



Keynote address (90 minutes)

Overwhelmed, Inefficient, and Fragmented

Why we need a Cultural Operating System and how it can renew healthcare

Presented by Dr. Brian Wong, CEO, The Bedside Trust

Warning: *This session will create a dramatic shift in how you and your organization diagnose and solve problems.*

Years of experience working with organizations have proven to us at the Bedside Trust that our industry is at capacity. Defined by the every-man-for-himself mentality, we find ourselves constantly acting in a reactive rather than proactive way. In response to the pressing issues that we aren't able to solve, most organizations are layering one operational or relational initiative on another, taxing the already overwhelmed system and its people and treating only symptoms of the real issues.

We've discovered the true solution. To produce maximum benefits, culture and operations must be integrated. By design, our Cultural Operating System ("COS") embeds key cultural drivers that create an optimum relational dynamic that, in turn, produces operational efficiency. The success of the Bedside Trust comes from our unique model which begins with the relational side of the organization for the specific purpose of solving problems (operational and relational) more effectively. With a COS embedded in their organizations, our clients are having real success running fewer programs with greater results.

In this introductory session, Dr. Brian Wong will provide clarity and perspective on the state of the industry—how we've created the current state and exactly how we in the industry can reverse our course. Spotlighting the industry's focus on process improvements, Dr. Wong illuminates how the division between relational and operational programs has created increased work, cost, inefficiency and fragmentation in the industry.

Dr. Wong will elucidate the alternate solution, identifying how organizations can bridge the gap through the creation of a COS, which reduces, rather than increases, the complex programming and, therefore, gains operational efficiency in the process. The COS approach establishes an intentional linkage between culture and process and creates self-organization and increased capacity in an organization that then drives real, tactical results.



Through years of analysis at hundreds of organizations, Dr. Wong and the Bedside Trust have identified the key cultural drivers and business skills that produce the most significant value. These essential prerequisites create sustainable, renewable business success, rather than initiatives with short shelf lives.

Through simple, useful, easy-to-learn lessons, Dr. Wong will share these essential business skills and the Bedside Trust's unique problem-solving model.

Learn to bring the relational component into the solution and create buy-in with your employees, drive motivation, and see real results!

Takeaways and Benefits of the Bedside Trust Keynote address:

- Learn the Bedside Trust's diagnosis for the healthcare industry: What are we suffering from, how it relates directly to your organization, and how you can treat it!
- See how cultural drivers can map to directly increase operational efficiency.
- Gain insight into how you and your organization can solve problems more effectively by embedding a COS.
- Experience how you can reduce organizational complexity and simplify your cultural programming by identifying, embedding and leveraging a few essential drivers.
- Get an introduction to a problem-solving tool that will enable your people to self-organize and become master problem-solvers by learning to diagnose and solve problems at the root-level.

Side-effects may include a reduced need for complicated process-improvement initiatives, the reduction of unnecessary meetings, and an environment where day-to-day problems are solved at their root level rather than being escalated through your organization. Are you ready for real change? Aren't we all?