

# Media Hits for Mark Goulston, MD, and Diana Hendel, PharmD, coauthors of *Why Cope When You Can Heal?: How Healthcare Heroes of COVID-19 Can Recover from PTSD*

## Video Interviews

WebMD®

### WebMD

Coronavirus in Context With John Whyte

December 14, 2020

[Watch here](#)



### The WAY to WOW Show

C-Suite Network TV

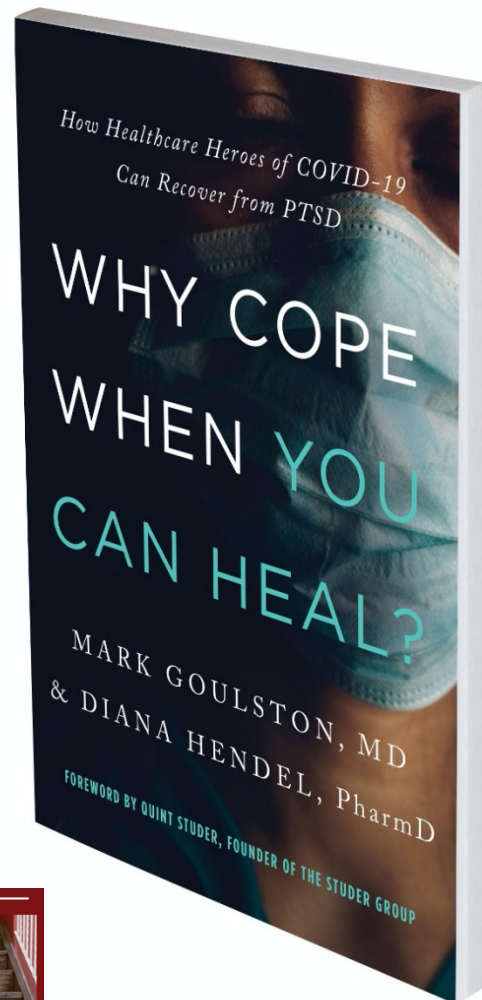
November 16, 2020



### Michelle's Conversations that Matter

December 7, 2020

[Watch here](#)



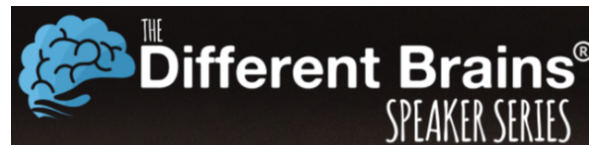
## Speaking



### EntreCon

*Ignite Keynote: Leading in Times of Chaos: What Unprecedented Stress Does to an Organization* - Diana Hendel

November 18, 2020



### The Different Brains Speaker Series

*Moving Past Trauma: Why Copy When You Can Heal?* with Dr. Mark Goulston

January 14, 2021



### UCSF Alumni Author Series: A Conversation with Diana Hendel

January 19, 2021

## Print Hits



### Nursefinders

*Based on interview with Debra Wood, RN*

December 2020

[Read here](#)

## HEALTHCARE BUSINESS TODAY

COVERING THE BUSINESS OF HEALTHCARE AND MORE

### Healthcare Business Today

December 30, 2020

81,889 Visitors per Month

[Read here](#)



### StaffCare

*Based on interview with Debra Wood, RN*

January 4, 2021

[Read here](#)

## Medical<sup>ORLANDO</sup>News

### Orlando Medical News

December 17, 2020

[Read here](#)



### TheBayNet.com

November 26, 2020

❖ [Read here](#)

December 5, 2020

❖ [Read here](#)

46,444 Visitors per Month



### Life & Health Advisor

November 26, 2020

Circulation 23,256

[Read here](#)



## **Club Staffing**

*Based on interview with Debra Wood, RN*

December 2020

[Read here](#)



## **GROW**

November 2020

[Read here](#)



## **Train It Right**

November 24, 2020

❖ [Read here](#)

December 1, 2020

❖ [Read here](#)

December 2, 2020

❖ [Read here](#)

December 10, 2020

❖ [Read here](#)

❖ [Read here](#)



## **Harlem World Magazine**

December 15, 2020

❖ [Read here](#)

December 18, 2020

❖ [Read here](#)

# HAUTE-LIFESTYLE.COM

## Haute-Lifestyle.com

December 2, 2020

❖ [Read here](#)

December 9, 2020

❖ [Read here](#)



## 30 Seconds

December 16, 2020

[Read here](#)



## Smart Healthcare News

December 18, 2020

[Read here](#)

## Radio & Podcast Interviews



## Doctor Radio – Healthy Aging Show

*SiriusXM*

January 4, 2021



## **Chicken Soup for the Soul Podcast**

October 30, 2020



## **Becker's Healthcare Podcast**

*Becker's Healthcare*

January 4, 2021



## **Sunday Morning Magazine**

*KRWM-FM*, 49,000-Watt Station, Seattle/Bellevue, WA

*KIXI-AM*, 50,000-Watt Station, Bellevue, WA

December 27, 2020

[Listen here](#)



## **Alabama's Morning News with JT**

*WERC Radio*

Birmingham, AL

December 2, 2020

[Listen here](#)



