



# Dr. Sam

a man with a message



# a man with a message...



Extraordinary Professional Speaker and Entertainer, Dr. Sam Bierstock (Dr. Sam) melds his disciplines as a physician, Healthcare Industry Thought Leader and a serious Humanitarian, into several speaking and entertainment options. As a nationally recognized expert on Healthcare Issues and also a Medical Informaticist, Dr. Sam delivers both "Music With A Message" and serious content at professional conferences, corporate events and political events.

With hundreds of speaking engagements and Entertainment events under his belt, his knowledge and passion are not limited to the Healthcare Industry. Not at all. The creator and visionary of "Before You Go" is one of this nation's most outspoken champions of veteran's causes.

"Before You Go" is a tribute and a thank you to our veterans. It is dedicated to the veterans of WWII, the Korean War and the Vietnam War. The story that prompted the conception of the widely-popular song is one that literally changed Dr. Sam's Life. It has also changed the lives of the millions of people who have heard it and have heard Dr. Sam speak to these issues: veterans, senators, presidents, wives, children, and shipmates (Pearl Harbor survivors).



*"I have never been asked, in 30 years of organizing meetings, to have the same speaker come back the next year. But a number of members asked for just that: you again!"*

*Haines Ely M.D., Secretary Treasurer, Placer Nevada Medical Society*

# music with a message...

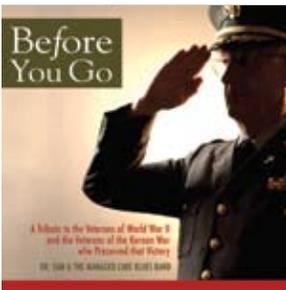


humanitarian.  
satirist & musician.



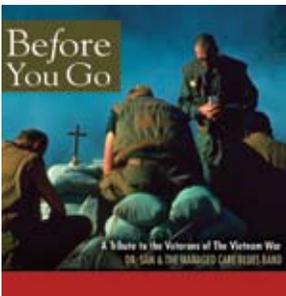
the humanitarian  
[www.beforeyogo.us](http://www.beforeyogo.us)

Dr. Sam is the vision behind "Before You Go," the song originally written in dedication to the veterans of WWII, Korea and Vietnam, and is a tribute and a thank you for their bravery, gallantry and sacrifices that assure the unprecedented level of freedom we enjoy. This song has enjoyed the success of over 20 million downloads, and is complemented by a best-selling CD and book. Dr. Sam travels the country both speaking and performing his tribute to our country's heroes; and always to captivated and appreciative audiences.



the satirist & musician  
[www.managedmusic.com](http://www.managedmusic.com)

Since 1996, The Managed Care Blues Band has enjoyed a great deal of success in communicating Dr. Sam's political messages and good-natured satirical lyrics in a manner that is enjoyable for all. A heavy dose of humor...and a bit of knowledge... all work together to make for quite an enjoyable experience with The Managed Care Blues Band. Dr. Sam has always insisted upon the best music possible, and at the root of this success lies the enormous talent of the professionals who make up The Managed Care Blues Band. All of the members of Dr. Sam's band are full-time professionals with long and successful careers as recording artists and performers.



*This song made such an impression on me that I cried almost all the way through. As a former Marine during WW II who served in the Pacific, I want to thank you for it.*

*Sincerely, Lee Leff*

# seen & heard in the news



20,000,000 downloads

25,000 average page views daily and counting...

Dr. Sam has been heralded by citizens, veterans and a multitude of organizations garnering media attention throughout the United States and abroad.

## honors

He was awarded the Freedoms Foundation George Washington Honor Medal. The Foundation is known for its awards programs honoring Americans from all walks of life, organizations and institutions that set examples in responsible citizenship, free enterprise education, and long-term civic accomplishment. The George Washington Award is presented for outstanding achievement over a period of years, reflecting the high ideals of human dignity and fundamental principles of a free society. It is considered the Foundation's highest award, and past recipients include Chief Justice William Rehnquist, Justice Warren Berger, Walt Disney and J. Edgar Hoover.

