they connect and solve their challenges together.

On his journey from Family Practice Physician to Medical Director and Board Member, Dr. Wong saw a common denominator in every facility he worked, regardless of size or emphasis...they all lacked the relational tools needed to function at the optimal level required to best serve their patients. In 2007, he founded The Bedside Trust as a vehicle to bring about change to a struggling industry.

Whether speaking to groups or working as a consultant addressing quality issues, poor physician staff relations, lack of traction and buy-in for initiatives...whatever issue specifically challenges organizations...Dr. Wong approaches every interaction as a personalized problem solving session.

When addressing audiences or partnering with organizations, Dr. Wong’s process always begins by:

- Analyzing and assessing an organization’s current challenges.
- Uncovering what this current state costs an organization.
- Determining the root cause of an organization’s problems
- Cultivating the concept of “Community Intelligence,” as a solution.
- Supplying the clarity and wherewithal to distinguish between symptomatic organizational issues and foundational problems...
- Securing the understanding and experience to develop curative countermeasures.
- Designing programs to implement the countermeasures.

This interactive, customized approach helps clients and audiences achieve clarity and a “root cause awareness” leading to significantly greater engagement and the desire to improve and evolve work environments.

Known as a national authority on redesigning and improving healthcare, Dr. Wong assists all levels of an organization to become adept at recognizing and curing their own foundational problems. He helps to create self-reliant diagnosticians and problem solvers in every hospital he partners with, resulting in a newfound *Community Intelligence* driven team, fully focused on the patient.

His speeches, workshops, executive retreats and consultations come from firsthand experiences as a physician and executive...and go to the heart of what ails our industry.