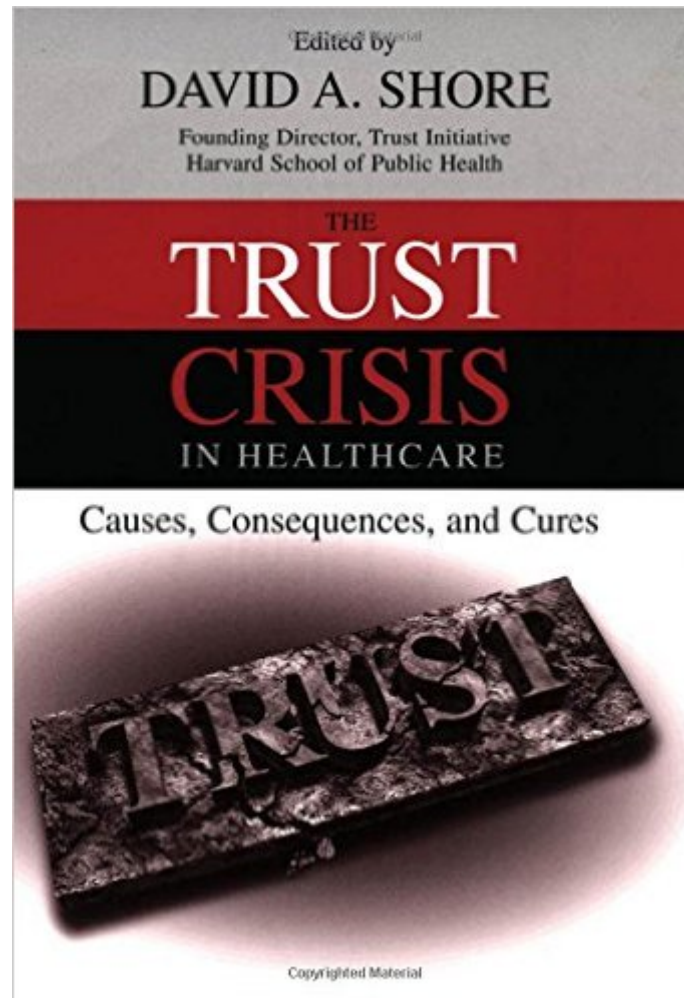


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The Trust Crisis In Healthcare



Synopsis

The lack of trust in our healthcare system brings ominous results, from decreasing health outcomes to increasing costs, from organization inefficiencies to a pervasive pattern of litigation. This will only worsen as healthcare becomes subject to greater market mechanisms, and as patients, providers, and payers view each other with increasing suspicion. Healthcare professionals are just now coming to realize what other professionals have known for years: trust is earned, not assumed. The Trust Crisis represents the first comprehensive survey of the causes and consequences of declining trust in healthcare, and more importantly, it provides suggestions for restoring that trust. Editor David A. Shore, founder of the Harvard School of Public Health's Trust Initiative, brings together an unparalleled collection of healthcare leaders for this volume. Chapter authors include Donald Berwick, Robert Blendon, Lucian Leape, and George Lundberg. The book also features an introduction by Cokie and Steve Roberts. Causes, consequences, and cures for the crisis in trust are specifically addressed. Critical areas treated by the authors include:- systemic conditions that lead to medical errors, and remedies for promoting quality of care.- outdated modes of doctor-patient communication that hinder compliance.- novel modes of interaction to improve satisfaction. - patient-centered care and metrics to evaluate its presence or absence.- media communication and miscommunication, and new standards for medical reporting.- clinical insights applied to the use of human subjects in biomedical research.- recommendations for revising medical school curricula and strengthening the peer-review process in medical journals.- practical strategies for decreasing the lingering discord between patients, providers, and health plans. While presenting a diversity of topics and opinions, the authors of this volume agree upon a few principles. The trust famine will have dire consequences if it continues unchecked. Healthcare leaders can take measures to improve trust. Regaining trust requires that entire organizations pay closer attention to the "human factors" of healthcare. And perhaps most critical for change, trust-building is not only good medicine, but good business as well.

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"There is no profit in curing the body, if in the process, we destroy the soul." Compare to: *The Trust Prescription for Healthcare: Building Your Reputation with Consumers* (Ache Management Series), Ed.: David Shore, Ph. D.; Health Administration Press, March 2005. Emphasis: 1) Codependency and addiction are intrinsically not trustworthy and dishonest, so it's hard to fit the concept of trustworthiness into the current form of healthcare which is intrinsically addictive and codependent/enabling. 2) I read "ruse" and "ploy" into the teachings in this book. Both what they recommend and the way they recommend it --- and how it is to be done. 3) When one wants to teach trust, one must establish trustworthiness - that isn't done here, despite a listing of credentials and a celebrity endorsement. --One, one might note, based on fear-- that hasn't been accomplished. 4) I detect SOCIALISM and I they deliberately left out the tacit RATIONING ISSUE! 5) "AS for me and my house, we shall serve the Lord": Where is FAITH - as you understand it - in this incomplete treatise on TRUST? >>>> Let me be frank: from the beginning: most practicing physicians already know most of what's in this barely-edited assemblage of lectures (possibly even transcripts) and should be just as well served by a listing of its bullet points and some discussion thereof. What is really fascinating is what this book represents: shot full of bald discrepancies and inconsistencies, another round of somebody trying to get famous (claiming) trying to tell us what's wrong with us. Yet, this time we must listen. It's very important to our survival and success. In fact, essential.

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