

# What's Trust Have To Do With Compassion?

*Compassion in Action* Webinar Series

July 9, 2019

# Moderator



**Stephanie Adler Yuan**  
Director, Education & Training  
The Schwartz Center for Compassionate Healthcare

# Audience Reminders

- This webinar is funded in part by a donation in memory of Julian and Eunice Cohen.
- You may submit a question by typing it into the Question and Answer pane at the right of your screen at any time.
- Please respond to audience polls by clicking on the answer of your choice.
- We value your feedback! Please complete our electronic survey following the webinar.

# Host



**Beth Lown, MD**  
Medical Director

The Schwartz Center for Compassionate Healthcare

September 8-10, 2019

THE  
**COMPASSION  
IN ACTION**  
HEALTHCARE CONFERENCE



## Today's Speaker



**Daniel B. Wolfson, MHA**  
Executive Vice President and COO  
ABIM Foundation



# What's Trust Have To Do With Compassion?



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# LEARNING OBJECTIVES

- 1) Why a focus on trust now, and why is the ABIM Foundation involved?
- 2) Understand the attributes of trust and its relationship to compassion
- 3) How do you build and rebuild trust in health care?



## Polling Question 1

Have you experienced a time when trust was broken? Relationship? Org?

- Yes
- No

# TRUST IN INSTITUTIONS IS BROKEN.

*It's happening in real-time, globally.*

Affects sectors including:

- Politics
- Media
- Religion
- Higher education
- Consumer brands
- Civic engagement
- Science
- Health care



## *Skepticism has diminished the credibility of authority and facts*

- Internet empowers masses to 'self publish'
- Personal experience or friends opinions
- Can result in widespread loss of trust, regardless of facts
- Established institutions cannot keep up



# WHY A FOCUS ON TRUST?

- Erosion of trust and increase of misinformation
- What we learned about trust in Choosing Wisely
- Link to professionalism = trusting and respectful relationships
- Connection to ABIM's – rebuilding trust



The screenshot shows the journal's header with the title 'ACADEMIC MEDICINE' and the AAMC logo. Below the header is a navigation bar with links for 'Articles & Issues', 'Collections', 'For Authors', and 'Journal Info'. The main content area displays the article title 'A Trust Initiative in Health Care: Why and Why Now?' by Lynch, Timothy J., JD; Wolfson, Daniel B., MHSA; Baron, Richard J., MD. It includes the journal issue information: 'Academic Medicine: January 14, 2019 - Volume Publish Ahead of Print - Issue - p' and the DOI: '10.1097/ACM.0000000000002599'. There are buttons for 'FREE' and 'PAP'. Below the article title are tabs for 'Abstract', 'Author Information', and 'Article Metrics'. The abstract text is visible under the 'Abstract' tab.

Home > Published Ahead-of-Print > A Trust Initiative in Health Care: Why and Why Now?

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**A Trust Initiative in Health Care**  
Why and Why Now?

Lynch, Timothy J., JD; Wolfson, Daniel B., MHSA; Baron, Richard J., MD

Academic Medicine: January 14, 2019 - Volume Publish Ahead of Print - Issue - p  
doi: 10.1097/ACM.0000000000002599  
Invited Commentary: PDF Only

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Abstract Author Information Article Metrics

The authors describe the importance of trust in health care, while noting with concern the documented decline in Americans' trust in the medical system, its leaders, and to a lesser degree, physicians themselves. They examine a number of reasons for this decline, including both larger societal trends and elements that are specific to health care. They then link trust to medical professionalism, explaining why the ABIM Foundation has decided to champion trust as an issue in the coming years. Finally, they offer thoughts on the specific actions the ABIM Foundation may take, including the launch of a Trust Practice Challenge designed to uncover practices that are currently working to build trust in a variety of practice settings and health care relationships, and the exploration of potential avenues to combat medical misinformation.

