



Building Trust to Improve Clinical Outcomes

EOCCO Provider Summit

October 2024

Disclosure slide

- No disclosures.

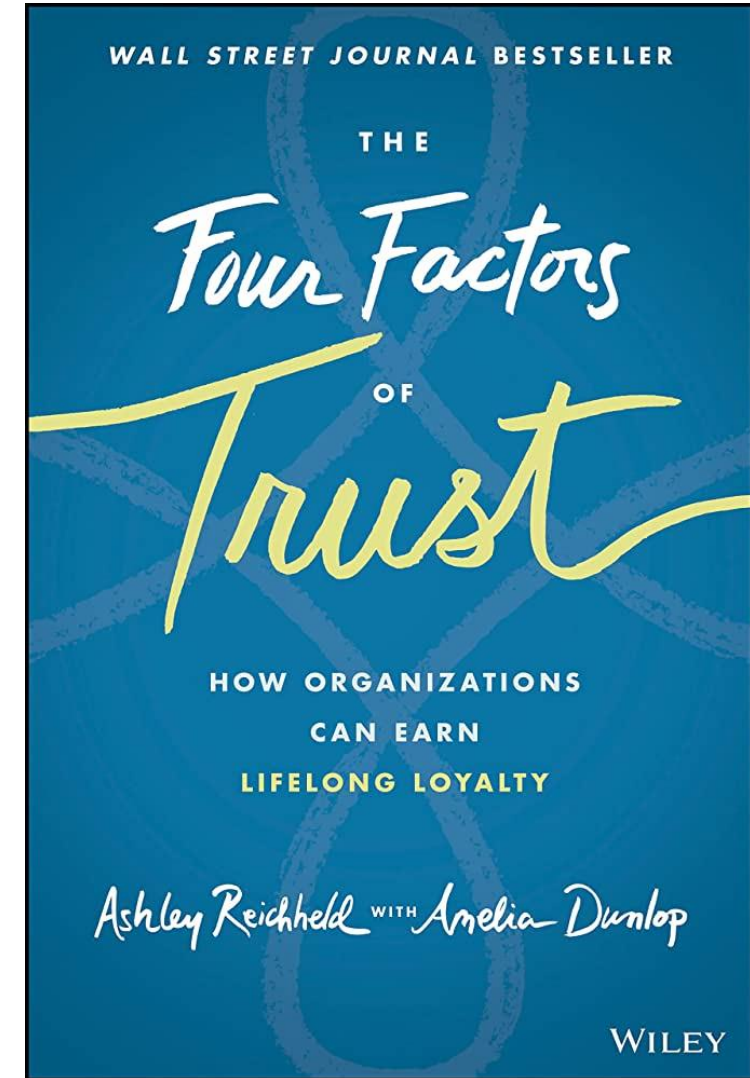
What if ensuring that every patient had a stellar healthcare experience was each of our superpower?





TRUST is a Superpower

- **Compassion builds trust**, and trust builds business.
- Trusted companies **outperform their peers up to 400%** in terms of market value.
- Customers who trust a brand are **88% more likely** to buy again.
- **79% of employees who trust their employer** are more motivated to work and less likely to leave.





TRUST

Improves
Outcomes



Two-thirds of patients with high levels of trust always take their medications



Only one-seventh of patients with low levels always take their medications.

Source: [Measuring Patients Trust Health Affairs](#)

Negative healthcare experiences erode trust and less trust means less loyalty to providers.

