

“The Patient Voice is the most underutilized,
often ignored, dataset in all of healthcare”

matthew toresco

Media Pack

matttoresco.com
matt@matttoresco.com



MATT'S BIO

Matt Toresco is the founder and chief executive of Archo Advocacy, a market research, training, and consulting firm that helps pharmaceutical and biotech companies maximize patient outcomes through engagement with patient communities.

He founded Archo Advocacy to change how healthcare companies build and measure patient advocacy after spending nearly 20 years in pharma, biotech, and genomics.

Matt serves as Editor-in-Chief of ELAVAY, a syndicated market research platform that ranks for-profit healthcare companies on their patient advocacy functions based on data from 214 patient advocacy organizations. He is also the co-founder of We The Patients, a non-profit lobbying for the rights of those with cancer in the United States.

Through Matt Toresco LLC, he delivers keynote speaking, consulting, and patient education under the EMPWRD brand. His speaking platform, EMPWRD Keynotes, challenges organizations to treat patient experience as decision intelligence.

Fusion Formula Consulting helps companies integrate patient insights into operational strategy through a three-phase framework: Diagnose, Treat, and Optimize. He also created the EMPWRD Patient Record, a digital tool that helps patients track their health history and prepare for appointments, and the EMPWRD Patient Mastermind, an online community and training program for patients and caregivers.

Matt coined the term "Advocacy Intelligence" and is working to establish it as a recognized discipline in healthcare alongside Market Intelligence and Medical Affairs. His consulting framework, the ACE Model (Access, Credibility, Execution), trains pharma and biotech teams to identify system-level barriers and solve problems affecting treatment adoption.

His professional mission grew directly from his personal experience of the US healthcare system as a patient. A former Division I lacrosse player at The Ohio State University, Matt suffered a cervical spine injury in 2005 that went undiagnosed for four months. Over 18 years, he underwent eight major spine surgeries, managed chronic pain, and navigated opioid dependence. On May 15, 2023, he underwent a 13-hour cervical reconstruction and woke up pain-free for the first time in nearly two decades. His TEDx talk on patient advocacy surpassed one million views in April 2025.

Matt lives in the Charleston, SC area with his wife and two daughters.



INTERVIEW TOPIC

Feel free to use the following description for the publicity of the interview

After a serious injury playing lacrosse at Ohio State, Matt Toresco became a patient in the US healthcare system for 18 years. Living with constant chronic pain, he underwent eight cervical spine injuries and accrued up to \$25 million in healthcare costs.

When a complex 13-hour surgery finally left him pain-free for the first time in almost two decades, Matt knew he wanted to change the way healthcare companies listened to their patients.

He is now a patient advocacy expert, working to amplify the voices of those going through medical treatment in the United States.

ADDITIONAL TOPICS

The business case for patient advocacy

Why the lived patient experience is the most powerful dataset in healthcare.

Advocacy intelligence

Why the healthcare industry needs to measure patient advocacy functions

The funding tension

How can pharmaceutical companies fund nonprofit patient advocacy organizations without compromising the independence of the patient voice

The policy minefield

With PBM reform, the IRA, copay accumulators, 340B and prior authorization reform, the policy landscape is shifting fast. How will these policy changes impact the patient experience.



INTERVIEW INTRODUCTION

Have you ever felt like your experience as a patient wasn't taken seriously by healthcare companies?

My next guest Matt Toresco is a patient advocacy expert and is passionate about encouraging those working within the US healthcare system to listen to the voices of those they treat. He founded his market research firm Archo Advocacy after almost two decades of living with chronic pain after a serious lacrosse injury which could have left him paralyzed. He joins me now to discuss his own lived experience and why that made him want to amplify the voices of other patients to improve healthcare as a whole.

SUGGESTED INTERVIEW QUESTIONS

How did your own experience as a patient influence your views on what the healthcare system owes its patients?

You've coined the term 'advocacy intelligence'. What does it mean and why does the healthcare industry need this new discipline?

You've surveyed more than 200 patient advocacy organizations about their relationships with pharma and biotech companies. What do companies believe about their advocacy efforts that the data simply does not support?

How can pharmaceutical companies and nonprofit patient advocacy organizations best work together without compromising the patient's independent voice?

Can patient advocacy deliver a return on investment for healthcare companies? How would you make the business case to a skeptical executive who views this as a cost rather than a revenue driver?

Through your work at Archo, you track insurance denial tactics in real time through the Patient Denial Files campaign. How should pharma commercial teams use this patient signal data to fight back and improve access to their therapies?

Which of the recent or upcoming healthcare policy changes poses the greatest threat to patient access right now? And what should medical affairs and commercial teams be doing today to prepare?

How do you convince a data-driven pharma executive to weigh patient stories as seriously as clinical trial results?

What is the first concrete step a patient advocacy leader must take to move their organization from good intentions to measurable results? And what is the mistake you see most often?

Your mantra is 'Know better, do better.' You want to rebalance power in healthcare. Ten years from now, if Advocacy Intelligence becomes a recognized discipline and Archo Advocacy has done its job, what does the relationship between a patient, their advocacy organization, and a pharmaceutical company actually look like?

PROMO IMAGES

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CONTACT



matttoresco.com



archo.io



matt@matttoresco.com



LinkedIn: Matt Toresco



Instagram: @matttoresco



+1 9083990284

Click the links above to
contact Matt