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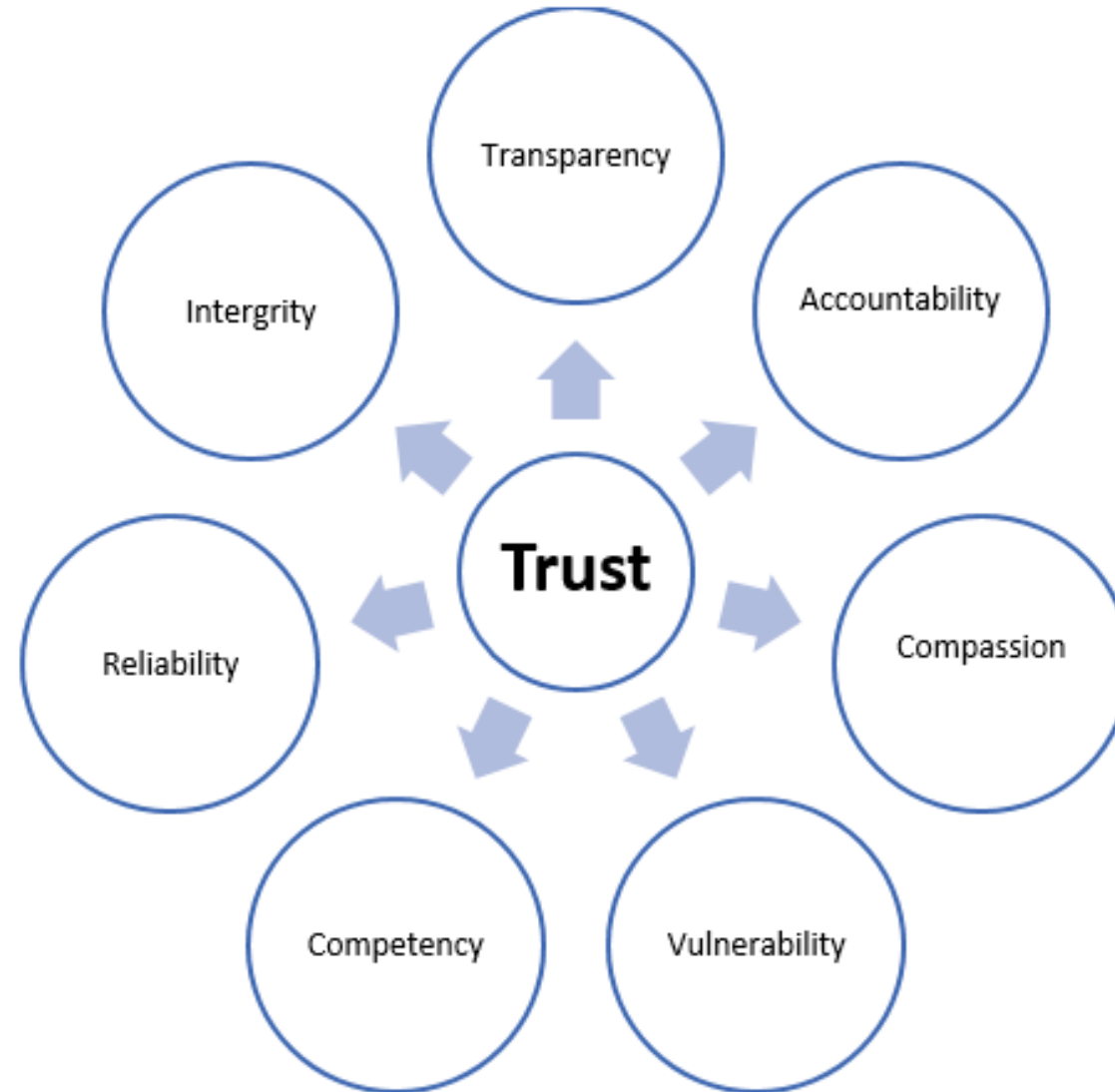
# Trust & Choosing Wisely

