

KEYNOTE SPEAKER

# Patient Lee Tomlinson

Patient and Healthcare Professional Advocate, Cancer Survivor, Customer Service Expert, C-Level Executive, Author, TEDTalk Presenter, UCLA Adjunct Professor

FOUNDER OF



“Patient Lee” is on a mission to return compassion to its proper place at the forefront of modern medicine.

Through a compelling blend of personal experiences and scientific proof, he demonstrates how the simple concept of compassion can improve patient outcomes, reduce healthcare professional burnout, and drive organizational success.

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# Meet “Patient Lee”

A lifetime thrill seeker, adventurer, and adrenaline junkie, Lee Tomlinson has spent a shocking amount of time in need of medical care. Whether from broken bones and concussions to amputations and infectious diseases or his more recent diagnosis of stage 3+ throat cancer, Lee has made a life-long study of the life-saving impact of truly compassionate care. He’s also experienced firsthand the devastating effects a lack of compassion can have.

## The Fight of His Life

Lee’s battle with cancer gave him a broader, deeper understanding of just how essential compassion is to the entire healthcare system. His doctors and nurses did more than just treat him, they gave him support, encouragement, and the human connection he needed to face each treatment. Sadly, he also encountered healthcare professionals who were so uncaring that he began to believe there was no point in continuing to fight for his life at all.

*...he began to believe there was no point in continuing to fight for his life at all.*

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## The Life-Saving Power of Compassion

It was at this low point that Lee had a *life-saving conversation* with a doctor and friend. This doctor connected with Lee on a human level and deeply empathized with his suffering. Then he did something remarkable. He *challenged Lee to fight, to recover, to beat cancer* and use his harrowing experience to make sure that *no caregiver ever gives up and no patient ever feels a lack of compassion again.*

## Man on a Mission

From that one conversation, “Patient Lee’s” mission was clear:

Return compassion to its proper place at the forefront of modern medicine.

He created The C.A.R.E. Effect Movement to put that mission into action. Lee has spent countless hours researching the science of compassion and human connection. As a result, “Patient Lee” presents overwhelming proof of the power of compassion to heal the mind, body and souls of not only patients but caregivers who work tirelessly and selflessly as well.



Lee has been an award-winning television producer, movie studio executive and owner, customer service expert, author and former professional athlete. These days, he is completely dedicated to his mission with The C.A.R.E. Effect Movement and has presented to numerous healthcare organizations and groups including UCLA Health, David Geffen School of Medicine, Johns Hopkins Medicine, Eli Lilly, Providence Health & Services, Siemens, the Academy of Oncology Nurses and Patient Navigators. He has been a TEDTalk presenter and has been featured on PBS as well as multiple podcasts, and webinars.

## Advocacy and Compassion for All

Lee's rich and varied career along with his personal experience as a life-long patient and intense research give him a deep understanding of many facets of healthcare today.

He is a staunch advocate for patients as well as healthcare professionals. As a customer service consultant, he also recognizes the positive impact compassion can have on the bottom line in any organization.

Through The C.A.R.E. Effect Movement, Lee works to reconnect America's 12.5 million healthcare professionals with the compassion that originally inspired their healthcare careers. He also empowers caregivers to take the necessary steps to recover from and avoid burnout. By doing so they are able to redouble their efforts to give even more compassionate care for themselves, their colleagues and their patients whose lives depend on it.



Featured On

TED  
TALKS



*"Hearing Lee's talk should be a requirement of every medical and surgical resident. Heck, it should be a requirement of every medical professional. Period!"*

- Dr. G, UCLA Medical Center

# Feel the Power of Compassion

*"On a scale of 1 to 5, I'd give 'Patient Lee' a 10!"*

- Denise G., Virginia Commonwealth University Health Center and Medical School

Let "Patient Lee"  
inspire your next event.

His authentic and engaging style draws the audience in and leaves them motivated to make positive changes in their lives and in the lives of their patients and colleagues. Your staff will come away feeling:

## *Appreciated*

for the outstanding work they do every day that often goes unnoticed and unrecognized.