80%

of the participants said they would not return to the same provider if they had an experience where they lost trust.¹

60%

of consumers would switch to another provider for more trust and respect; despite 75% of them being satisfied with their care.²

55%

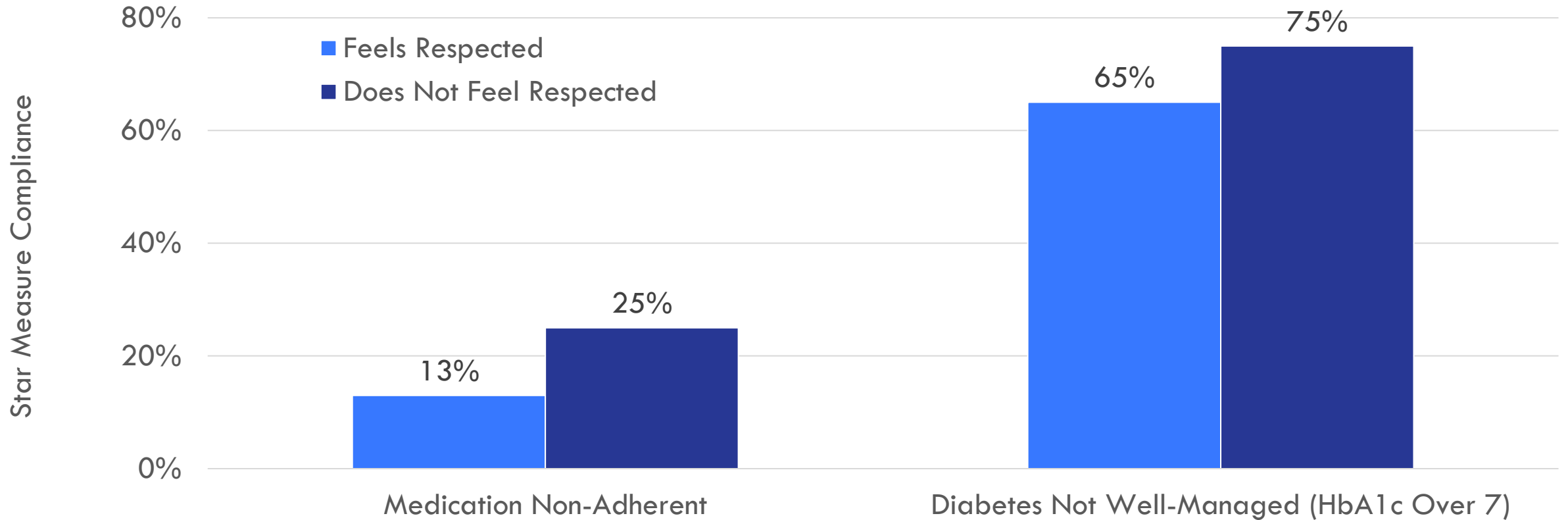
of focus group participants lost trust in their health care provider due to a negative experience.³

¹ [Rebuilding Trust in Healthcare, Deloitte 2021](#)

² [RAHA More Trust and Respect 2022](#)