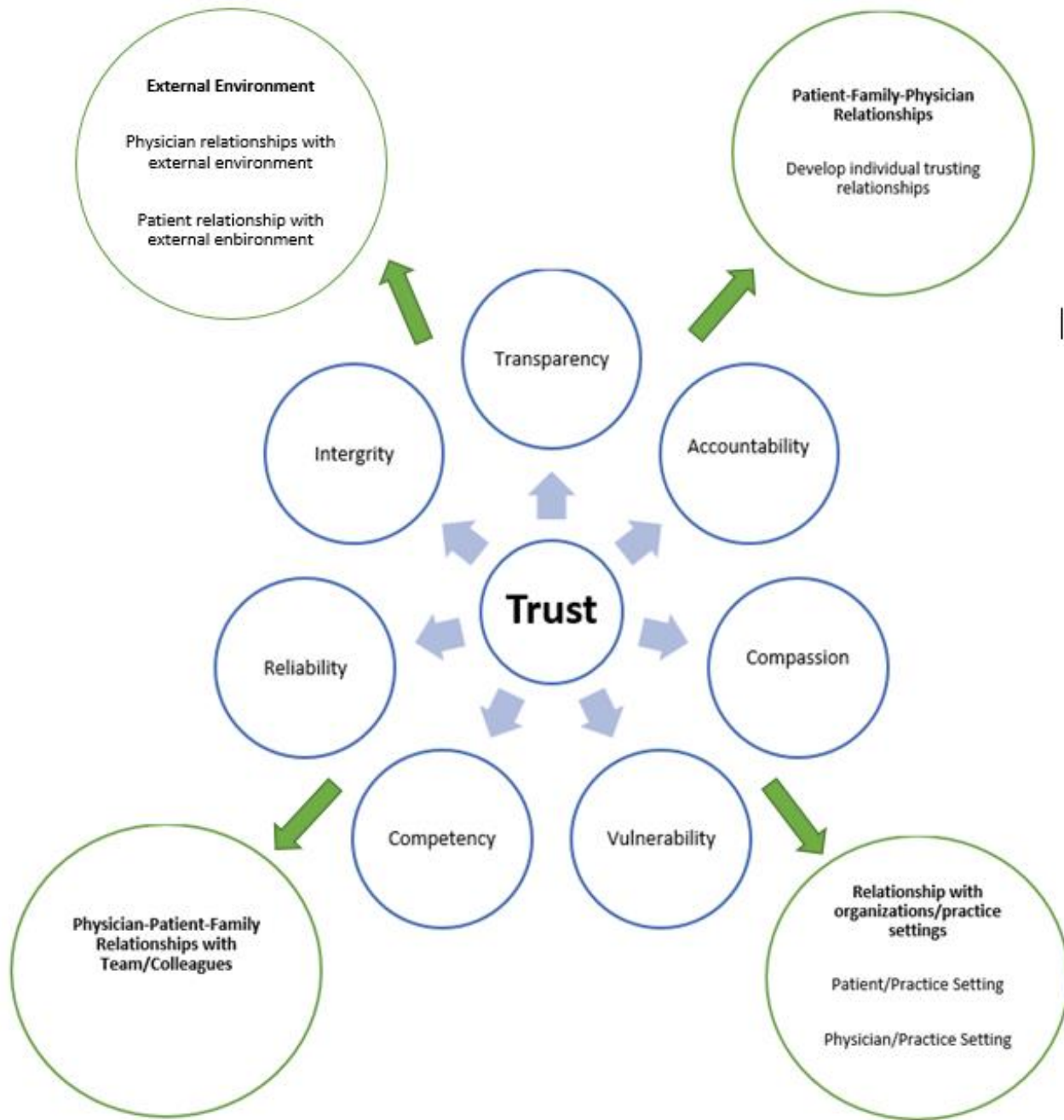
- Trust needed for conversation between patients and physicians on overuse
- Trust in the competencies of partners
- Respectful relationships among partners



