

# BUILDING TRUST

*An initiative of the ABIM Foundation*



*Conducting an Organizational  
Building Trust Challenge*  
**FACILITATOR GUIDE**

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Thank you for your interest in launching a **Building Trust Challenge** at your organization! This is one of three ways of engaging your organization in trust. This guide provides the following:

- Overview of the Challenge and the benefits to your organization.
- How it can work at your organization.
- Suggested timeline for conducting your Challenge.
- Detailed steps to take at your institution.
- Collateral material you can use to communicate about trust and the Challenge.
- Accompanying case study that describes lessons learned and best practices from a health system that implemented the Challenge.

## Overview

The Building Trust initiative is an effort to foster conversation, research and best practices to elevate trust as an essential organizing principle for improving health care. Successful patient-clinician relationships depend upon patients' trust of physicians to have their best interest at heart, especially during times when patients are particularly vulnerable. Similarly, clinician-organization trust is essential to the efficient working of our health care system and to ensuring patients get the care they deserve.

Through the collection of ideas from all levels of your organization, the **Building Trust Challenge** will help identify and promote exemplary practices that foster trust and trustworthiness in your organization. Practices can focus on improving relationships in health care including between patients and clinicians, organizations and patients, clinicians and organizations, and between clinicians and clinicians. We hope that you will learn about, and highlight, ways that individuals, groups and your institution as a whole are nurturing trust.

### Building Trusting Relationships Between:

- Patients and clinicians.
- Patients and organizations.
- Clinicians working together.
- Faculty and their trainees.
- Clinicians and members of the non-clinical team.
- Clinicians and the organizations they work for.
- Employees and the organizations they work for.
- Organizations and members of the community.
- Community organizations and patients.
- Community organizations and the communities they serve.

# SUGGESTED TIMELINE

## Months 1 & 2: Plan

1. Identify team members and key sponsors.
2. Create corresponding communications plan and materials.
3. Recruit judges.
4. Discuss and finalize judging criteria.
5. Confirm Challenge timeline and key dates.
6. Request technical assistance from the ABIM Foundation (optional).

## Months 3 & 4: Communicate

1. Deliver message(s) from leadership.
2. Introduce the Challenge at internal meetings.
3. Communicate regularly through internal communications mechanisms.
4. Open the Challenge and begin to collect entries.

## Month 5: Analyze

1. Assemble committee and judge entries.
2. Contact winners.

## Month 6: Showcase

1. Communicate winning entries.
2. Contact the ABIM Foundation to assist in dissemination.
3. Recognize participation by providing everyone who participated a certificate or mention in an internal communication piece.
4. Create any final products from the Challenge.

# DETAILED STEPS TO TAKE AT YOUR INSTITUTION

## Plan

- 1. Identify the team that will host and coordinate the Challenge at your organization.** This team may include communications, human resources, quality improvement and your leadership team.
- 2. Identify judges and judging criteria.** When picking your judges, focus on diversity of thought background and representation at your institution. For example, a clinical organization might want to include representatives from frontline physicians, nursing, AP, allied professionals, and administrators. The ABIM Foundation used the following criteria when evaluating our national Challenge:
  - Impact
  - Feasibility
  - Trust-building
  - Cost

## Communicate

- 3. Create unique materials for your organization.** Create your criteria and process for collecting trust practices. The ABIM Foundation used the following process to solicit ideas from organizations for its national trust Challenge:
  - **Identify how your practice builds trust.** Explain how your practice can repair trust in health care by using the “5 Dimensions of Building Trust” to guide you.
  - **Explain the problem.** Highlight where mistrust arises by defining the specific problem or challenge that your submission addresses.
  - **Describe the trust practice.** Describe the specific trust-building practice you’ve developed and explain how it promoted trust and resolved a problem beyond improving daily operations.
  - **Define success.** Explain why you believe the practice has succeeded in building trust.
  - **Demonstrate scalability.** Describe how the practice has been (or could be) replicated, and how it might be scaled.