## in magazine & newspaper

- » PEOPLE Magazine
- » USA Today
- » American Medical News
- » Medical Economics
- » Advance
- » US News & World Report
- » Behavioral Health Management
- » Palm Beach Post
- » Miami Herald
- » Bio IT-World
- » Modern Healthcare Magazine

## on television

- » FOX TV - Weekend Health Co-Host
- » FOX and FRIENDS
- » National Public Broadcasting
- » CNN Headline News
- » CNN Airline News
- » CNN "Your Health"
- » CNN "Business Unusual"
- » WXEL Channel 2 (PBS) South Florida
- » KCOP TV Channel 13 (UPN) Los Angeles
- » WSVN TV (Fox) Miami "Healthcast"
- » WFLX TV Channel 29 (FOX) West Palm Beach
- » WPBF TV Channel 25 (ABC) West Palm Beach

## on the air waves

- » "The Health Show" on FOX News
- » "Marketplace" on Public Radio International  
- David Brancaccio
- » "The Osgood File" on CBS Radio Network
- » Associated Press Radio Network - Ira Dreyfuss
- » ABC Radio Network
- » CBS News Radio Network - Mike Donahue  
- Linda Coombs
- » WXEL South Florida Public Radio
- » KTRS Radio, St. Louis - Lauren Ryan  
- John Carney Show
- » Daybreak USA, Dallas
- » National Morning Radio, Charlotte
- » Hightower Radio, Austin
- » WTAN, Tampa - Dr. Gregory Heigh  
- Dr. Claire Heigh Show
- » KBEQ, Kansas City
- » WTIZ, Hartford CT
- » WJNO, Fort Lauderdale - Michelle Dwyer Show
- » WCTO, Bethlehem, PA - Ken Anderson
- » Here's To Your Health - Deborah Ray -  
Talk Radio Network (135 nationally syndicated stations)
- » Audio Digest

# the doctor and the humanitarian



## the doctor and the humanitarian

Dr. Samuel R. Bierstock is more than simply a physician hidden behind a lab coat. Beyond his numerous contributions to the healthcare industry (where he pioneered new practices as an innovator and executive), Dr. Sam's professional career as an entertainer and nationally renowned songwriter has earned him considerable respect and admiration around the country. A recent recipient of the Freedoms Foundation's George Washington Honor Medal, Dr. Sam has been recognized as a model of responsible citizenship and civic accomplishment, placing him among the ranks of Chief Justice Rehnquist and Walt Disney. Dr. Bierstock has pioneered a vital contribution to the healthcare industry in the area of doctors and hospitals adapting the use of Electronic Medical Records and lectures on his original concept of "thoughtflow" vs. "workflow" to enhance their use by clinicians.

## the musician

Dr. Sam, an accomplished musician and self-described Harmonicologist, is the vision behind "Before You Go," a wildly popular song written in dedication to the veterans of World War II and Vietnam. Simultaneously catchy and thought-provoking, the song has been downloaded over 20 million times, and is complemented by a best-selling CD and book honoring the contributions of those who fought to preserve the ideals America stands for. In conceiving the song, Dr. Sam asked himself how one ought to thank veterans for the freedoms and opportunities they fought to defend – a patriotic effort that Dr. Sam realized was in danger of being eclipsed by the weight of history.

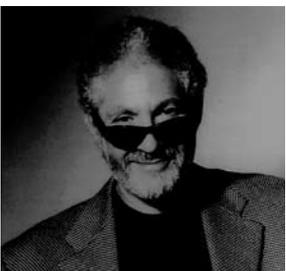
## the extraordinary speaker

"Before You Go" has received a tremendous amount of accolades and profound expressions of gratitude from veterans and the children of veterans alike. He has since performed the song at speaking engagements and Veteran's tributes nationwide. Featured by leading national publications and media venues such as CNN, Fox News Network, NPR, and *People* magazine, Dr. Sam continues to captivate audiences around the country with his compassion, humor and music.

Yet Dr. Sam's tunes are not a pallid clinical affair. Drawing on equal parts satirical wit and social commentary, his 'music with a message' conveys important issues affecting our society in a humorous, reliable way. Dr. Sam and his Managed Care Blues Band put the scalpel to the shortcomings of the medical insurance community and managed healthcare in songs such as "You Picked a Fine Time to Leave Me, Blue Shield" and "You're One Hip Mama - Cause They Won't Pay for Two." Taking issue with how the insurance community prioritizes profit over sound medical care, the Managed Care Blues Band parodies the practices and rhetoric of managed healthcare to suggest through song a solution to a crisis affecting society. With no shortage of critical acclaim for Dr. Sam or his Managed Care Blues Band, he continues to captivate listeners the likes of President Bill Clinton, Vice President Al Gore, and numerous members of Congress.

His "Electronic Musical Record Review" delights healthcare and political audiences with a fun-filled look at the challenges associated with the acceptance and use of medical record systems.

**According to Dr. Sam, sometimes the best cure is a good laugh.**





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[www.managedmusic.com](http://www.managedmusic.com)  
[www.beforeyougo.us](http://www.beforeyougo.us)