



## **Brent C. Aleshire MSW**

Cell: (262) 227-7430

Office: (800) 295-4508

[brent@thehealthcaresystem.com](mailto:brent@thehealthcaresystem.com)

[www.thehealthcaresystem.com](http://www.thehealthcaresystem.com)

**The Health Care System**

N66 W34278 Primrose Circle

Oconomowoc, WI 53066

U.S.A.

## **Press Kit for Brent C. Aleshire MSW**

Author of *“How to Receive the Best Health Care”* and  
*“Your Personal Health Care Journal”*

Thanks for considering Brent Aleshire as a guest on your show. At your request, we would be happy to send a copy of his new book and journal. Just let us know!

**“15 million patients will be injured by hospitals this year.”**

**“Between 750,000 and 1 million Americans will die in hospitals due  
to medical mistakes!”**

**“Are you sure you are getting the best health care?”**

- Thousands have already discovered the answer by buying Brent’s books and attending his seminars. For over 15 years Brent has spoken to wellness/health organizations, business groups and corporations and has been a guest on radio and TV talk shows.

- Brent C. Aleshire is a leader in educating consumers about the health care process. With a Masters Degree in Social Work from the University of Wisconsin, Brent has been an insider in the health care industry since 1980. Brent shares his personal experience and insight and provides a unique perspective to help everyone get the quality of medical care they need and deserve.
- Brent is an experienced public speaker and his instructional audio tape, "Hospitals: Understanding the Maze," is a Mature Media award winner.

## **“40 to 50 percent of hospital patients suffer incidents of harm.” Will you or a loved one be next?**

For more than 25 years I have seen both the good and the bad that has happened to people as they make their way through our nation’s health care system. Consider this:

- **Many doctors do not follow recommended practices for diagnosis and treatment.**
- **Only one-third of doctors in this country provide care that meets standards set by the American Diabetes Association.**
- **One-third of Alzheimer's patients who would benefit from medication are not receiving it.**
- **"A substantial number of individuals with cancer do not receive care known to be effective for their condition."**
- **One-fifth of all elderly Americans have been prescribed drugs deemed dangerous for older people.**

In my opinion far too much suffering and pain is experienced by patients who have not taken control of their care. I wrote my book and journal to help all people take charge and responsibility for being their own patient advocate so they can receive the best care, the care they need and deserve. The single most important responsibility of health care professionals is to assist their patients in getting the proper care and treatment. But because the medical field is extremely complicated, patients often become confused by what they are told, or by procedures or medications prescribed. My goal is to provide you with useful tips and techniques that can be used with all of your health care encounters--allowing you to take control and keep a keen eye on what is

really going on with your health. Although the following strategies cannot guarantee a risk-free health care experience, they may drastically reduce your chance of becoming a victim of medical error.

**“Hospital error is the leading cause of death, ahead of heart disease, cancer, diabetes, pneumonia, Alzheimer’s disease and renal disease!”**

My message is to take charge of your own health care and do everything you can to protect yourself from becoming a statistic.

**THERE ARE COMPELLING BENEFITS TO TAKING CHARGE OF YOUR OWN HEALTH CARE!**

In fact, you will likely get:

### **Faster Recovery from Illness**

- Studies show that patients who communicate well with their doctors actually recover more quickly from an illness.

### **Better Health Outcomes**

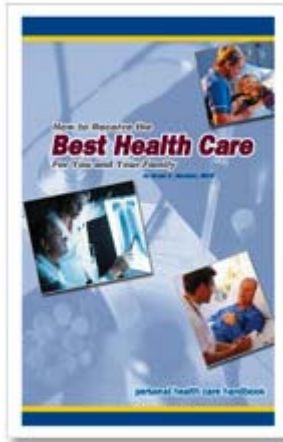
- Research also suggests that patients who take a more active role in visits with their physicians may have a greater sense of control and **BETTER HEALTH OUTCOMES.**

### **Increased Chance of Correct Diagnosis**

- The American Society of Internal Medicine estimates that 70% of a correct diagnosis depends on what the patient tells their doctor. The simple act of making a list of questions before an office visit will improve communication by helping you organize your thoughts. Sharing the list with your doctor will further improve the consultation by making your concerns clear.