*An initiative of the ABIM Foundation*

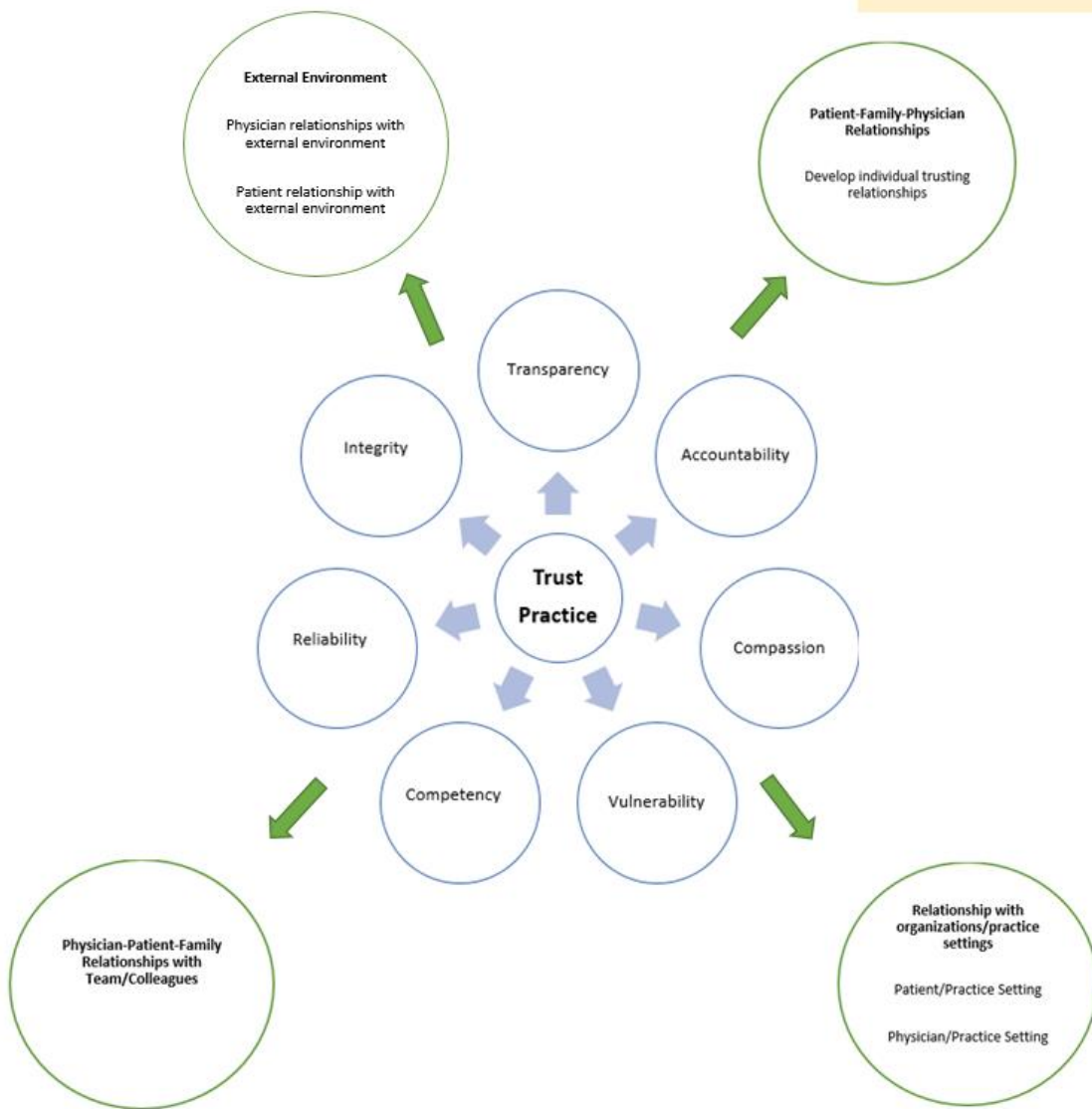
# Attributes of Trust





Measures

Measures



Measures

Measures



# WHY TRUST MATTERS

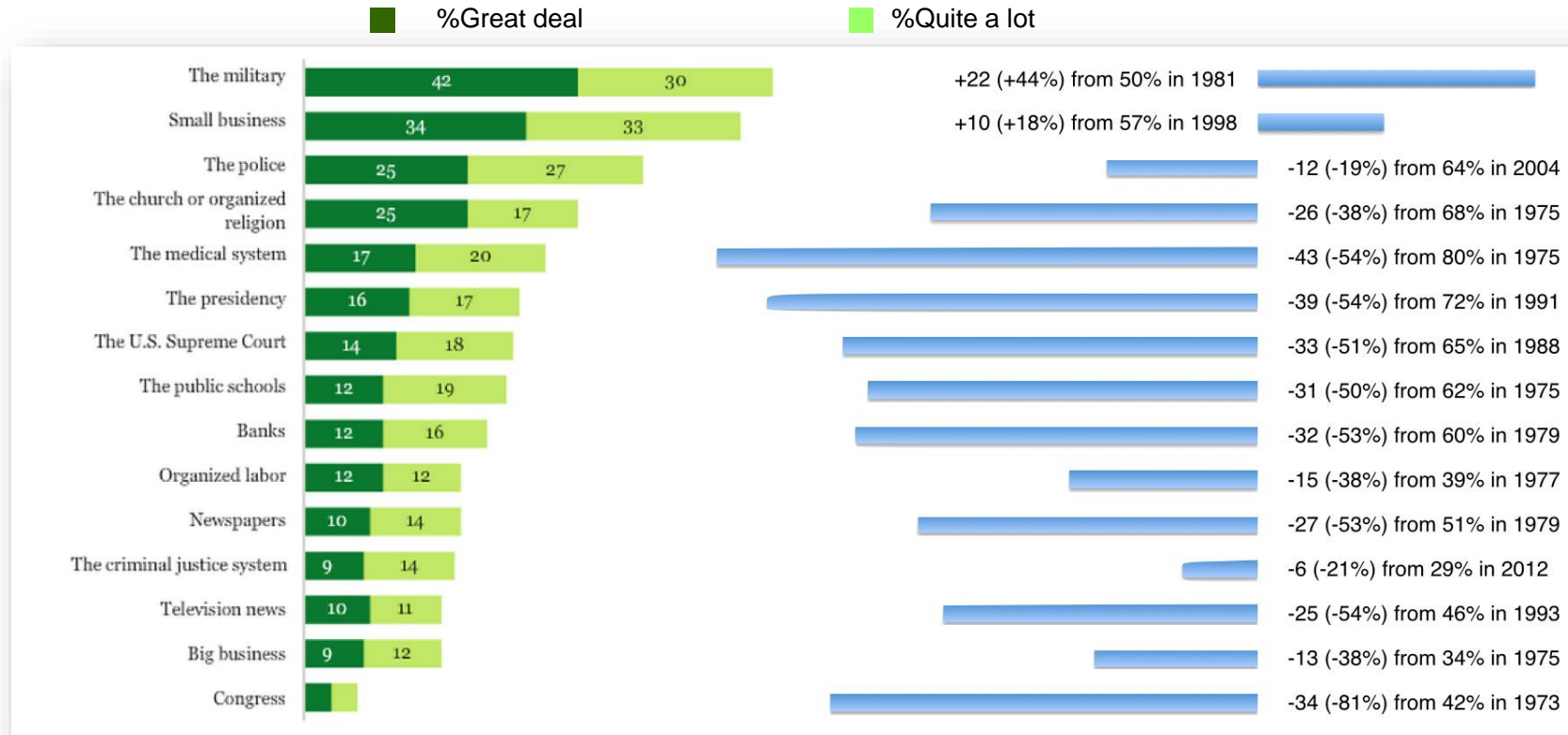


# TRENDS IN TRUST IN HEALTHCARE

- Confidence in medical leaders:
  - 1966: ~75%
  - Today: ~34%
  - (Only 25% express confidence in the health system)
