

# Build Confidence

## The problem is:

Trust in health care systems has been declining, especially among younger Americans. A recent survey found 74% of baby boomers trust the health care system “some” or “a lot,” but trust is only 44% among Gen Z’s (those born in the late 1990’s and early 2010’s.)

Source: Medical Economics

## You need to know:

- Building trust takes time, skill, and focus. Patients don’t know what you know unless you tell them.
- When finding a doctor, patients are twice as likely to rely on online reviews than provider referrals. This is important to remember when making referrals. If you feel like the patient needs to see a specific specialist tell them why. Share why you trust their care to this provider or medical group.

Source: Pharmaceutical Journal

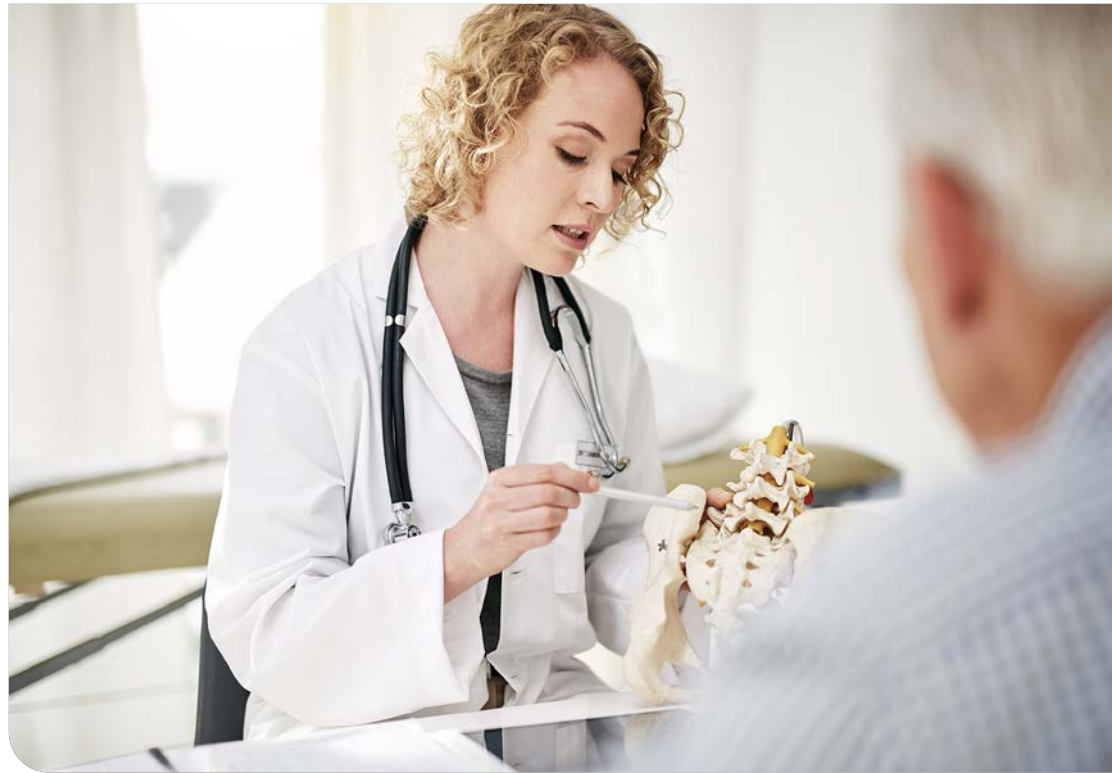


## Track your progress

Measure and follow trends in Likelihood to Recommend and/or Net Promoter Score.

### Maximize improvements

Action items and tactics are intended to improve patient experience, safety, preventive screening, quality indicators and health outcomes.



## Here’s what you need to do...

**Show them that you know.** When explaining information to patients, draw on your knowledge, share experiences, and use impactful language to build and retain patients’ trust, confidence, and loyalty. Use purposeful communication to convey positive intent and boost patients’ confidence in your skills and expertise. For example:

- The latest research suggests...
- I’ve seen similar symptoms in many patients. I believe...
- I’ve done this procedure three times this month
- Let’s review and sync your medication lists
- Dr. Smith, your cardiologist, is satisfied with your medication
- Narrate actions during tasks (e.g., scheduling, vital signs, assessment)

*Personalize your message by using patient’s preferred name. “Jake, based on my experience, I would recommend.....for you”*

## Don’t do this...

**Avoid saying I don’t know.** Instead say Let me find out for you.