

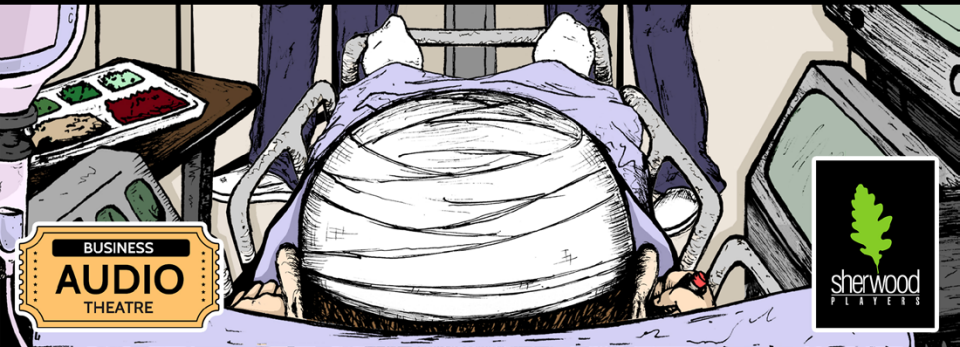
New York Times
BESTSELLING AUTHORS



THE BRAIN SAVERS

HOW A SCRAPPY STARTUP TRANSFORMED TELEMEDICINE AND PATIENT CARE

Dr. Colin T. McDonald
Bonnie Harvey & Michael Houlihan



BUSINESS

AUDIO
THEATRE



THE BRAIN SAVERS

How a Scrappy Startup Transformed
Telemedicine and Patient Care

Dr. Colin T. McDonald
Bonnie Harvey & Michael Houlihan

Dedicated to

Dr. Jay Sanders
of Harvard Medical School
and The Massachusetts General Hospital,
Founder and President Emeritus of the
American Telemedicine Association.

He has enthusiastically advocated
and developed telemedicine from
its earliest days and has become
an inspiration and motivation to
improve and advance the industry
on many fronts.

Dr. Sanders has earned his
reputation as “The Father of
Telemedicine.”

From the authors of the New York Times bestseller, *The Barefoot Spirit*, and the Audie Award finalist, genre-bending audiobook of the same name, comes a story of vision and invention, failure and setbacks, mistakes and lessons. Business Audio Theatre presents a Sherwood Players Production, *The Brain Savers*, the true story of how a scrappy startup used technology to put the humanity of patients first and ended up changing medicine forever.

Amid the internet boom of the mid-2000s, a band of entrepreneurs stood at the intersection of medicine, technology, and business. They saw a solution to the crucial problems of emergency care, which was too often handicapped by underfunding, overscheduled specialists, archaic practices, and onerous equipment.

Through pioneering telemedicine and new inventions like the portable CT scanner, the founders of Specialists on Call did more than just make emergency care better, faster, and more humane; they brought health care, which is often described as the slowest industry in America to change, into the 21st Century.

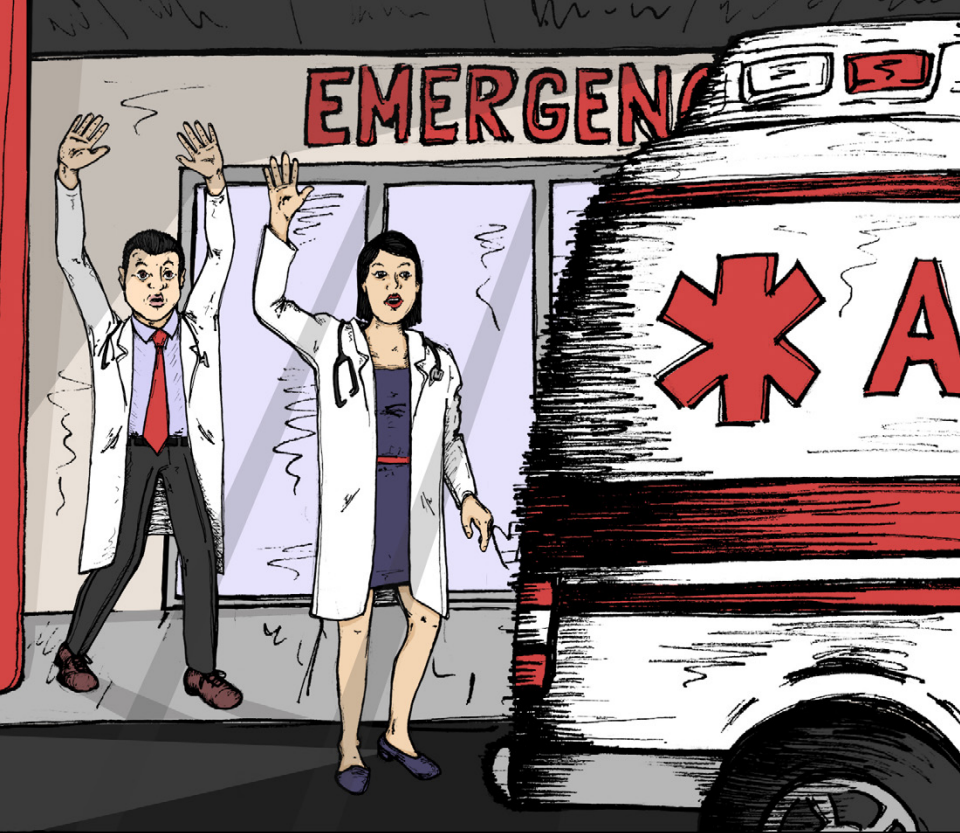
This is Dr. Colin McDonald's story of how Specialists on Call came to be. After leaving a cushy teaching position at Harvard, it took years of pursuing a single objective, then changing on a dime, to create Specialists on Call. In the end, what he created was a system that saved lives — and continues to save lives today.