## *Reconnected*

to the compassion and caring that originally inspired their healthcare careers.

## *Empowered*

to increase the quality of compassionate care they give to patients, colleagues, and themselves.

The effects of "Patient Lee's" powerful message benefit every level of your organization.

## Your Patients

- Faster recovery
- Better outcomes
- Less physical pain
- Quicker discharge
- Less emotional distress
- Better long-term health

## Your Staff

- Happier life
- Better health
- Less burnout
- Increased job security
- More job satisfaction
- More promotions, faster

## Your Bottom Line

- Reduced turnover
- Fewer lawsuits
- Improved patient loyalty
- Better reputation & revenue
- Higher HCAHP scores, staff productivity & morale

# "Patient Lee" Empowers Professionals Across the Healthcare Industry and Beyond



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*"Lee was brilliant. My nurses were deeply moved, inspired and learned practical ways to provide even more compassionate care for their patients and – more importantly – themselves. Book him. Your nurses, your hospital and your patients will benefit."*

- Catherine Gabster MSN, RN, CNL, CNS  
Clinical Nurse Specialist at Ronald Reagan UCLA Medical Center

# More of Lee's Clients

## Hospital Groups

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UCLA Medical Ronald Reagan Hospital  
UCLA Medical Santa Monica Hospital  
Glendale Adventist Health  
Suburban Johns Hopkins  
St. Joseph Hospital  
Riverside Community Hospital  
Eisenhower Medical Center  
Virginia Commonwealth University Medical Center  
Eisenhower Medical Center  
Levine Cancer Institute  
Riverview Medical Center  
Hoag Memorial Hospital

## Notable Associations

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HOPA – Hematology/Oncology Pharmacy Association  
NCCN – National Comprehensive Cancer Network  
AONN – Academy of Oncology Nurse & Patient Navigators  
AVBCC – Association of Value Based Cancer Care  
CSC – Cancer Support Community  
AIHM – Association of Integrative Health & Medicine  
ASRT – American Society of Radiologic Technologists  
AAMD – American Association of Medical Dosimetrists  
ONS – Oncology Nursing Society  
CDI – Centers for Diagnostic Imaging (four-time client)  
Association of Pediatric Hematology/Oncology Nurses  
Creative Health Care Management  
Vizient  
Avalere Health  
National Multiple Sclerosis Society  
Planetree International

## Conferences

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Association of Integrative Medicine National Conference  
Planetree International Conference on Patient-Centered Care  
Vizient University Health System Consortium Cancer Center  
Network Conference  
Oncology Nurse Society Symposium  
National Comprehensive Cancer Network Annual Conference  
Hoag Embracing Excellence in Oncology Nursing Practice  
Conference

## Colleges & Universities

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UCLA  
Pepperdine Graziadio Business School  
Cal Poly Pomona  
Whitworth University  
The Rochester Academy of Medicine  
Virginia Commonwealth University  
University of Rochester Medical Center

## Pharmaceutical

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Bristol-Myers Squibb  
Eli Lilly & Co. (three-time client)

## Medical Instrument Companies

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Siemens Medical Imaging National Conference

## Medical Groups

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UCLA Health  
Providence Health & Sciences  
Valley Health Team  
Adventist Health  
St. Joseph Health  
Beverly Hills Cancer Center (Board of Directors)  
University of Rochester School of Medicine

## Medical & Nursing Schools

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Sinclair School of Nursing  
David Geffen School of Medicine  
Los Angeles Trade Tech Nursing School  
Virginia Commonwealth University School of Medicine  
University of Alabama, Birmingham Medical School

## Non-Medical

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The US Olympic Committee  
The San Diego Zoo  
Comcast  
California Tourism Bureau  
University of California Los Angeles

For Healthcare Professionals, Doctors, Nurses, Administrators, Hospital Staff, Medical and Nursing Students, and Pharmaceutical Sales Teams

## 01 The Naked Truth About Compassion

In his most sought after, deeply moving and often hilarious keynote, "Patient Lee" leads audiences on a harrowing journey through his recent battle with Stage 3+ cancer. In it he shares his personal experiences with the truly life-saving impact of being treated by kind, caring and compassionate healthcare professionals, and the devastating, life-threatening impact when he wasn't.