- Can doctors in your country be trusted?
  - Switzerland: 83%
  - Britain: 76%
  - US: 58% (24<sup>th</sup> among industrialized countries)
    - Paradox: US ranks 3<sup>rd</sup> in satisfaction with last physician's visit

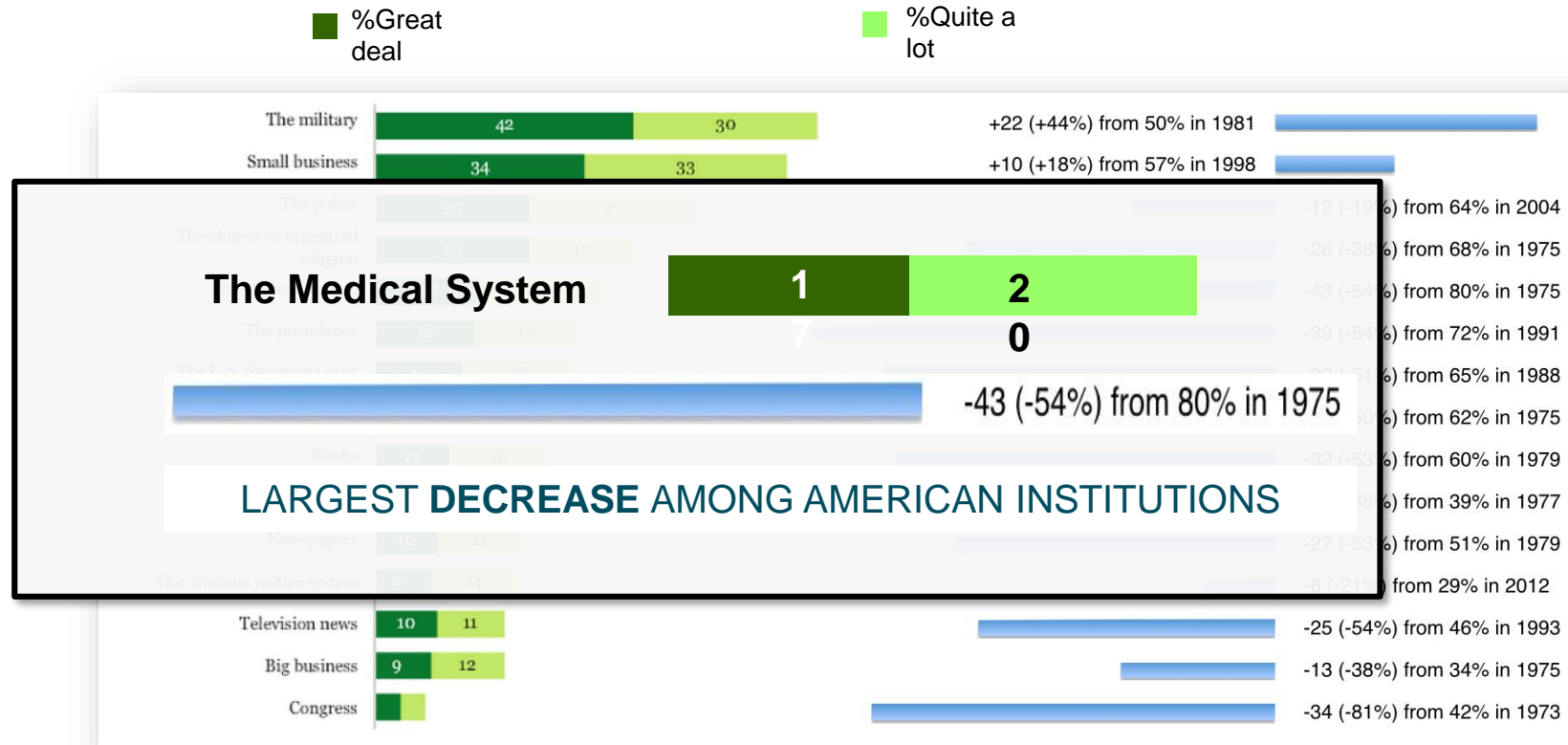
# Many Sectors of Society Experience Drop in Trust

