

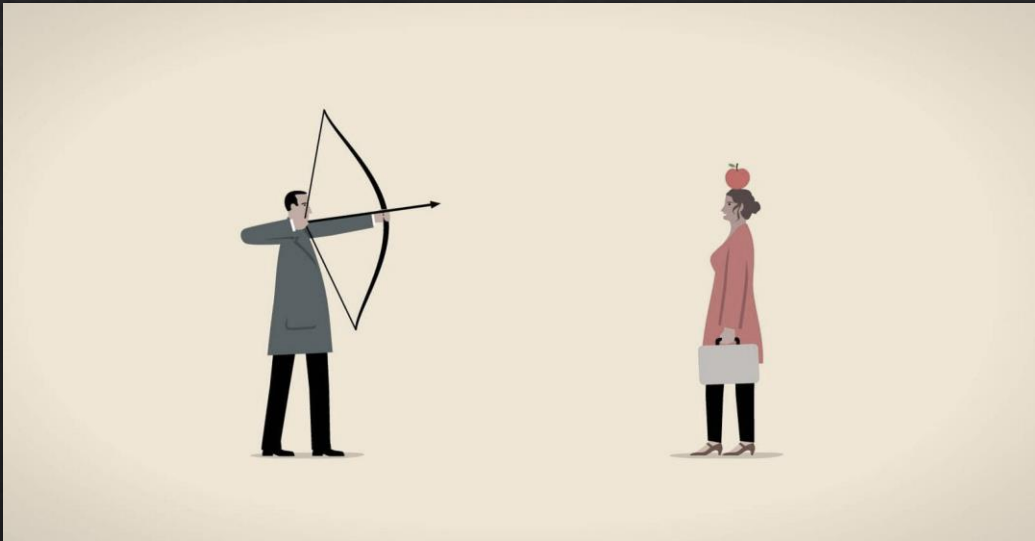
The Loss of Trust in Healthcare

Mark Shatsky, DO

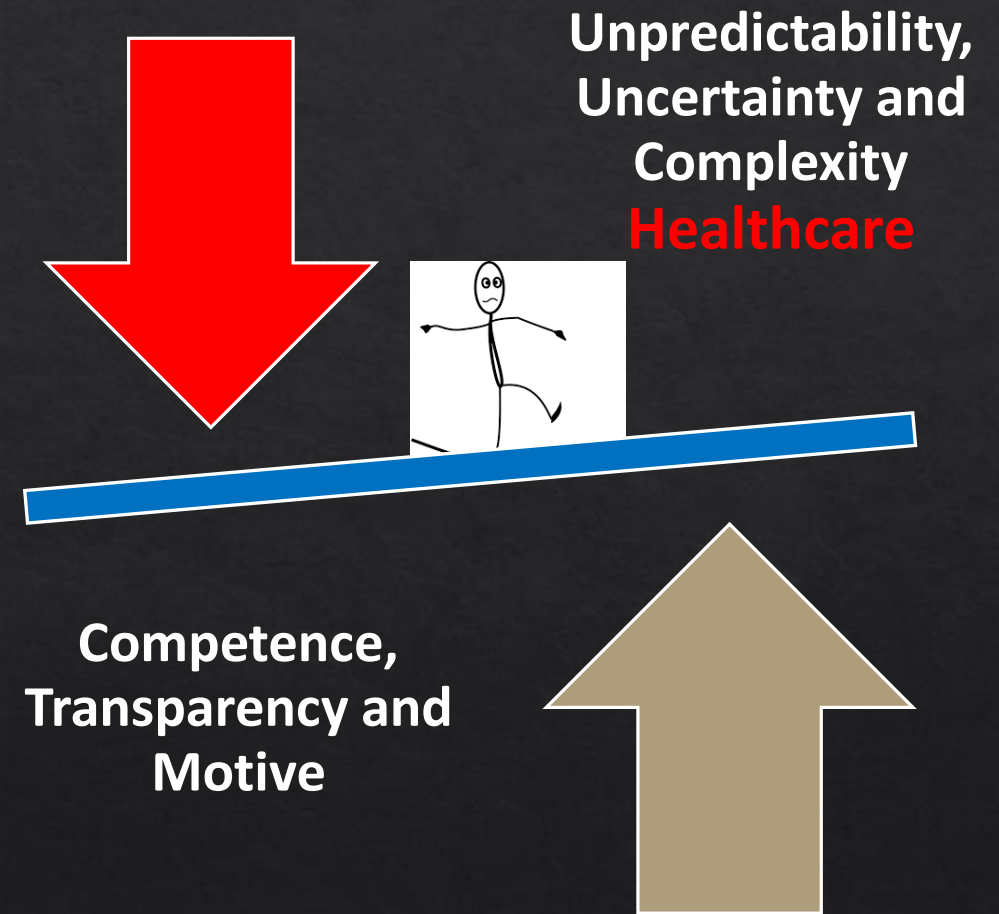
Medical Director, Providence Medical Group

In Healthcare, Trust is Foundational

Assured reliance or firm belief on the character, reliability, ability, strength, or truth of someone or something