During his keynote, Lee reveals his findings as to why patient-experience scores haven't significantly risen in 25 years, the likely reasons, and a proven way to reverse that. Then he strongly challenges his audiences to commit—in writing—to measurably "up their games" and do whatever it takes to treat their patients, colleagues, and most importantly, themselves—with the kindness and compassion we all so desperately need.

### *What is compassion?*

*“The feeling of deep sorrow for another’s pain and an intense desire to do something to reduce their suffering.”*

- Webster’s Dictionary



For Healthcare Professionals, Doctors, Nurses, Administrators, Hospital Staff, Medical and Nursing Students, and Pharmaceutical Sales Teams

## 02 From Burnout Back to Brilliance

As a survivor of “burnout” which nearly cost him his life, “Patient Lee” knows what it’s like to hit rock bottom and lose it all. Burnout among healthcare professionals is reaching epidemic proportions. And this epidemic affects every level of the healthcare industry. Patients suffer daily while overall patient outcomes worsen. Meanwhile healthcare professionals are unable to care for themselves, let alone show compassion to others. This combination has a hugely negative impact on the bottom line as healthcare organizations lose the loyalty of patients, who defame them on the Internet and elsewhere...forever.

After years of healthcare industry study and deep personal introspection, “Patient Lee” openly shares why he burned-out, what it cost him, and how he was able to turn it all around — and find purpose and joy in the process.

*“60% of healthcare workers say they feel burned out on their jobs.” Lee is committed to helping turn this statistic around.*

- Healthcare ITNews 2017

## For Cancer Survivor Celebrations

### 03 The Blessings of Cancer. Seriously?

Cancer Survivor Celebrations are some of Lee's favorite speaking events. Having the privilege to celebrate life with his fellow survivors, their loved ones, caregivers, and healthcare professionals is one of his greatest joys. During these highly intimate, interactive, and laugh-out-loud-hilarious gatherings, Lee shares tales of how his life is profoundly better for having survived cancer. In his own inimitable way, "Patient Lee" draws the audience into the conversation, helping them recognize and share their own "cancer blessings." Audiences leave these events with deep sense of gratitude for having survived or having been a part of someone's survival story.

*"I've lost track of how many standing ovations Lee has gotten from packed houses who instantly fall in love with him and his message. If you're looking for someone to inspire others to live and work with more compassion, look no further than 'Patient Lee.'"*

- Shola Richards, Bestselling Author and Workplace Positivity Activist

For Non-Medical  
Businesses



04  
Taking Customer  
Service to a Whole  
New Level

Superior customer service is widely recognized as the key differentiating factor in an overcrowded marketplace. It is also integral to long-term profitability. In this presentation, Lee combines his C-level experience and customer services consulting knowledge with his extensive research on the healing power of compassion. The result of which is a compelling case that your customer service can do more than just improve your bottom line. Applying the ideas of compassion, humanism, and care for one another can change the way you approach customer service. Not only can this shift profoundly and positively improve the lives of your customers and your employees, but the quality of life on Earth in a time when that is sorely needed.

*"I challenge you to listen to survivor and patient-care expert Lee Tomlinson who offers compassionate solutions that improve outcomes, incomes, healing, compliance clinician burn- out and above all, patient satisfaction."*

- Dr. Dean Edell, Pioneering TV and Radio Medical Talk Show Host

Bring "Patient Lee's"  
unforgettable message of  
care, compassion, and  
healing to your  
organization.



*"I'm devoted to bringing compassionate care back to its rightful place at the forefront of modern healthcare. Join me and The C.A.R.E. Effect Movement and experience firsthand the power of compassion to make your life and work the absolute best they can be!"*

- "Patient Lee" Tomlinson

Book Now

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