*How much confidence do you have in these American institutions?*



# CONFIDENCE IN MEDICAL SYSTEM REACHES NEW LOWS

*How much confidence do you have in these American institutions?*



# IT'S NOT JUST POLITICS & VACCINES

*false and misleading information runs gamut of health issues*

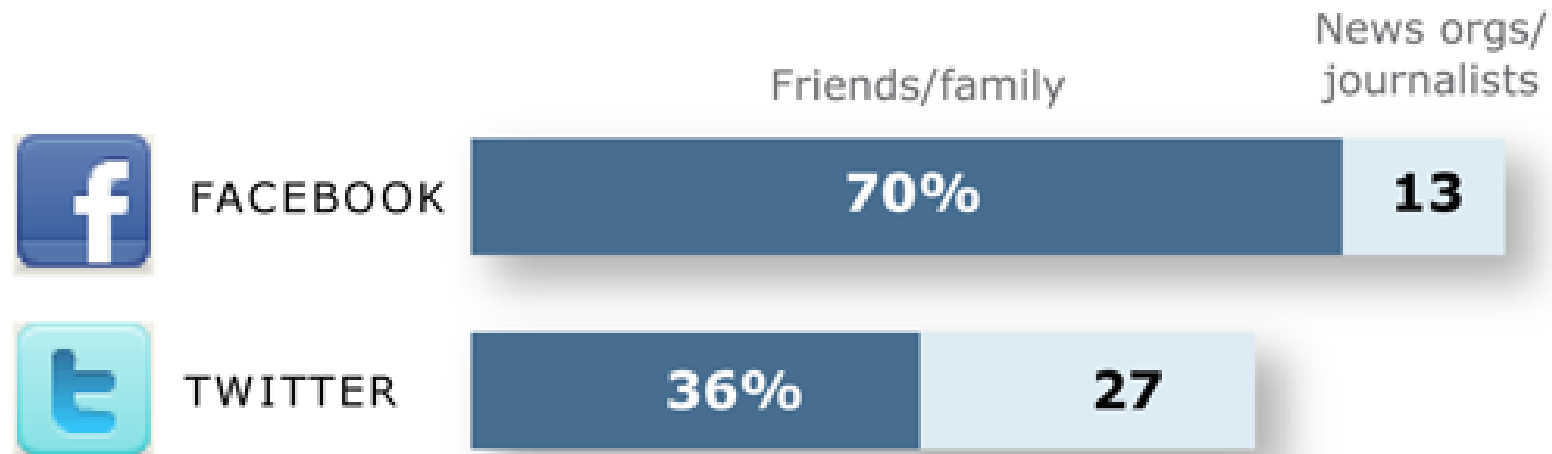
Of the 20 **most-shared** articles on Facebook in 2016 with the word “**cancer**” in the headline, **more than half** report claims **discredited** by doctors and health authorities.