## Analyze

- 4. Develop a recognition plan and identify a committee to judge submissions.** Whether you plan to provide a certificate, recognize winning practices through internal communications on your website, or provide resources to winners to enable them to expand or spread their practice, your recognition plan should be established in advance and communicated as part of the campaign. Prior to launching the Challenge, you should identify a committee to review the submissions and provide a framework that considers impact on trust, scalability and evidence of success.

## Showcase

5. **Launch a communications campaign.** Include trust information and your submission form in multiple internal communications.
  - **Easy Steps to Spread the Word**
    - **Share information.** Send a letter to the organization from leadership explaining the Challenge and how to participate.
    - **Leverage media.** Include information about the Challenge in newsletters, social media and on your website or Intranet.
    - **Post in plain view.** Create a Challenge poster to hang in high traffic areas such as the cafeteria or lounges.
    - **Show and tell.** Discuss the Challenge at various meetings, including division meetings and at the executive level.
  - **Use these turn-key materials to create your editorial calendar**
    - Sample letter from leadership
    - Sample website or newsletter copy
    - Sample social media posts & graphics
    - Promotional flyer
    - Introduction to Building Trust
    - Building Trust flyer
    - 5 Dimensions of Building Trust flyer
6. **Collect practices.** Make forms easy to submit. Consider using QR codes and links that work on both mobile and PC platforms, and share broadly.
7. **Recognize all who submitted a trust practice and share the most impactful ideas broadly.** Consider publishing a compendium of submissions; showcase the winners on your website or social media.

## Case Study:

To learn more about how Parkland Health & Hospital System gathered trust practices, read [this case study](#).

## Technical Assistance and Dissemination:

ABIM is willing to assist with your event. If you have further questions about using this exercise, please contact **Kelly Rand** ([krand@abim.org](mailto:krand@abim.org)). We are also interested in learning from your event and sharing it with our Building Trust community.

# SAMPLE LETTER FROM LEADERSHIP

*You can edit this copy to fit your needs and reflect your organization's voice. You may choose to use all of the copy or pieces of it to craft your message.*

Email subject line: You're invited – [ORGANIZATION NAME]'s Building Trust Challenge

Dear [NAME],

Over the last 25 years, there has been a sharp decrease in trust in the U.S. health care system. Trust is an essential component of all health care relationships, including the patient-physician relationship, clinician-institution relationship, and relationships between team members. The COVID-19 pandemic has shown the importance of trust in science and the harmful consequences of misinformation in health care.

[OPTIONAL PLACE TO INSERT ORGANIZATION SPECIFIC INFORMATION OR FEEDBACK].

In 2021, the ABIM Foundation launched the Building Trust Initiative to increase conversation, research and best practices to elevate trust as an essential organizing principle for improving health care. We're joining the initiative by launching our own Building Trust Challenge at [ORGANIZATION NAME].

Have you instilled a practice at [ORGANIZATION NAME] that created trust? If so, we want to hear from you!

We encourage you to submit as many trust practices as you'd like. Exemplars can involve relationships between patients and physicians, organizations and patients, clinicians and organizations, and between clinicians. Each submission should include the following:

1. Explain the problem. Highlight where mistrust arises by defining the specific problem or challenge that your submission addresses.
2. Describe the trust practice. Describe the specific trust-building practice you've developed and explain how it promoted trust and resolved a problem beyond improving daily operations.
3. Define success. Explain why you believe the practice has succeeded.
4. Demonstrate scalability. Describe how the practice has been (or could be) replicated and how it might be scaled.
5. Focus on your organization. Submit practices focused exclusively on the efforts of your own organization to improve trust.

You can find more information about this initiative at [www.BuildingTrust.org](http://www.BuildingTrust.org). Visit [INSERT PLACE TO SUBMIT A TRUST PRACTICE] to submit your trust practice(s).

