

DR. BRIAN WONG — MD, MPH

CEO of The Bedside Trust



As a physician with a Masters in Public Health from the University of California, Berkeley, Dr. Brian Wong's preoccupation with preventing disease, promoting health and preserving quality of life through the organized efforts of teams, remain foundational today. Since his days as a Resident in Family Medicine at Providence Medical Center (Seattle), he found himself in the same situation as every physician he's since met; overburdened with countless patient quality and safety initiatives, with no solution in sight. The "initiative overload" had distanced him and his colleagues from their patients.

During his years as a Clinical Practitioner, he kept seeking out solutions for what he saw as the biggest obstacle keeping physicians from giving patients the optimal care they needed and deserved. Over the ensuing two decades, during his Chairmanship of Medical Quality at Providence and his Medical Directorships at Rainier Family Medical Group, Hospice of Seattle, The Good Health Plan of Washington, and Providence Clinic Network, Dr. Wong kept returning to the elemental question, "Where does improving patient care and the patient experience actually begin?"

He knew that all physicians work to improve patient care, but that wasn't enough. He searched for a way to ensure that all physicians and all healthcare providers are always equipped to act in the best interest of their patients. His personal discovery of the true definition of patient-centered care came from the source itself, his patients. Dr. Wong has always looked to his patients to provide the clarity needed to make the right decisions. He realized early on, that every staff member, regardless of their job, must work together based on what matters most to patients.

Dr. Wong developed his patient-centered theories into tangible solutions during his tenures as a healthcare partner and National Director of Physician Services at Arthur Andersen LLP, as President of Integrated Health Systems, and Founding Partner of Healthcare Performance Solutions.

In 2007, after years of clinical practice and applied research, Dr. Wong founded The Bedside Trust, a nationally recognized resource to healthcare systems across the country. Along with being a sought after speaker and executive coach, he leads a faculty that works with medical staffs and executive teams to embed his "Patient Driven Leadership" infrastructure in order to create patient accountable cultures that result in improved safety and quality.

These experiences eventually led him to write the book ***Heroes Need Not Apply: How to build a patient-accountable culture without putting more on your plate*** (Released October 2012, Second River Healthcare).