**TAKE CHARGE OF YOUR HEALTH CARE.**

**IF YOU DON'T DO IT, NO ONE ELSE WILL.**



## **“HOW TO RECEIVE THE BEST HEALTH CARE” was written with one purpose in mind:**

**To give everyone a simple, yet highly effective strategy for receiving the best health care from doctors, hospitals and other health care providers.**

*HOW TO RECEIVE THE BEST HEALTH CARE* features an exclusive five-part strategy that discusses the steps necessary to be your own patient advocate and how to take responsibility for the quality health care you need and deserve. **Chapter 1, Take Charge of Your Medical Team** – Choosing the wrong doctor could have severe consequences. Learn why taking charge of your medical team can be the most important decision you make.

**Chapter 2, Keys to Effective Communication** – Failing to ask questions and not understanding what the doctor just told you could cost you your life. **Chapter 3, Gold Standard Health Care** – You have only one body. Giving it substandard care doesn't make sense. You wouldn't take your car to a mechanic that didn't know what he was doing. Why take a chance on your body and health. **Chapter 4, Medical Error Prevention Strategy** – Medical errors happen far too often. Learn what dangers every patient faces in today's health care world and how to avoid them. **Chapter 5, Your Personal Health Care Journal** – A journal is an essential component to avoiding mistakes and is an excellent tool to help you take control of your health.

## **“YOUR PERSONAL HEALTH CARE JOURNAL” was written with one purpose in mind:**

**To quickly and effectively bridge the "medical communication gap" between doctors and patients.**

*Your Personal Health Care Journal* is your quickest and easiest solution to help you create a better partnership with your doctor--from the moment you use it.

*Your Personal Health Care Journal* allows you to take control of your health, while at the same time, improving your level of communication with medical professionals. Use it to take control of your own health care, as well as that of your children, aging parents, or spouse.



### **Book and Journal Information:**

**Title:** *How to Receive the Best Health Care* and *Your Personal Health Care Journal*

**Author:** Brent C. Aleshire, MSW

**Publisher:** The Health Care System

**Price** (for both book and journal): \$29.95

**Order:** through [www.thehealthcaresystem.com](http://www.thehealthcaresystem.com)

**ISBN:** 0-9771887-0-1

**Reprinted:** January 2007

**Size:** Book 8-1/2" x 5-1/2" – 114 Pages, Journal 8-1/2" x 5-1/2" – 126 Pages

## **Sample Questions to Ask Brent Aleshire:**

- **What was your primary goal for writing the book and journal?**
- **Why is taking control of your own health care so important?**
- **I see some very scary facts in your book that many people probably don't know about. Tell us a few things you have uncovered.**
- **What can you do to prevent wrong site surgery?**
- **What can you say to avoid getting the wrong medicine?**
- **Why should I insist upon "Gold Standard" treatment?**
- **What are the most common killer medical errors and how can I avoid them?**
- **What are the five critical strategies for health care success?**
- **My doctor says he can perform surgery in his office; is that okay?**
- **What is the best way to prevent medical errors?**
- **Is a second opinion necessary?**

## Quotes

"A wonderful resource for every patient."

- *Dr. Stephen T. B., Internist* "

An important book for those concerned with their health."

- *Russell L., Health Care Executive*

"Our entire family uses Brent's book and journal. His strategies have helped us build better relationships with our doctors "

- *David J. B., Diabetic Care Expert*

"We all need a blueprint for success, and Brent has provided a clear and concise plan"

- *Dr. Durward B., Psychiatrist*

"Brent delivers the correct message. His book and seminars are in our long term plans."

- *Brad D. Corp. Director*

"Health care is so confusing. The book is simple to understand and the strategies really work."

- *Nancy T.*

"The perfect complement to a corporate wellness program."

- *Alfred C. HR Admin.*

### **Please Note:**

**For each interview that airs on your station, Brent will supply one book and journal for a call-in giveaway to one of your listeners.**

**In addition, during and for 4 hours after the interview, all listeners who order the book and journal from [www.thehealthcaresystem.com](http://www.thehealthcaresystem.com) website will receive a \$5.00 discount by entering in the call letters (or some other station ID) when ordering.**