



FOR IMMEDIATE RELEASE

January 7, 2013 Bozeman, Montana

Second River Healthcare Press is pleased to announce their collaboration with Dr. Brian Wong of the Bedside Trust to publish his first full-length book. His soon to be released book, **HEROES NEED NOT APPLY: How to build a patient accountable culture without putting more on your plate**, 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. After a decade consulting with hospitals nationwide, Dr. Brian Wong leverages his experiences to bring us the story of Jack Martin MD, a physician coach from a Montana Hospital & clinic who transformed the culture in one of Seattle's largest hospitals. Join Jack, CEO Jane Carolli, and their medical staff to discover how building patient trust led to improving care throughout the entire organization.

About Second River Healthcare Press: An award winning publishing company committed to providing educational, instructional and motivational books that address the areas of healthcare that are important to you.

For more information please contact:

For media inquiries: Please contact [bedsidetrust@me.com](mailto:bedsidetrust@me.com)  
Bedside Trust, LLC 8838 Paisley Drive NE Seattle, WA 98115.

For speaking inquiries: Please contact Sierra Weese, Director Innovative Healthcare Speakers Bureau. 406.586.8775 Phone 406.586.5672 fax - 26 Shawnee Way, Suite C Bozeman, Montana 59715