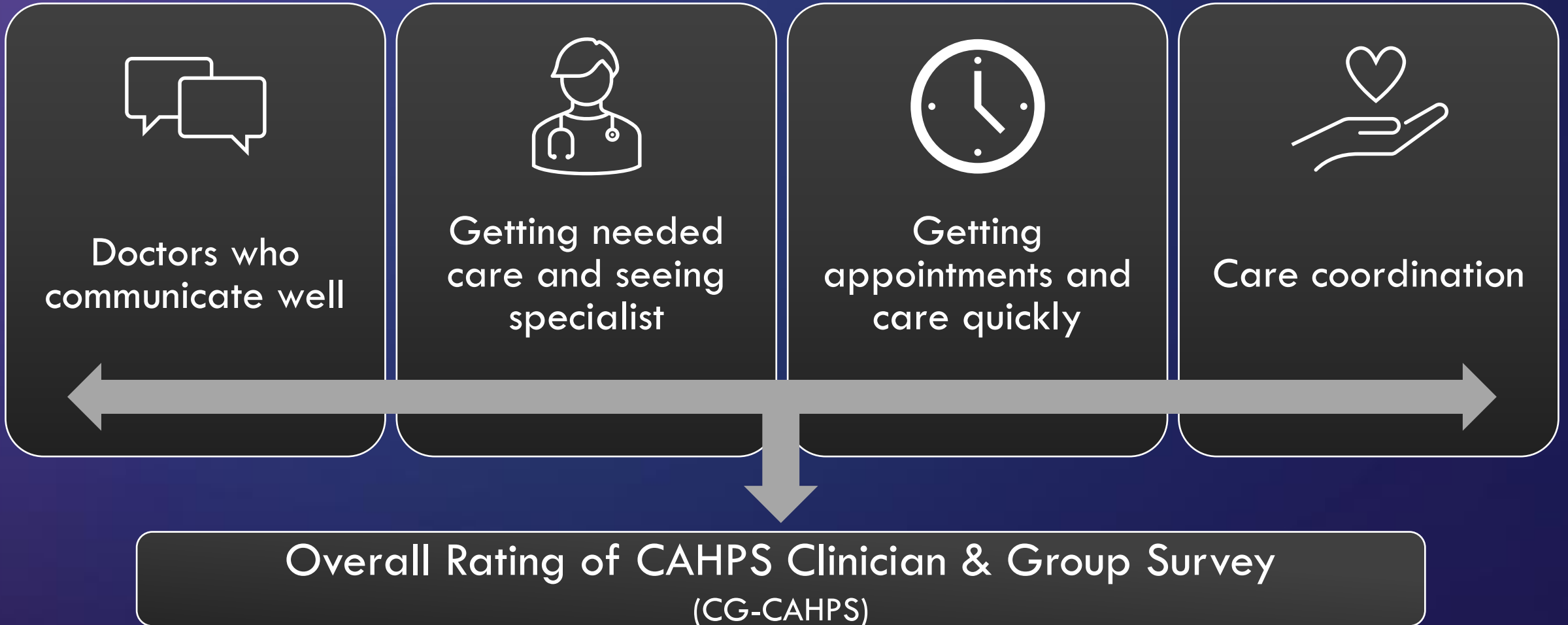
³ [Rebuilding Trust in Healthcare, Deloitte 2021](#)

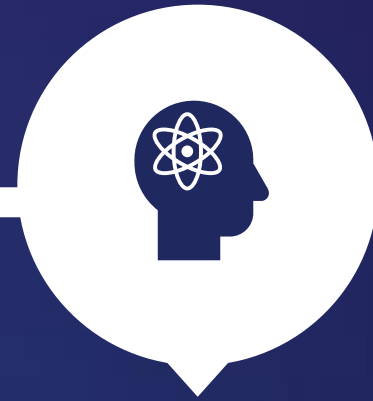
Feeling Disrespected Lowers Clinical Outcomes



Source: Right Place, Right Time. Altarum, Oliver Wyman, Robert Wood Johnson Foundation, January 2017

