

# BUILDING TRUST

*An initiative of the ABIM Foundation*



*Submitting a Trust Practice*  
**FACILITATOR GUIDE**

# BUILDING TRUST

*An initiative of the ABIM Foundation*

Thank you for your interest in contributing an example of building trust in your organization to the ABIM Foundation's **Building Trust Challenge!** This guide provides the following:

- Overview of the exercise and how it can impact your organization.
- Steps to take at your institution.
- Suggestions and materials you can use to engage your organization in building trust.
- Examples of trust-building activities organizations have submitted.

## Overview

The ABIM Foundation is asking organizations from across health care to submit practices that can create more trustworthy relationships in health care, including between patients and clinicians, organizations and patients, clinicians and organizations, and between clinicians.

You may already have a trust-building practice in mind. We encourage you to discuss the topic with multiple stakeholders, solicit feedback, communicate why the practice builds trust, and share the importance of trust with your organization.

## 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.

# DETAILED STEPS TO TAKE AT YOUR INSTITUTION

## Plan

- 1. Identify your team.** You'll need a champion(s) that has a trust practice in mind who can write up the practice and solicit and listen to feedback from colleagues about it. You may also need help from your communications team, human resources department, or a department in your organization that has an established channel for collecting opinions.
- 2. Decide how you will solicit feedback on your trust practice.** You should choose a method your organization regularly uses to receive feedback from others. A few suggestions include:
  - Ask for input through an email or newsletter.
  - Discuss at management meetings.
  - Hold a listening session(s).
  - Send out a survey.

## Communicate

- 3. Educate your organization.** Use these turn-key materials to educate your organization on trust:
  - Building Trust flyer
  - 5 Dimensions of Building Trust flyer
  - About Building Trust PowerPoint
- 4. Share with leadership.** Bring what you've learned from listening to others in your organization with leadership, on social media, and on your organization's Intranet.

## Submit

- 5. Submit your trust practice to the ABIM Foundation.** You can find more information about submitting a trust practice, and download the submission form [here](#).

## Examples of Trust-Building Activities:

To see a complete list of our trust practice submissions, visit our [webpage](#).

## Technical Assistance:

If you have further questions about this exercise, please contact Tim Lynch ([tlynch@abim.org](mailto:tlynch@abim.org)).