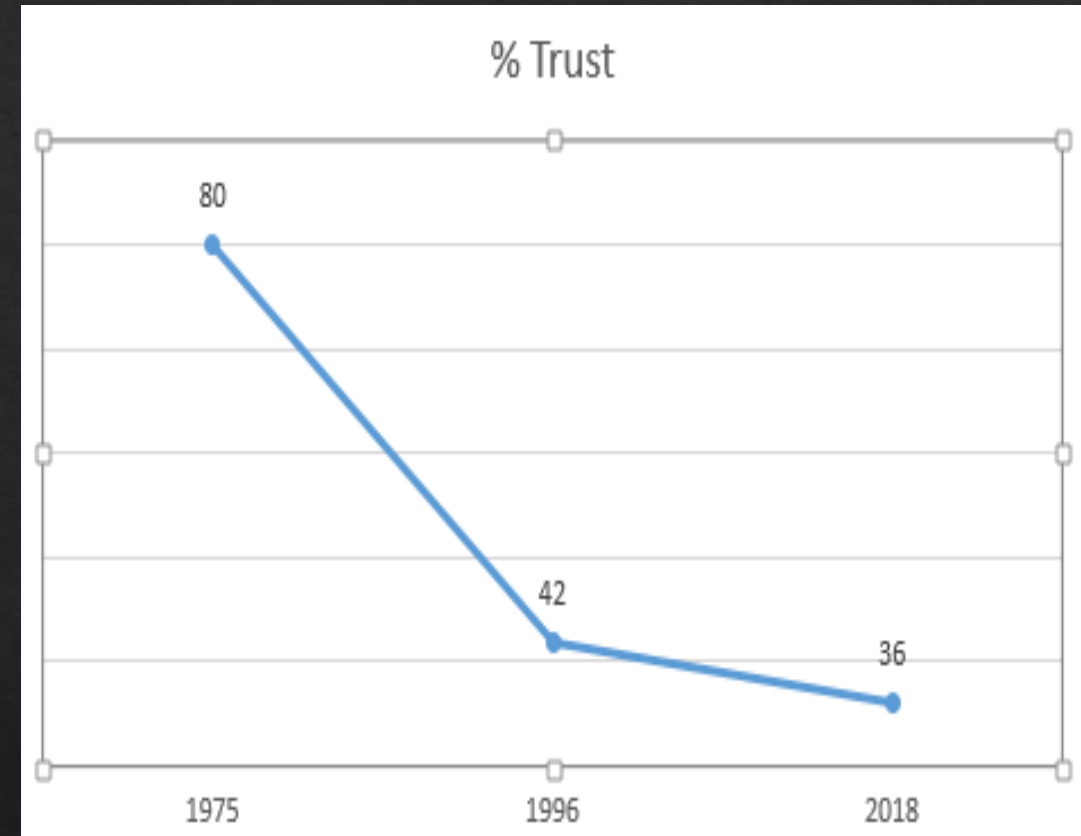


Patients and organizations alike must have safety, cooperation and trust for success
Empathy → Connection → Trust



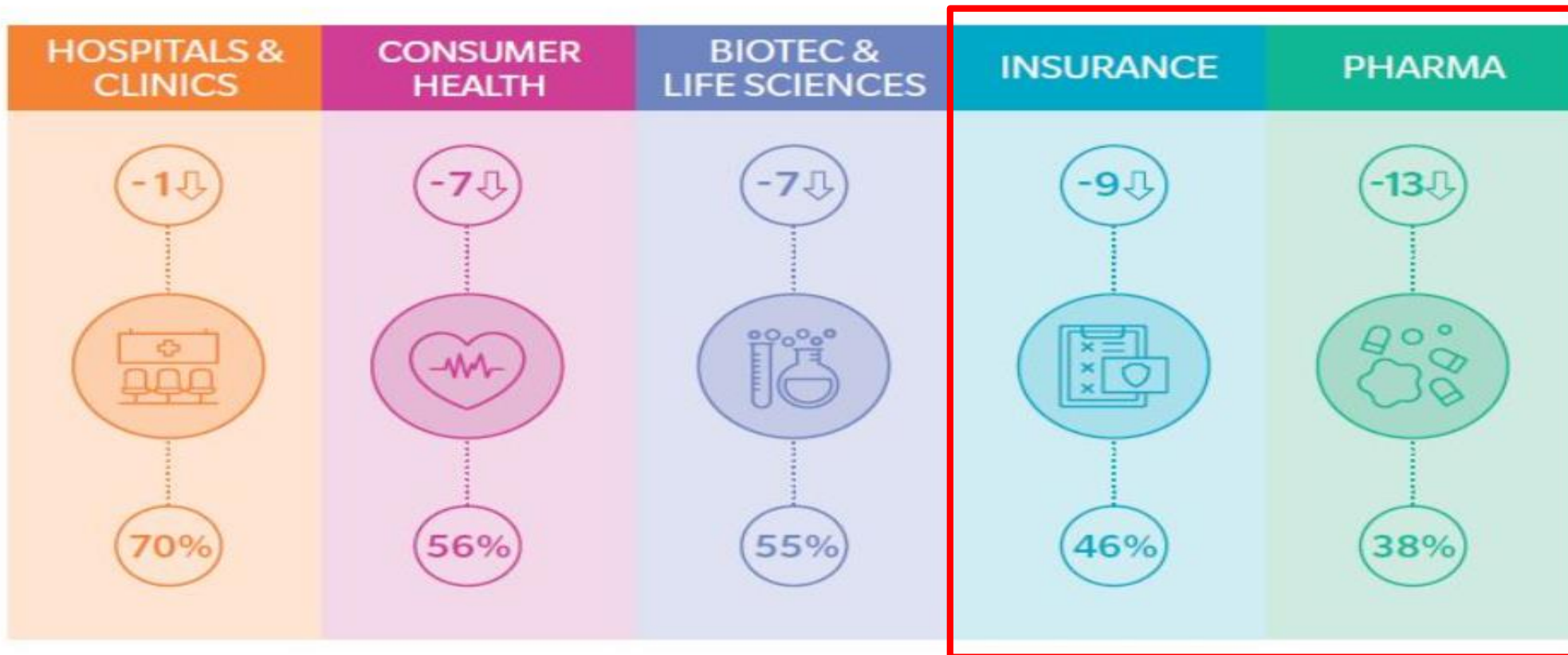
America's Most And Least Trusted Professions

