

# TRUSTED HEALERS

DR. PAUL GRUNDY AND THE GLOBAL HEALTHCARE CRUSADE

DAN PELINO WITH BUD RAMEY

## DESCRIPTION

DAN PELINO TAKES US ON A JOURNEY to better understand societal change, leadership, and our shared healthcare future. Through the voices of powerful healthcare visionaries from around the globe, including Dr. Paul Grundy, Patrick J. Kennedy, Dr. Mike Roizen, and the Honourable Jeremy Hunt, *Trusted Healers* recognizes that better healthcare is in our grasp.

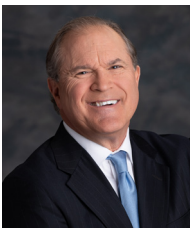
## KEY SELLING POINTS

- By sharing the incredible story of Dr. Paul Grundy's crusade to save worldwide healthcare, we see firsthand his quiet global revolution, as new ways of delivering healthcare in America and abroad are offering dramatically better care at less cost. We see the priceless value of having a personal bond with a Trusted Healer for our family.
- Patrick Kennedy will challenge the way you look at mental health and opioid abuse. Secretary of State for the United Kingdom Jeremy Hunt shares the view of Great Britain's healthcare from the top. Revealing, yet intimate conversations with some of the most brilliant minds in healthcare across the world shows us healthcare from the inside out. We may awaken from our coma of indifference.
- Change in healthcare never happens quickly. We'll examine enlightened leadership shape these changes and just how these changes evolve in the twenty-first century. And by understanding how societies and cultures move and react to innovations, we can now understand where we all are along the common journey for which we all have tickets

## MARKETING

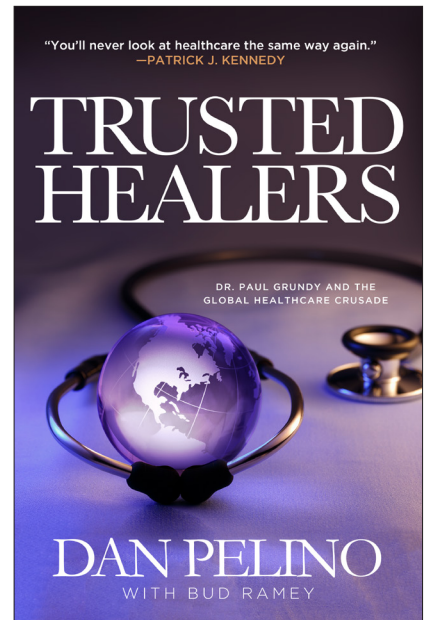
- The author will promote the book through social media and his website.
- A four nation media tour by Paul is being planned for England, Denmark, Ireland, and the US.

## AUTHOR BIO



**DAN PELINO** is an innovator, thought leader and author. Pelino is a regular contributor to the discussion on healthcare, citizen-based services and Smarter Cities, having appeared on CNN, Bloomberg, the BBC and other media outlets. He serves as a moderator and host to the current healthcare debate and is an adjunct professor lecturing on leadership at his alma mater, Western Kentucky University. He serves on numerous private and public boards, and worked for IBM for thirty-six years, leading its global healthcare and life sciences business for ten years. Pelino concluded his career with IBM as the general manager of the global government, healthcare, education, and life sciences business.

*Trusted Healers* co-author, **BUD RAMEY**, has written six books, including *The Familiar Physician* (2014) with Dr. Peter Anderson. Four of his titles have been about America's culture. Bud has served in top healthcare public affairs roles for over forty years, winning more than two dozen international awards for excellence in communications.



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**TRIM:** 6" x 9", pages 298

**MEDICAL:** Health Care Delivery

## AUDIENCE

- Healthcare professionals
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