



CANADIAN COLLEGE OF  
HEALTH LEADERS  
COLLÈGE CANADIEN DES  
LEADERS EN SANTÉ

**Leadership Strategies for a Patient Accountable Culture**  
**Speaker: Dr. Brian Wong, Head Coach & CEO, The Bedside Trust**  
**and AGM to Follow**

**Date:** Friday, June 20, 2014

**Time:** 7:00 am - Registration and hot breakfast buffet  
7:30 am to 9:00 am - Speaker  
9:00 am to 9:30 am – Annual General Meeting

**Place:** Sutton Place Hotel, 845 Burrard Street, Vancouver, BC V6Z 2K6



**Dr. Brian Wong, MD, MPH, Head Coach & CEO, The Bedside Trust, Seattle, Washington**

Dr. Brian Wong is an international expert in Patient-Driven Leadership and a physician coach-leader. He has recently published his first full-length book, **Heroes Need Not Apply: How to build a patient accountable culture without putting more on your plate**. The book puts you in the center of the conflict every hospital struggles with, and a small group of dedicated leaders who resist the status quo to change it... to give patients what they need most.

Dr. Wong has spent years developing tools and resources to encourage “patient driven leadership.” In health care, it's simple to say that we put the patient in the center of everything we do. But staying patient centered day-in and day-out is not the current reality. Most of us are knee-deep in initiatives, putting out fires, and treating the symptoms of our recurring foundational problems. The only way to break the cycle is to focus on "what matters most to patients" as the starting point and core of the leadership strategy. It's imperative to understand the relationship between leadership and patient needs to best serve everyone.

As a nationally recognized “organizational 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 interface 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 optimal level and best serve their patients. In 2007, he co-founded The Bedside Trust as a vehicle to bring about change to a struggling industry.

[Register Online](#)

For offline registration or further information please call Portfolio Conference Planning and Event Management at 604-685-4888 or email [mail@portfolio-inc.com](mailto:mail@portfolio-inc.com)

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**MAINTENANCE OF CERTIFICATION**

Attendance at this program entitles certified Canadian College of Health Leaders' members (CHE / Fellow) to **1.50 Category 1 credits** towards their maintenance of certification requirement.



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**Event Fees:**

Member Rate	\$ 50.00
Non-member Rate	\$ 70.00
Student	\$ 40.00
Season Pass	\$250.00 (for 6 breakfast events)

[Registration fee includes hot buffet breakfast]

Due to catering commitments, cancellations will be billed the full amount if not received before **June 18, 2014**. As this event is expected to be well attended – plan to register early.

Due to space limitations we cannot guarantee admission to on site walk-ins. No-shows will be billed for the full registration fee.

VISIT [WWW.CCHL-CCLS.CA](http://WWW.CCHL-CCLS.CA) FOR FURTHER INFORMATION.

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