



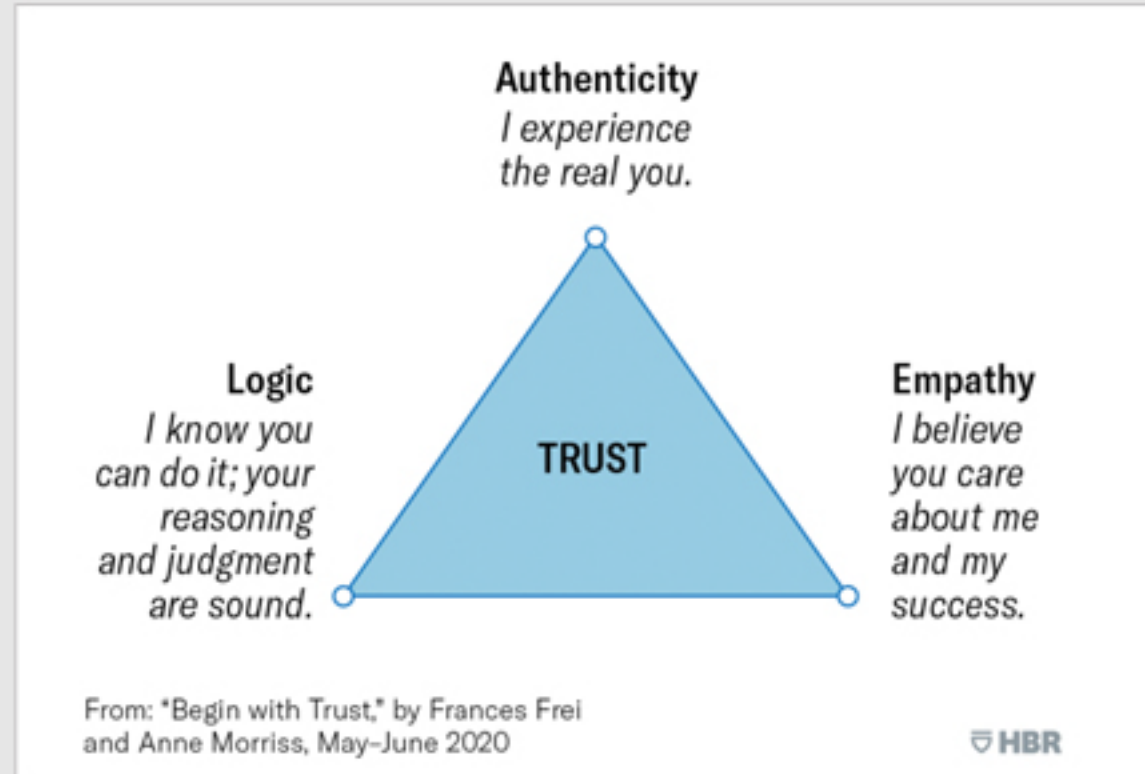
Community and Public Trust Aspects of Communication

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Trust Starts With Empathy and Compassion