Please contact [ORGANIZER'S NAME AND EMAIL ADDRESS] with any questions.

Sincerely,  
[ORGANIZERS NAME]



# SAMPLE WEBSITE OR NEWSLETTER COPY

*You can edit this copy to fit your needs and reflect your organization's voice. You may choose to use all of the copy or pieces of it to craft your message.*

## **[ORGANIZATION NAME]'s Building Trust Challenge**

Over the last 25 years, there has been a sharp decrease in trust in the U.S. health care system. Trust is an essential component of all health care relationships, including the patient-physician relationship, clinician-institution relationship, and relationships between team members. The COVID-19 pandemic has shown the importance of trust in science and the harmful consequences of misinformation and disinformation in health care.

[OPTIONAL PLACE TO INSERT ORGANIZATION SPECIFIC INFORMATION OR FEEDBACK].

In 2021, the ABIM Foundation launched the Building Trust Initiative to increase conversation, research and best practices to elevate trust as an essential organizing principle for improving health care. We're joining the initiative by launching our own **Building Trust Challenge** at [ORGANIZATION NAME].

*How are you building trust at [ORGANIZATION NAME]?*

Submit your trust practice(s) to [ORGANIZATION NAME]'s Building Trust Challenge by [DATE].

Each submission should include the following:

- 1. Explain the problem.** Highlight where mistrust arises by defining the specific problem or challenge that your submission addresses.
- 2. Describe the trust practice.** Describe the specific trust-building practice you've developed and explain how it promoted trust and resolved a problem beyond improving daily operations.
- 3. Define success.** Explain why you believe the practice has succeeded.
- 4. Demonstrate scalability.** Describe how the practice has been (or could be) replicated and how it might be scaled.
- 5. Focus on your organization.** Submit practices focused exclusively on the efforts of your own organization to improve trust.

Visit [INSERT PLACE TO SUBMIT A TRUST PRACTICE] to learn more.

# SAMPLE SOCIAL MEDIA POSTS & GRAPHICS

You can edit this copy to fit your needs and reflect your organization's voice. You may choose to use all of the copy or pieces of it to craft your message.

## Internal Sample Posts:

HOW ARE YOU BUILDING TRUST AT [ORGANIZATION NAME]? Over the last 25 years, there has been a sharp decrease in trust in the U.S. health care system. We're participating in the ABIM Foundation's Building Trust Challenge to celebrate how [ORGANIZATION NAME] has used trust to elevate the care we provide. Learn more about how to participate: [INTERNAL CONTACT INFO / LINK]

Reminder: The deadline to submit your trust practice submission for [ORGANIZATION NAME]'s Building Trust Challenge is [DATE]. Together we'll elevate trust at [ORGANIZATION NAME]. Contact [NAME/INFO] for more information.

Final call to submit your submission to be considered for [ORGANIZATION NAME]'s Building Trust Challenge. Submitting a practice is as simple as: Explaining the problem, describing the trust practice, defining success, explaining how it succeeded, demonstrating scalability and telling how it has helped [ORGANIZATION NAME] build trust. Please submit to [NAME/INFO] by [DATE].

## External Sample Social Media Posts:

Staff from across the organization participated in the @ABIMFoundation's #BuildingTrustChallenge to identify and elevate practices that build trust. Learn more about the winners: [LINK TO BLOG POST / PRESS RELEASE]

Trust is essential to the work we do everyday at [ORGANIZATION]. Together, our staff participated in the @ABIMFoundation's #BuildingTrustChallenge to identify areas we have succeeded in elevating trust to improve care. [LINK TO BLOG POST / PRESS RELEASE]

[WINNING PRACTICE NAME] is elevating trust at [ORGANIZATION NAME] by [DESCRIBE PRACTICE]. #BuildingTrustChallenge @ABIMFoundation [TAG PARTICIPANTS] [LINK TO LEARN MORE ABOUT THE WINNING PRACTICE]