Some of these hard-learned lessons are complex, while others are so timeless they almost sound cliché (“trust your vision and your moral compass, change when you must, just keep going”), but they are far from cliché for the founders of Specialists on Call.

The Brain Savers is the story of people with imagination and drive who wanted to make the world better, who trusted their ideas and each other, and who, despite everything, *kept on going!*



THE BRAIN SAVERS
EPISODE I : TIME IS LIFE!



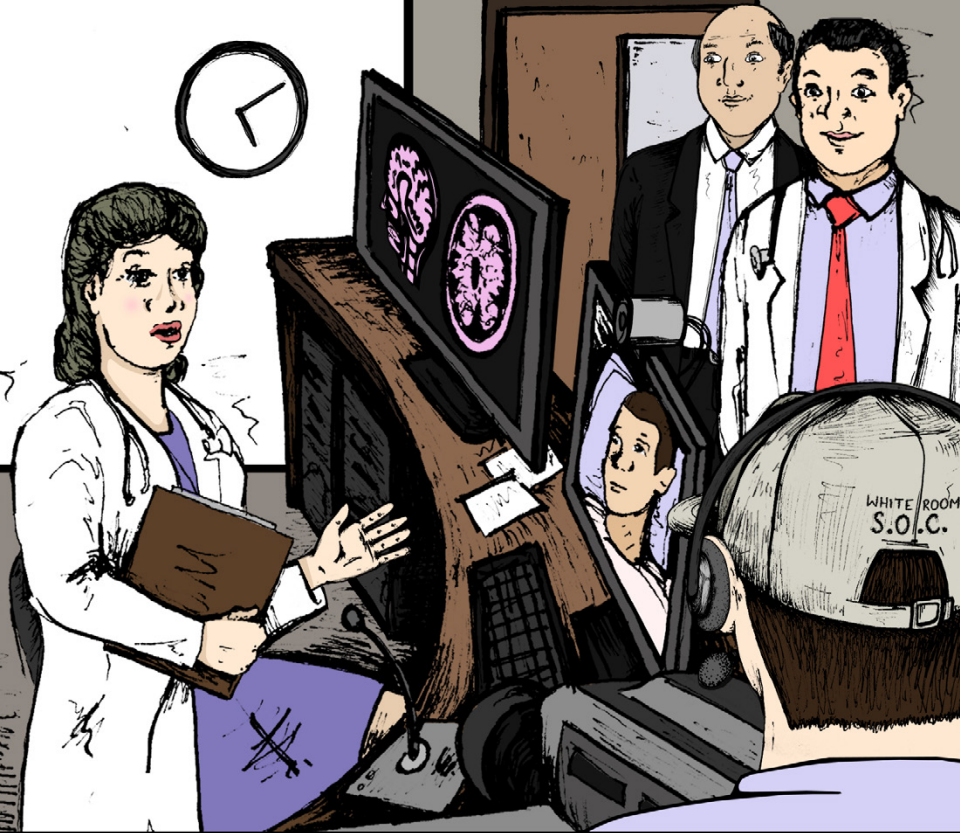
THE BRAIN SAVERS
EPISODE II : THE PIVOT



THE BRAIN SAVERS
EPISODE III : THE ENABLERS



THE BRAIN SAVERS
EPISODE IV : THE LIGHTNING ROUND



THE BRAIN SAVERS
EPISODE V : SCREEN-SIDE MANNER



THE BRAIN SAVERS
EPISODE VI : THE HAND-OFF

THE BRAIN SAVERS

a Business Audio Theatre and Sherwood Players production
published by Footnotes Press, LLC

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Narrated by
ALAMADA KARATIHY

Featuring
GERARD MARZILLI as Dr. Colin McDonald
MARISA PETRORO as Donna McDonald
RANDY VINNEAU as Charles Marriot
CASE WILLIAMS as Jim Elkind
TONY MOULEART as Stu Bernstein
SARKIS BAKALYAN as John Moynihan and Dr. Eli Heyman
COURTNEY LIN as Karen Deli
DANNY MCDERMOTT as Terry Hailey
STEVE BROCK as Richard Morton

with ZOIE REAMS as Jeanine Lombard
and JAY DAVID as Brook Daltrey

Additional Voices by
RUFFY LANDAYAN, DAVID MADWIN, JEAN MACKIE,
KAYLA MCDONALD, LUKA OIDA, LIZETTE SANTIAGO,
and MATT WEINGLASS

Soundtrack

“The Brain Savers Theme Song”

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Written and performed by Ignacio “Iggy” Elisavetsky and Alberto Favero

Recorded, produced and mastered by Iggy Elisavetsky

“The Ballad of Colin & Donna”

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Written and performed by Ignacio “Iggy” Elisavetsky

Recorded, produced and mastered by Iggy Elisavetsky

“McDonald’s Eleven”

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Written and performed by Ignacio “Iggy” Elisavetsky

Recorded, produced and mastered by Iggy Elisavetsky

“Free Willing”

from the album, CHOOSE LOVE

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All music composed and performed by Jeremy Weinglass

Recorded at Sony Pictures Scoring Stage, Culver City, CA

Recorded and Produced by Adam Michalak