# HOW DID THE WORLD BECOME SO FAKE?

## Facebook news driven by friends and family

*Percent who get most of their news links from...*

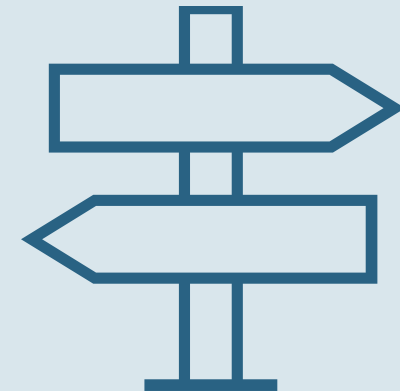


*More social media users rely on links from friends/family contacts rather than actual news organizations*

# TRUST IS A JOURNEY, NOT A DESTINATION.

*We know firsthand.*

- We aren't alone
- Challenging to accept, but an incredible opportunity
- Trust matters to patients
  - Breast cancer patients with the most distrust were 22 percent more likely to skip follow-up treatments



# INCUBATING TRUST IS OUR NEW REALITY

*We're committed to enhancing trust.*

- Trust should be a core operating principle in health care—one ABIMF believes will ultimately help advance medical professionalism.





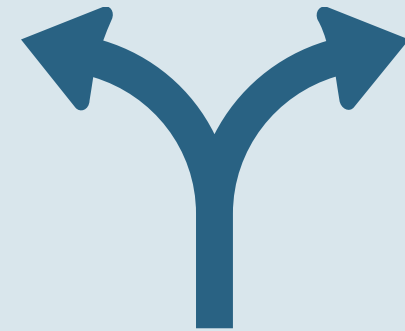
## Polling Question 2

Have you experienced a time when trust was broken and then restored?

- Yes
- No

# WHAT WE'RE DOING:

- Current activities:
  - Convening experts
  - JAMA Viewpoints
  - Trust Practice Challenge
- Possible future actions
  - Combating medical misinformation
  - Expanding trust practice initiative to sectors of the health care
  - Focus on populations with the most mistrust



# SEEDING THOUGHT LEADERSHIP

JAMA Network

JAMA Journals Enter Search Term

January 24, 2019

**Viewpoint**

**Trust in Health Care**

**A Framework for Increasing Trust Between Patients and the Organizations That Care for Them**

Thomas H. Lee, MD, MSc; Elizabeth A. McGlynn, PhD; Dana Gelb Safran, ScD

**Abstract** | **Full Text**

**FREE** JAMA. Published online January 24, 2019. doi:10.1001/jama.2018.19186

This Viewpoint summarizes key findings and conclusions of a working group of health care lea

**New Online** Views 4,429 | Citations 0 | Altmetric 61 | Comments 3

**Viewpoint** | Trust in Health Care **ONLINE FIRST** **FREE**

April 10, 2019

**Building Trust Between the Government and Clinicians**

Person to Person and Organization to Organization

Peter V. Lee, JD<sup>1</sup>; Donald Berwick, MD<sup>2</sup>; Christine A. Sinsky, MD<sup>3</sup>

» Author Affiliations | Article Information

JAMA. Published online April 10, 2019. doi:10.1001/jama.2019.4499

Editorial Comment

**This Issue** Views 12,321 | Citations 0 | Altmetric 250 | Comments 3

**Viewpoint** | Trust in Health Care

March 22, 2019

**Why Physicians Should Trust in Patients**

Rachel Grob, PhD<sup>1</sup>; Gwen Darien, BA<sup>2</sup>; David Meyers, MD<sup>3</sup>

» Author Affiliations

JAMA. 2019;321(14):1347-1348. doi:10.1001/jama.2019.1500

Editorial Related

**New Online** Views 6,268 | Citations 0 | Altmetric 58 | Comments 1

**Viewpoint** | Trust in Health Care **ONLINE FIRST** **FREE**

April 11, 2019

**From Distrust to Building Trust in Clinician-Organization Relationships**

Mary Jane Kornacki, MS<sup>1</sup>; Jack Silversin, DMD, DrPH<sup>1</sup>; Dave A. Chokshi, MD, MSc<sup>2</sup>

» Author Affiliations | Article Information

JAMA. Published online April 11, 2019. doi:10.1001/jama.2018.22133

Editorial Comment

**This Issue** Views 10,893 | Citations 0 | Altmetric 125 | Comments 1

**Viewpoint** | Trust in Health Care

March 22, 2019

**Physicians' Trust in One Another**

Richard M. Frankel, PhD<sup>1,2</sup>; Virginia P. Tilden, PhD<sup>3</sup>; Anthony Suchman, MD, MA<sup>4,5</sup>