## **Talk of the Town**

*WATR-AM*

Waterbury, CT

December 4, 2020



## **The Tom Brown Radio Show**

*KABC-AM*

Los Angeles, CA

December 6, 2020



## **The Caring Generation Radio Program**

Bold Brave Media

December 9, 2020



## **From Fear to Fire**

December 10, 2020

[Listen here](#)



## **Leadership Development News**

*VoiceAmerica*

December 14, 2020

[Listen here](#)



## **The Mind Your Body Show**

December 14, 2020

[Listen here](#) or [here](#)



## **Community Cares**

*KLAA-AM*

50,000-Watt Station, Anaheim, CA

December 23, 2020



## **Books That Make You Show**

MyStar95

December 27, 2020



## **The Mike Schikman Show**

*WSVA-AM*

Harrisonburg, VA

December 29, 2020

[Listen here](#)



## **The Handoff**

Trusted Health

January 8, 2021



## **Healthcare's Missing Logic Podcast**

January 11, 2021

**Coming Soon**



**Marketplace**

*Based on interview with Samantha Fields*

Run Date TBD

**Hemispheres**

**Hemispheres Magazine**

January 2021

Circulation 562,038

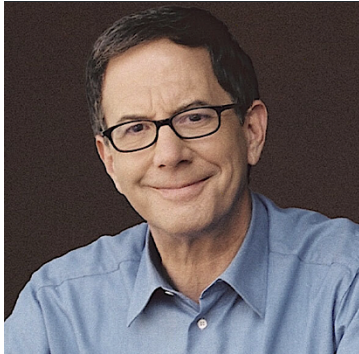


**Nurse.org**

Run Date TBD

289,840 Visitors per Month

## About the Authors:



### **Mark Goulston, MD, FAPA**

Dr. Mark Goulston is the coauthor of *Why Cope When You Can Heal?: How Healthcare Heroes of COVID-19 Can Recover from PTSD* (Harper Horizon, December 2020) and *Trauma to Triumph: A Roadmap for Leading Through Disruption and Thriving on the Other Side* (HarperCollins Leadership, Spring 2021). He is a board-certified psychiatrist, fellow of the American Psychiatric Association, former assistant clinical professor of psychiatry at UCLA NPI, and a former FBI and police hostage negotiation trainer. He is the creator of Theory Y Executive Coaching—which

he provides to CEOs, presidents, founders, and entrepreneurs—and is a TEDx and international keynote speaker.

He is the creator and developer of Surgical Empathy, a process to help people recover and heal from PTSD, prevent suicide in teenagers and young adults, and help organizations overcome implicit bias.

Dr. Goulston is the author or principal author of seven prior books, including *PTSD for Dummies*, *Get Out of Your Own Way: Overcoming Self-Defeating Behavior*, *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*, *Real Influence: Persuade Without Pushing and Gain Without Giving In*, and *Talking to Crazy: How to Deal with the Irrational and Impossible People in Your Life*. He hosts the *My Wakeup Call* podcast, where he speaks with influencers about their purpose in life and the wakeup calls that led them there. He also is the co-creator and moderator of the multi-honored documentary *Stay Alive: An Intimate Conversation About Suicide Prevention*.

He appears frequently as a human psychology and behavior subject-area expert across all media, including news outlets ABC, NBC, CBS, and BBC News, as well as CNN, *Today*, *Oprah*, the *New York Times*, the *Wall Street Journal*, *Forbes*, *Fortune*, *Harvard Business Review*, *Business Insider*, *Fast Company*, *Huffington Post*, and *Westwood One*. He was also featured in the PBS special “Just Listen.”



### **Diana Hendel, PharmD**

Dr. Diana Hendel is the coauthor of *Why Cope When You Can Heal?: How Healthcare Heroes of COVID-19 Can Recover from PTSD* (Harper Horizon, December 2020) and *Trauma to Triumph: A Roadmap for Leading Through Disruption and Thriving on the Other Side* (HarperCollins Leadership, Spring 2021). She is an executive coach and leadership consultant, former hospital CEO, and author of *Responsible: A Memoir*, a riveting and deeply personal account of leading during and through the aftermath of a deadly workplace trauma.

As the CEO of Long Beach Memorial Medical Center and Miller Children’s and Women’s Hospital, Hendel led one of the largest acute

care, trauma, and teaching hospital complexes on the West Coast. She has served in leadership roles in numerous community organizations and professional associations, including chair of the California Children's Hospital Association, executive committee member of the Hospital Association of Southern California, vice chair of the Southern California Leadership Council, chair of the Greater Long Beach Chamber of Commerce, board member of the California Society of Health-System Pharmacists, and leader-in-residence of the Ukleja Center for Ethical Leadership at California State University Long Beach.

She earned a BS in biological sciences from UC Irvine and a Doctor of Pharmacy degree from UC San Francisco. She has spoken about healthcare and leadership at regional and national conferences and at TEDx SoCal on the topic of "Childhood Obesity: Small Steps, Big Change."

**About the Book:**

*Why Cope When You Can Heal?: How Healthcare Heroes of COVID-19 Can Recover from PTSD* (Harper Horizon, December 2020, ISBN: 978-0-7852-4462-2, \$17.99) is available in bookstores nationwide and from major online booksellers.

To learn more, please visit <https://whycopewhenyoucanheal.com/>.