All patient experiences are interconnected

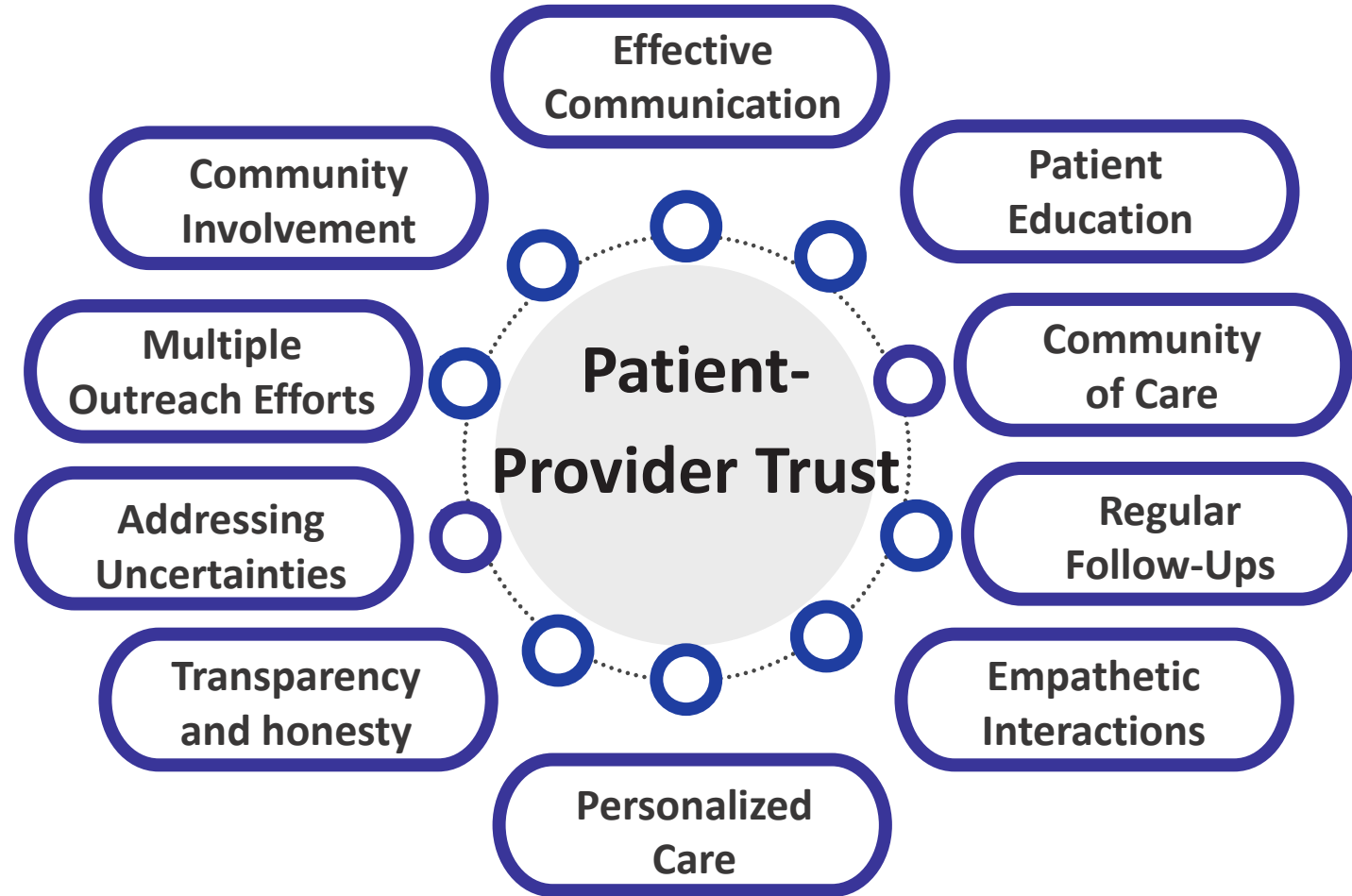




Think about how you are positioned to extend Access to Care and build trust with best-in-class patient experiences to:

- **Improve Patient Satisfaction**
- **Improve Star Performance**
- **Improve Clinical Outcomes**

Clear communication and ensuring patients understand their conditions and treatments, builds trust, leading to better adherence to medical advice and treatment plans.



Effective Communication and Understanding

Effective communication between healthcare providers and patients is foundational to building trust and improving health outcomes.

Patients who trust their physicians are more likely to adhere to medical advice, leading to better health outcomes.¹

¹ [Thom, D. H., Hall, M. A., & Pawlson, L. G. \(2004\). Measuring patients' trust in physicians when assessing quality of care. of General Internal Medicine, 19\(7\), 777-783.](#)

Teach-Back Method

- Adopt the “teach-back” technique and ask patients to explain the information they’ve received in their own words. This ensures understanding and strengthens communication.

Plain Language Communication

- Use simple, non-technical language to explain medical conditions and treatment options. Avoid jargon to ensure comprehension, especially among patients with lower health literacy.

Cultural Sensitivity

- Be mindful of cultural differences when communicating with patients. Tailor discussions in ways that are sensitive to cultural beliefs and practices, especially when discussing medical decisions.