» Author Affiliations

JAMA. 2019;321(14):1345-1346. doi:10.1001/jama.2018.20569

Editorial Comment Related Articles



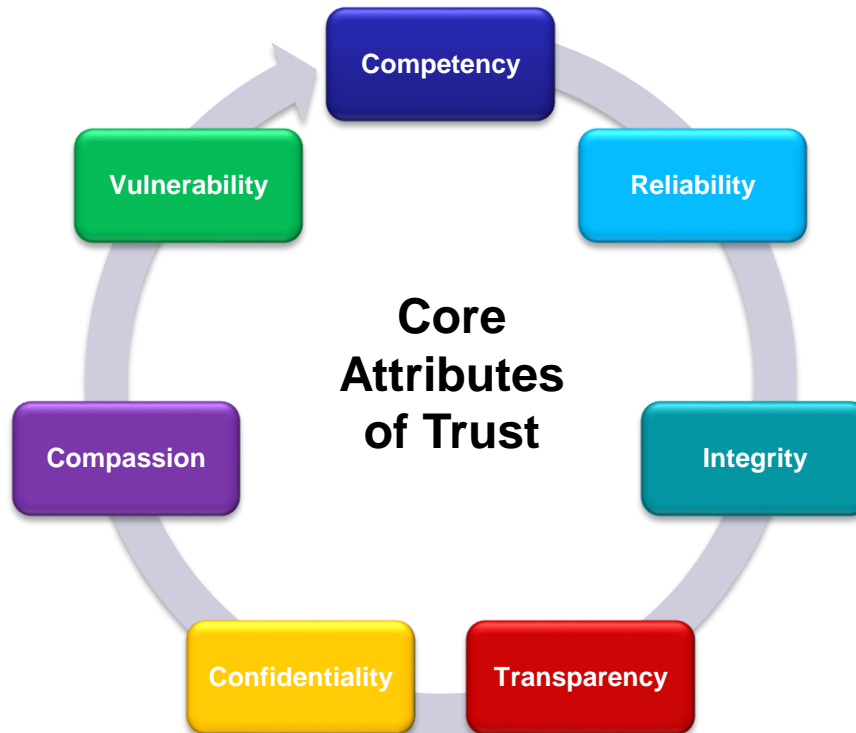
## Polling Question 3

How important is trust in developing a compassionate environment?

- Very important
- Important
- Somewhat important
- Not important

# TRUST PRACTICE CHALLENGE

- Open call to identify and promote existing practices that foster trust in health care
- 68 submissions
- 8 most promising entries
- 24 meritorious entries



# TRUST PRACTICE CHALLENGE

## CATEGORIES OF PRACTICE

- Communication/Knowing Your Patient
- Conversations/Support
- Information and Misinformation
- Leadership
- Patient-Centered Design
- Transparency
- Value/Affordability

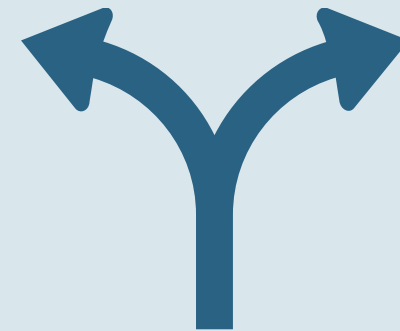
# TRUST PRACTICE CHALLENGE

## A FEW OUTSTANDING ENTRIES

- Use of graphic medicine (comic strips) to improve patient-physician engagement involving EHR
- Dedicated clinic program (primary, specialized care) for LGBTQ community
- Shared data collection, reporting on clinical performance

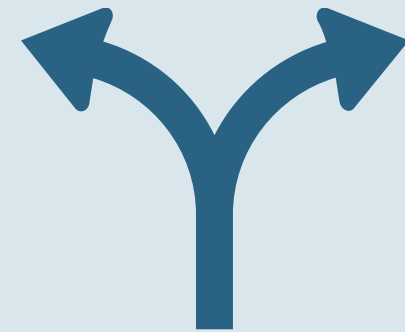
# MORE TRUST WILL IMPROVE HEALTH CARE.

- Regaining trust in health care demands:
  - Humility
  - Vulnerability
  - Competency
  - Integrity
  - Transparency
  - Compassion
  - Responsiveness
  - Bold thinking
  - Patience





*Conversations are difficult to have in a way that builds trust. In environments with low trust, those conversations are even more challenging.*



# Questions & Answers



**Daniel B. Wolfson, MHA**  
Executive Vice President and COO  
ABIM Foundation



**Beth Lown, MD**  
Medical Director  
The Schwartz Center for Compassionate Healthcare

Type your questions in the Questions Pane on your screen at any time.

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