

# Trisha Torrey

# is Every Patient's Advocate

*Trisha began her quest to work with patients and practitioners after being diagnosed with a very rare, life-threatening cancer in 2004.*

*If she didn't begin chemo immediately, she would die within months.*

*Instead, she figured out on her own that she had no cancer. No treatment was required. Her findings were later confirmed by the National Institutes of Health.*

***Ironically, had she undergone chemo and survived it, she would have been declared cured of an incurable cancer she never had.***

*It was a horrible, frightening, expensive experience. Trisha decided she would do whatever she could to make sure others -- patients and professionals -- would not suffer at the hands of the dysfunctional American Healthcare System.*

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Trisha is the

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Guide to Patient Empowerment

“ Thank you for delivering such a great presentation and bringing so much enthusiasm to what you do.

Kelly P., Health Conference Producer

All in all, I took your advice and stood my ground to see the doctor I wanted to see. I'm so glad I did!

Judy P., Patient

Now I understand why my patients have difficulty following directions. You've given me a new approach for communicating better with them.

Dr. Evan C., Family Practice ”

For most patients, the journey through the healthcare system is successful; symptoms are interpreted correctly, diagnoses are accurate, treatments are applied successfully... they go on to lead healthy lives.

**But medical errors and misdiagnoses kill almost 100,000 Americans each year, and cause millions more to suffer.**

Why? Unfortunately most **patients** have little or no understanding of the hurdles that await them. Getting sick or hurt can be far more challenging than they realize. They need tools to navigate the system successfully.

Further, the very **providers** who intend to treat and cure them find frustrations, too. Patients don't seem to "get it." They can't describe their problems well, they think they know it all because they've spent an hour surfing the 'net, they make demands based on TV commercials, and even then, they won't comply with instructions. Providers need tools, too.

Trisha speaks on a variety of topics that alert us all to the problems faced by patients and providers alike. She provides practical tools for surviving the perils of patienthood or the difficulties of doctoring.

**Her goal is simple: to help all participants in health and medical care find their most successful outcomes.**

She speaks to **patients** and teaches them how to best advocate for themselves and partner with their doctors.

She speaks to **health care practitioners** to help them improve their business models by communicating more effectively to better manage patients' expectations .

She speaks to **marketing professionals** to help them effectively address patients so their marketing messages will help patients find their best outcomes:

- The Patient as Customer: Earning Their Trust
- Direct to Consumer Advertising: Using it Effectively in the Healthcare Environment
- Who's Your Customer - Defining Target Audiences in the Healthcare Environment

**Trisha is a columnist, speaker, author and radio talk show host** who has been teaching others her entire career. Her sense of humor, enthusiasm, positive attitude and ability to think on her feet make her popular with her audiences.

Learn more:

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