Patient Education

Patient education is vital for empowering individuals to take an active role in their health management, particularly when managing chronic conditions.

Providers who take the time to educate patients about their conditions and treatment options improve patients' ability to make informed decisions, leading to better adherence to treatment plans and improved health outcomes .¹

¹ [Funnell, M. M., Brown, T. L., Childs, B. P., Haas, L. B., Hosey, G. M., Jensen, B., & Weinger, K. \(2009\). National standards for diabetes self-management education. *Diabetes Care*, 32\(Suppl 1\), S87-S94.](#)

Interactive Educational Tools

- Use visual aids, online resources, and mobile applications to make educational content more engaging and accessible to patients. This is particularly helpful for those who may struggle with traditional verbal explanations.

Ongoing Education

- Patient education should not be a one-time event. Providers should continuously educate patients throughout their care journey, offering resources during each appointment.

Customized Learning

- Tailor educational materials to individual patient needs, considering their learning style, literacy level, and cultural background.

Continuity of Care

Continuity of care is closely tied to trust and improved health outcomes.

Continuous care with a PCP resulted in fewer hospital admissions and better chronic disease management, including diabetes, hypertension, and heart disease.¹

¹ [Saultz, J. W., & Lochner, J. \(2005\). Interpersonal continuity of care and care outcomes: A critical review. The Annals of Family Medicine, 3\(2\), 159-166.](#)

Minimize Provider Turnover

- Healthcare organizations should strive to reduce provider turnover to allow patients to build long-term relationships with their care providers, which is especially important for managing chronic diseases.

Patient-Centered Medical Homes (PCMH)

- Adopt PCMH models that promote team-based care, coordination, and long-term relationships between patients and healthcare teams.

Care Coordination Systems

- Create robust systems that ensure patients receive continuous care, even during transitions between different healthcare providers or settings.

Regular Follow-Ups

Regular follow-ups are essential for ensuring adherence to treatment plans and monitoring progress.

Research shows that consistent follow-ups reduce likelihood of complications, hospital readmissions, and missed diagnoses.¹

¹ [Hysong, S. J., Best, R. G., & Pugh, J. A. \(2010\). Clinical practice guideline implementation strategy patterns in veterans affairs primary care clinics. Health Services Research, 45\(5p1\), 1402-1419.](#)

Automated Reminders

- Implement technology-driven reminders for patients about their follow-up appointments, upcoming tests, and treatment plan adherence.

Proactive Care Management

- Implement care management programs that include regular check-ins for high-risk patients, such as those with chronic diseases or those recovering from surgery.

Follow-Up Systems

- Use electronic medical records (EMR) systems to flag patients for follow-up based on their treatment plans and health needs.

Empathetic Interactions

Empathy in healthcare interactions is a powerful driver of patient trust and improved health outcomes.

Research has found that empathy from providers significantly increases patient satisfaction and trust, which in turn leads to better adherence to treatment plans and improved clinical outcomes.¹

¹ [Derksen, F., Bensing, J., & Lagro-Janssen, A. \(2013\). Effectiveness of empathy in general practice: A systematic review. *British of General Practice*, 63\(606\), e76-e84.](#)

Empathy Training

- Provide continuous training for healthcare providers in active listening, non-verbal communication, and emotional intelligence to ensure they can express empathy in patient interactions.

Time for Connection

- Spend more time with patients, engaging in meaningful conversations about their lives and health concerns.

Emotional Support Systems

- Implement emotional support systems that allow providers to better manage the emotional burden of their work, fostering resilience and continuous empathy.

Personalized Care

Personalized care, where treatment plans are tailored to the specific needs and preferences of the patient, improves satisfaction and health outcomes.

Studies have shown that personalized care leads to higher levels of treatment adherences, as patients feel their individual preferences and values are respected.¹

¹ Basu, R., O'Grady, M., & Grimmer, K. (2019). The health outcomes associated with personalised care: A systematic review. *BMJ Open*, 9(3), e025296.

