

TRUST

PRACTICE CHALLENGE



Overview

Trust is essential to effective health care, and research has shown that the quality of health outcomes depends on a stable foundation of trusting relationships. Yet trust in health care has been in steady decline in the United States over the past several decades.

The ABIM Foundation is seeking to address this “trust gap” through the lens of medical professionalism by identifying practices that foster trust and trustworthiness in health care. Exemplary trust-building practices we have heard about include, for example, disclosure of medical errors and subsequent apologies, guarantees of quality service levels, and endorsement of clinicians during care transitions. We want to promote such approaches by assembling a compendium of replicable and scalable practices that have helped build or rebuild trust in various aspects of the health care system.

The **Trust Practice Challenge** asks health care stakeholders to tell us: Within your clinical sphere and/or organization, what practices have generated trust between you/your constituencies and:

- 1) patients/consumers
- 2) physicians/clinicians
- 3) hospitals/health systems/medical groups administrators
- 4) Medicare/Medicaid
- 5) commercial insurers/HMOs
- 6) technology
- 7) media/social media
- 8) regulators/policy makers

Why participate?

Challenge winners will receive a full stipend to attend and present their practices at the 2019 ABIM Foundation Forum, a select annual gathering of nationally recognized thought leaders in health care practice and delivery, academic medicine, research, journal publication and philanthropy. Read about the [2018 ABIM Foundation Forum](#).

The Forum also will provide winners with opportunities to meet and network with a diverse audience of more than 100 well-known influencers in health care. In addition, the winning submissions will be highlighted on the ABIM Foundation’s website and through other communication channels.

All entrants will become members of a vanguard group that has thought seriously about the issue of trust in health care and wants to take steps to drive change. The ABIM Foundation will connect, support and activate this community by enhancing communication among thought leaders and creating opportunities for shared learning.

Guidelines

We are looking for a regular practice in your institution or setting that you believe cultivates trust. If it is done consistently, it probably has an institutional sponsor, and perhaps technology or training to support it. We are interested in learning about how your practice came to be, what evidence indicates that the practice builds trust, and why you believe it can be replicated.

Submissions can address any sector of the health care system, including relationships between clinicians and patients, among clinicians, between clinicians and health systems/hospitals, or between patients and health systems/hospitals.

You may provide a maximum of three practices. Please use the attached submission form to participate; please use one form per entry.

Selection Process and Criteria

An independent, expert panel of clinicians, academics and C-suite leaders in health care will review the submissions and select eight winners. Entries will be evaluated on innovation, evidence that the practice builds trust, and potential for scalability.

The six-member jury includes:

Christine Sinsky, MD

Board Chair, ABIM Foundation and Vice President of Professional Satisfaction
at the American Medical Association

Meg Gaines, JD, LLM

Director, Center for Patient Partnerships

David Blumenthal, MD, MPP

President, The Commonwealth Foundation

Dhruv Khullar, MD, MPP

Researcher, Weill Cornell School of Medicine

Virginia Tilden, PhD, RN

Senior Associate Dean for Research, Oregon Health & Sciences University

Robert Wachter, MD

Chair, Department of Medicine, University of California, San Francisco

Submission Deadline

Please download, complete and return the submission form no later than Thursday, February 28, 2019 to trustchallenge@abimfoundation.org. All questions are required; incomplete entries will not be considered. Please adhere to word-count limits for each question.

For further information, please contact Wanda Odom, Director of Communications, at wodom@abim.org.



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