



How to Establish Trust with Patients: Results from Trust Research

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What is Trust?

Trust is a basic fact of social life and a key element of every relationship

↓
We trust the pilot/driver to conduct us home safely
We trust our friend to return the book borrowed

↓
A trusts B to do or not to do X

↓
Uncertainty

Trust is a way to strengthen uncertainty tolerance
(Luhmann, 1979)

Trust is a bet about the future actions of others
(Sztompka, 1999)

Mutual trust:

- Patients trust doctors' competence, honesty, and reliability
- Doctors trust patients' honesty, and transparency



Elements of Trust: Tell the truth and let me choose – I might trust you

- Communication – ***tell***
- Truthful information – ***the truth***
- Autonomy – ***let me***
- Alternatives – ***choose***
- No guarantee – ***I might***





Why is Trust Needed?

*“Trust is like the air we breathe.
When it is present, nobody notices.
But when it is absent, everybody
notices”*

Lack of trust in doctor-patient
relationship



low patient **adherence** and
compliance



**Poor health
outcomes**



**Poor public
health safety**

“Trust is one of the central features of patient-doctor relationship”

Role of Physician in the Trust Relationship between the Patient and the Healthcare System

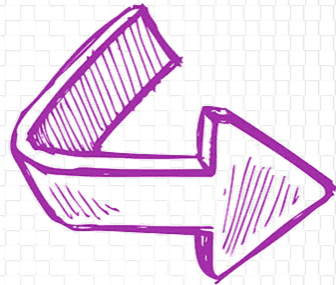
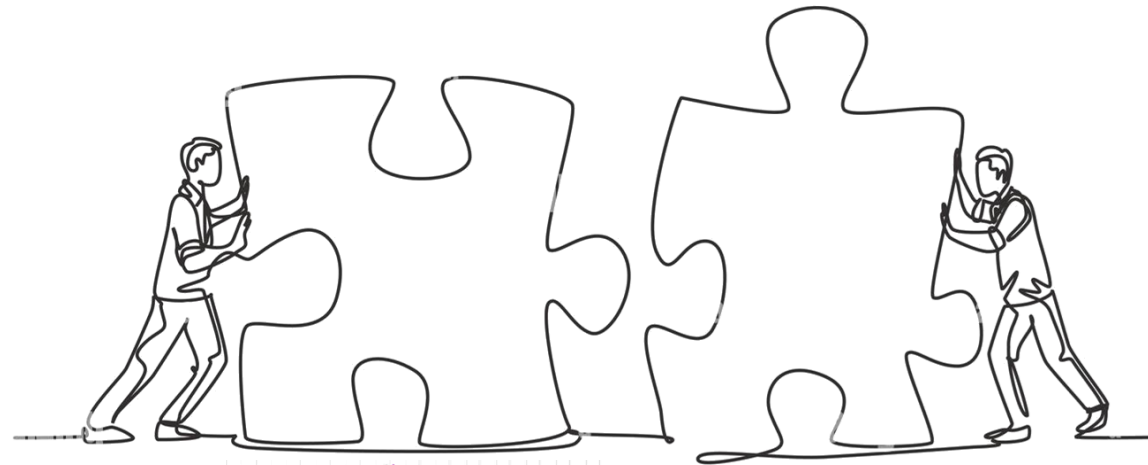
- Doctors have seemingly the **greatest influence** on trust of patients
- Doctors are a **nexus point** between the healthcare system and the patient (System Representative)
- Doctors directly involved in a person's care, **transparent** with patients, received their **consent**, and **communicated** well with them had **high levels of trust** from the public
- Preliminary results from focus groups on public trust supports this





Collaboration

We are open to collaboration focusing on which **factors positively influence trust** of patients in a **doctor-patient relationship** and in **health research** and on **trust in healthcare** more broadly





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Questions?