Shared Decision-Making

- Actively engage patients in shared decision-making, ensuring they are part of the conversation when developing treatment plans.

Tailored Interventions

- Develop care plans that are not only clinically appropriate but also consider the patient's values, preferences, and lifestyle.

Use of Data

- Leverage data from electronic health records to personalize care approaches, using historical data to predict patient needs.

Transparency and Honesty

Transparency and honesty from healthcare providers lead to greater patient trust, improved adherence to treatment, and better overall health outcomes.

Research indicates that when providers are transparent about diagnoses, treatment options, and uncertainties, patient trust increases, leading to better compliance with treatment recommendations.¹

¹ [O'Neill, O. \(2002\). Autonomy and trust in bioethics. of Medical Ethics, 28\(1\), 8-9.](#)

Open Discussions

- Be upfront with patients about diagnoses, potential treatment risks, and uncertainties, fostering an environment of mutual trust.

Informed Consent

- Ensure that patients are fully informed about their treatment options and the potential risks before agreeing to any procedure.

Patient Records Access

- Make it easy for patients to access their medical records, ensuring transparency and empowering them to make informed health decisions.

Addressing Uncertainties

Addressing uncertainties in medical situations, or admitting mistakes when they occur, fosters patient trust and engagement.

According to research, patients who are involved in the problem-solving process when there is uncertainty about their diagnosis or treatment are more likely to adhere to the treatment plan and trust their providers.¹

¹ Gurtner, D., Becker, A., & Schuster, T. (2014). Medical errors and humanizing the work environment through acknowledgment of uncertainty. *Health Care Management Review*, 39(4), 328-338.

Admitting Uncertainties

- Openly admit uncertainties to patients, explaining when there are uncertainties of a diagnosis or when more testing is required.

Collaborative Problem-Solving

- Involve patients in the decision-making process when uncertainties arise, encouraging them to be active participants in their care.

Multiple Outreach Efforts

Multiple outreach efforts significantly enhance patient trust, keep patients engaged in their care, motivate the patients to make better daily choices, and increase positive outcomes.

Consistent, frequent, meaningful communication develops trusting relationships which in-turn creates quality care.¹

¹ References stated in Appendix

Personalized Follow-up

- Implement regular follow-ups for patients with recent pharmacy or plan of care changes therefore anticipating additional needs and likely preventing additional visits.

Automated Follow-up

- Implement text notifications for test results and prompts to call the office with additional **questions**.

Staff Interactions

- Involve staff in the creation of outreach sripts allowing for consistent, caring communication.
- Create an incentive program for staff participation.

Community Involvement

Community involvement fosters better relationships through mutually shared experiences and being seen as participant in the community.

Staff involvement is a great way to create community connection for the whole team.

Research shows that providers who engage with their communities promote increased engagement, build trust, show improved outcomes, increase patient satisfaction, have increased cultural competence, and so much more.¹

¹ References stated in Appendix.

Broker Lead Events

- Build a relationship with a trusted, local health plan broker who will invite you to events while growing your patient panel.

Volunteering

- Participating in local health fairs and other community events allow for a better understanding of the community you serve.
- Attending or speaking at school events to connect with and connecting with the students and families.

Social Media Engagement

- Use platforms to share health tips, promote events, and engage with the community in discussions about health topics.

Health Education Workshops

- Conduct seminars or workshops at local community centers on topics like nutrition, mental health, or chronic disease management.

