What’s Trust Have To Do With Compassion?

Compassion in Action Webinar Series
July 9, 2019
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
Today’s Speaker

Daniel B. Wolfson, MHSA
Executive Vice President and COO
ABIM Foundation
What’s Trust Have To Do With Compassion?
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
Trust & Choosing Wisely

- Trust needed for conversation between patients and physicians on overuse
- Trust in the competencies of partners
- Respectful relationships among partners
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% (24th among industrialized countries)
    • Paradox: US ranks 3rd 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?*

<table>
<thead>
<tr>
<th>Institution</th>
<th>%Great deal</th>
<th>%Quite a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>The military</td>
<td>42</td>
<td>30</td>
</tr>
<tr>
<td>Small business</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>The police</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>The church or organized religion</td>
<td>25</td>
<td>17</td>
</tr>
<tr>
<td>The medical system</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>The presidency</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>The U.S. Supreme Court</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>The public schools</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>Banks</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Organized labor</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Newspapers</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>The criminal justice system</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Television news</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Big business</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Congress</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

June 2-7, 2015 (Gallup)
CONFIDENCE IN MEDICAL SYSTEM REACHES NEW LOWS

How much confidence do you have in these American institutions?

The Medical System

LARGEST DECREASE AMONG AMERICAN INSTITUTIONS

June 2-7, 2015 (Gallup)
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?

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
Polling Question 3

How important is trust in developing a compassionate environment?

- Very important
- Important
- Somewhat important
- Not important
• Open call to identify and promote existing practices that foster trust in health care
• 68 submissions
• 8 most promising entries
• 24 meritorious entries
CATEGORIES OF PRACTICE

- Communication/Knowing Your Patient
- Conversations/Support
- Information and Misinformation
- Leadership
- Patient-Centered Design
- Transparency
- Value/Affordability
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, MHSA
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.
Thank you for participating in today’s session.

Please take a moment to complete the electronic survey upon exiting today’s program.

Visit theschwartzcenter.org for more details or to register for a future session.

Look for our webinar email invitations and share them with your friends!