Mastered by Brad Cobb at odark30studio

“Confessions of a Neurologist”

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Written and performed by Ignacio “Iggy” Elisavetsky

Recorded, produced and mastered by Iggy Elisavetsky

“Choose Love”

from the album, CHOOSE LOVE

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All music composed and performed by Jeremy Weinglass

Recorded at Sony Pictures Scoring Stage, Culver City, CA

Recorded and Produced by Adam Michalak

Mastered by Brad Cobb at odark30studio

Based on the true story by
DR. COLIN T. McDONALD

Written and Executive Produced by
BONNIE HARVEY & MICHAEL HOULIHAN

Co-Executive Produced by RYAN FOLAND
Assistant Producer DAVID MADWIN
Assistant Director ALAMADA KARATHY
Graphic Designer CAMERON JONES

Sound Engineer and Original Score by
IGNACIO “IGGY” ELISAVETSKY

Produced and Directed by
MATT WEINGLASS



Dr. Colin T. McDonald has been practicing and teaching medicine for thirty years. Clinically trained at Harvard and Washington University in St. Louis, he practiced at Massachusetts General Hospital and taught at Harvard Medical School until 2002. That same year he was named Teacher of the Year. Diverging from a comfortable career path in the classroom, he and a small band of entrepreneurs founded what is now known as Specialists on Call in 2004, a company that identified lack of resources and expertise in smaller hospitals and saw to their needs through the revolutionary field of telemedicine. The advancements they pioneered continue to save lives today. Dr. McDonald is based Winston Salem, North Carolina, where he continues to practice as a neurologist.



Bonnie Harvey and **Michael Houlihan** are co-authors of the New York Times Bestseller *The Barefoot Spirit: How Hardship, Hustle, and Heart Built America's #1 Wine Brand*. They are the founders of Business Audio Theatre and their audio production of *The Barefoot Spirit* was awarded Audie Finalist for the 2020 Business Audiobook of the Year by the Audio Publishers Association. They have spoken at more than 60 schools of entrepreneurship internationally and have written thousands of articles on the subject. They are keynote speakers and advisors to Fortune 500's and startups alike.



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