Utilizing Your Resources for Support

Outreach Example	Staff	Technology	Plan Partners	IPA Partners
Appointment Reminders	✓	✓		
Follow-up After New Care Plan	✓		✓	✓
Care Gap Outreach	✓	✓	✓	✓
Test Result Follow-up	✓	✓		
Transitions of Care Appt	✓		✓	✓
Community Outreach	✓		✓	✓

Best Practices Across the Industry

- Effective and honest communication, ensuring patients understand their conditions and treatments
- Empathetic interactions make patients feel valued and cared for
- Transparency about diagnoses, treatment options, and potential outcomes and openly admitting uncertainties
- Treating patients with respect, preserving their dignity throughout medical interactions, and exhibiting cultural competency and sensitivity to diverse backgrounds
- Continuity of care in conjunction with strong care coordination, even during transitions between different healthcare providers and/or healthcare settings



Provider Communication

Best Practices Across the Industry

- Choosing the right specialist for that patient (access, location, language, etc)
- Prioritizing specialist access and diagnostic tests based on patient need
- Establishing expectations on when the patient will be seen (urgent vs routine)
 - Let the patient know it is okay to wait for routine care
 - Discuss what specific symptoms need to be escalated to PCP/Urgent Care/ER
- Use of virtual consultations, when applicable, to reduce specialist referrals



Getting Needed Care
Access to Specialists

Appendix

Multiple Outreaches Citation

1. Engagement and Adherence: "Patient Activation and Health Outcomes: A Study of the Diabetes Prevention Program of the American Medical Association (JAMA), [JAMA Network] (<https://jamanetwork.com>)
2. Trust Building: "The Role of Trust in Health Care: A Qualitative Study", Patient Education and Counseling, [Patient Education and Counseling] (<https://www.ofpatienteducationandcounseling.com>)
3. Improved Outcomes: "The Impact of Follow-Up Care on Hospital Readmissions", Health Affairs, [Health Affairs] (<https://www.healthaffairs.org>)
4. Patient Satisfaction: "Patient Satisfaction with Telemedicine in Primary Care", BMC Health Services Research, [BMC Health Services Research] (<https://bmchealthserviceresearch.biomedcentral.com>)
5. Behavioral Change: "The Efficacy of Behavioral Interventions for Health Promotion", Preventive Medicine, [Preventive Medicine] (HYPERLINK "https://www.s.elsevier.com/preventive-medicine""https://www.s.elsevier.com/preventive-medicine)
6. Technology Integration: "The Role of Telehealth in Patient Management: A Systematic Review", [Telemedicine and e-Health] (<https://www.liebertpub.com/loi/tmj>)
7. Customized Communication: "Personalized Communication in Patient Care: A Systematic Review", The of General Internal Medicine, [of General Internal Medicine](<https://www.springer.com//11606>)

Community Involvement Citation

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2. Kirk, M. A., & Macnaughton, J. (2016). The role of physicians in community engagement: A systematic review. BMC Health Services Research, 16(1), 1-12. <https://doi.org/10.1186/s12913-016-1536-3>
3. Baldwin, L. M., & Kuo, Y. F. (2015). Community engagement: A key component of health disparities research. American Journal of Public Health, 105(5), 847-853. <https://doi.org/10.2105/AJPH.2014.302349>
4. Buppert, C. (2014). The impact of community involvement on patient satisfaction and health outcomes. Journal of Healthcare Management, 59(6), 447-458.
5. Fisher, A., & Smith, W. (2019). Community-based participatory research in health: A systematic review of the literature. Health Education Research, 34(3), 285-298. <https://doi.org/10.1093/her/cyz006>



Best Practices Across the Industry

- Consider patient navigator program to help patients navigate healthcare system
- Use of NP/PA – warm hand-off with PCP
- Expanded or staggered office hours
- Use of telehealth
- Text/call protocol when office is running behind
- Advise patients what to expect during the visit, including wait times and to bring completed forms
- Use of virtual check-in/check-out
- After visit summaries



Getting Appointments and Care Quickly
Access to Primary Care

Best Practices Across the Industry

- Adopt a Care Team approach to reduce length of time to obtain an appointment and promote care coordination
 - Office staff before appointment to ask key patient concerns
 - Print medication list for PCP and have lab results ready
 - Office staff after appointment discuss referrals and timelines
- Consider patient navigator program to help patients navigate health care system
- Understand the patient's plan, including medical benefits, referral requirements, and prior authorizations
- Use of virtual check-in/check-out
- After visit summaries



Care Coordination