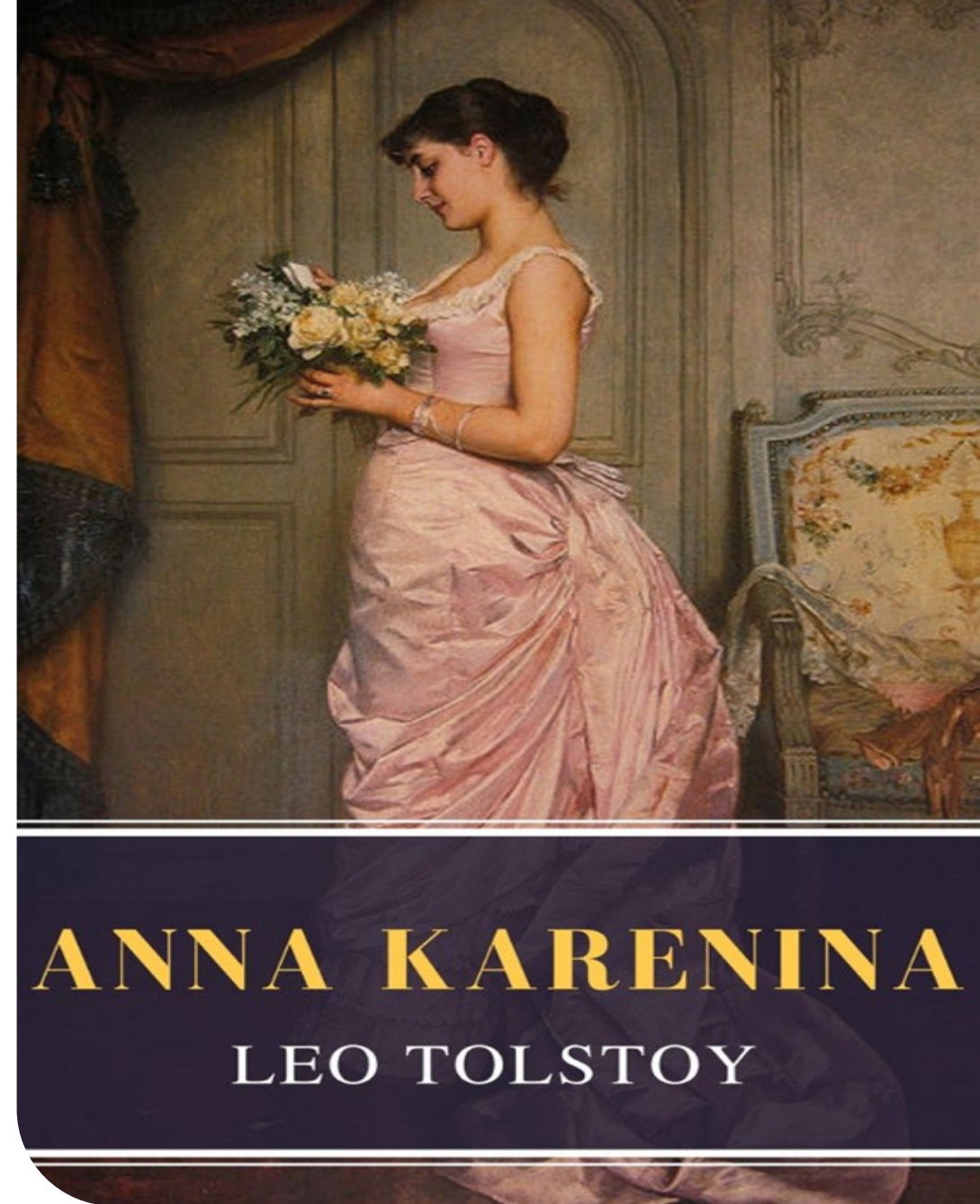


Trust: AI/NLP Analyses of Patient Comments

- Method:
 - Harvest “insights” from comments
 - Classify them as positive or negative
 - Identify themes and subthemes
- Data: 35,211 insights mentioning trust from >2 million comments
- Findings:
 - 91.5% positive
 - Bi-directional nature of trust
 - *“Dr [X] listened to me ... he validated my knowledge of the disease and trusted that I know my body and how I respond to treatment.”*
 - Failure to convey respect associated with decreased trust

Respect and the Anna Karenina Principle

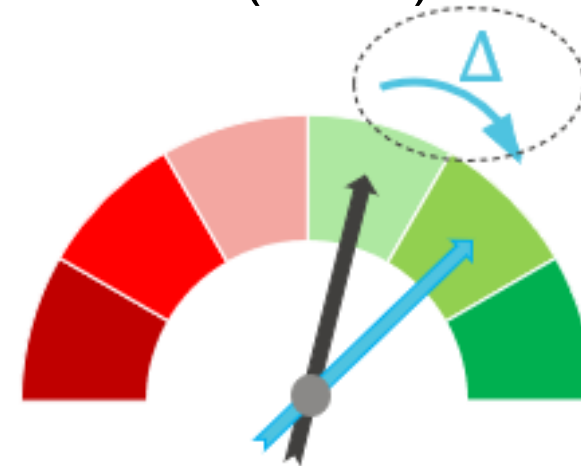
- “Happy families are all alike; every unhappy family is unhappy in its own way.”
- “Courtesy and Respect” are *always* characteristics of care that earns patients’ confidence
- Under-represented minorities give greater importance to “Respect” in evaluating their care
- Respect also has bi-directional dynamic



Giving Hope as a High Reliability Process of Care

- Initial belief in likelihood of positive future
- New input coming from Other
 - Will
 - Skill
 - Path
- New belief in likelihood of positive future
- Hope is the Delta, the change or lift, in confidence in a positive future

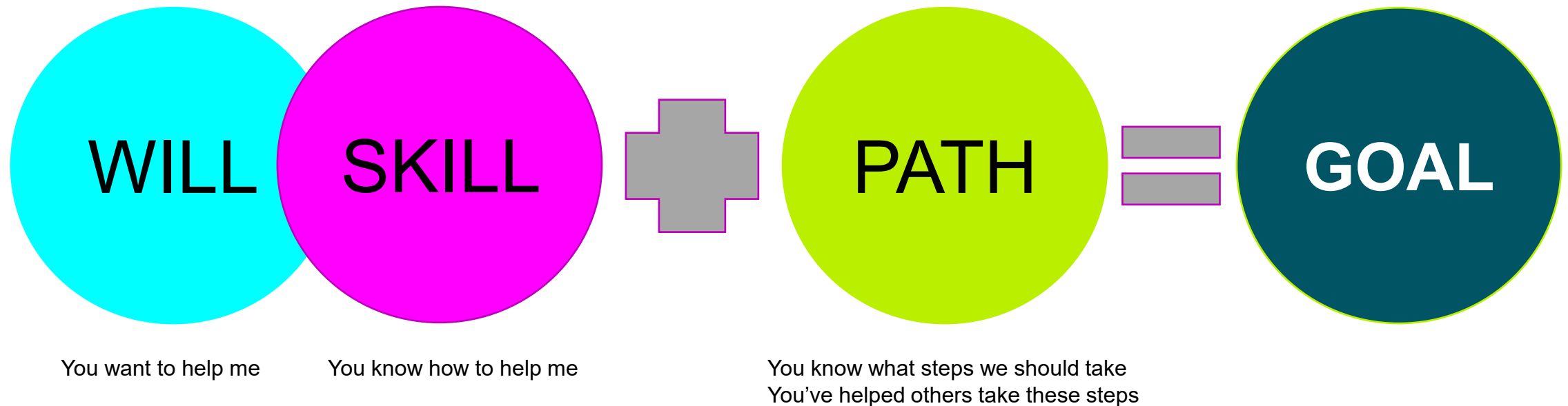
Outcome of Hope
(Delta)



Hope: I believe chances of a positive future could be higher than expected/predicted.

Acknowledging the Role of Other in Creating Hope

- My Care Team has the Will, Skill, and Path to help me achieve my goal.



How to Make Trust, Respect and Hope High Reliability

Characteristics: The Role of Rituals and Norms

- Confucius' teachings focus on the search for “how to be good”
- Life is complicated, and the right thing to do is often not clear
- Confucius believed that rituals provide frequent, predictable moments in which we can behave “as if” we are the way we should be
- Doing so hones our instincts so that we are more likely to be good in the times in between



And FINALLY...

**Thank
you**

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