% of U.S. adults saying the following have high/very high honesty and ethical standards*



TRUST DECLINES ACROSS HEALTH SUB-SECTORS IN THE U.S.

PERCENTAGE POINT CHANGE FROM 2017 TO 2018



#OWHEALTH

Source: 2018 Edelman Trust Barometer
health.oliverwyman.com

Going Well

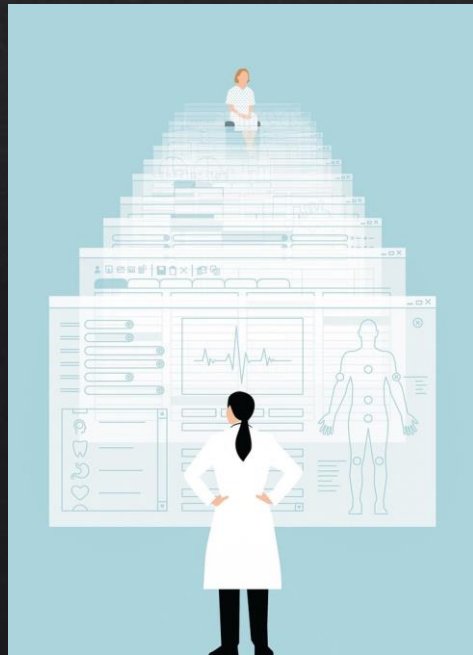
- ◇ 400,000 digital apps, new therapies, profits for large systems
- ◇ >90% Hospitals with EMR
- ◇ Apple, Amazon, Google etc.
- ◇ AI
- ◇ Blockchain
- ◇ Disruption

Reasons for Concern

- ◇ Physician burnout
- ◇ Clinician – administrative relationship
- ◇ Low trust in technology (EMR)
- ◇ Quality measures room to improve
- ◇ Distrust in public health
- ◇ Dr. Google
- ◇ Costly medical errors
- ◇ Compliance with medications
- ◇ Uninsured rate 14%, a 4 year high

How Do We Rebuild Trust?







What can YOU do to Move the Needle?

- ◇ Get ahead of the sensationalist media
- ◇ Plan for transparency on cost
- ◇ High reliability methodology
- ◇ Patient – provider – EHR triangle
- ◇ Engage your clinicians
- ◇ Clin-Admin communication must be clear, transparent and reciprocal with best intention at core
- ◇ Empower your boots-on-the ground caregivers to create human connection when it's most needed (our patients and staff already hold us responsible – this is what we can do about it)

"Fundamentally, building trust requires all involved individuals and groups to be trustworthy and to behave in a manner readily recognizable as trustworthy"

JAMA 2019

The Loss of Trust in Healthcare

Mark Shatsky, DO

Medical Director, Providence Medical Group

Executive Consultant

Former CMIO, Providence St Joseph Health

mark@markshatsky.com

www.markshatsky.com



Resources

- ◇ [https://www.edelman.com/sites/g/files/aatuss191/files/2018-10/Edelman Trust Barometer Healthcare brochure 2018.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2018-10/Edelman_Trust_Barometer_Healthcare_brochure_2018.pdf)
- ◇ https://health.oliverwyman.com/2018/06/edelman_trust_the2.html
- ◇ <https://news.gallup.com/poll/1597/confidence-institutions.aspx>
- ◇ <https://www.paulkeckley.com/the-keckley-report/2018/10/1/distrust-in-the-us-health-system-are-we-paying-attention>
- ◇ Sandy, L.G, Pham, H.H & Levine, S. (2019). Building Trust Between Physicians, Hospitals and Payers: *JAMA*. 2019;321(10):933-934. doi:10.1001/jama.2018.19357