

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ∙ Baltimore

(Executive Session) Trust, Transparency, and Patient Flow: The New CMO Imperative

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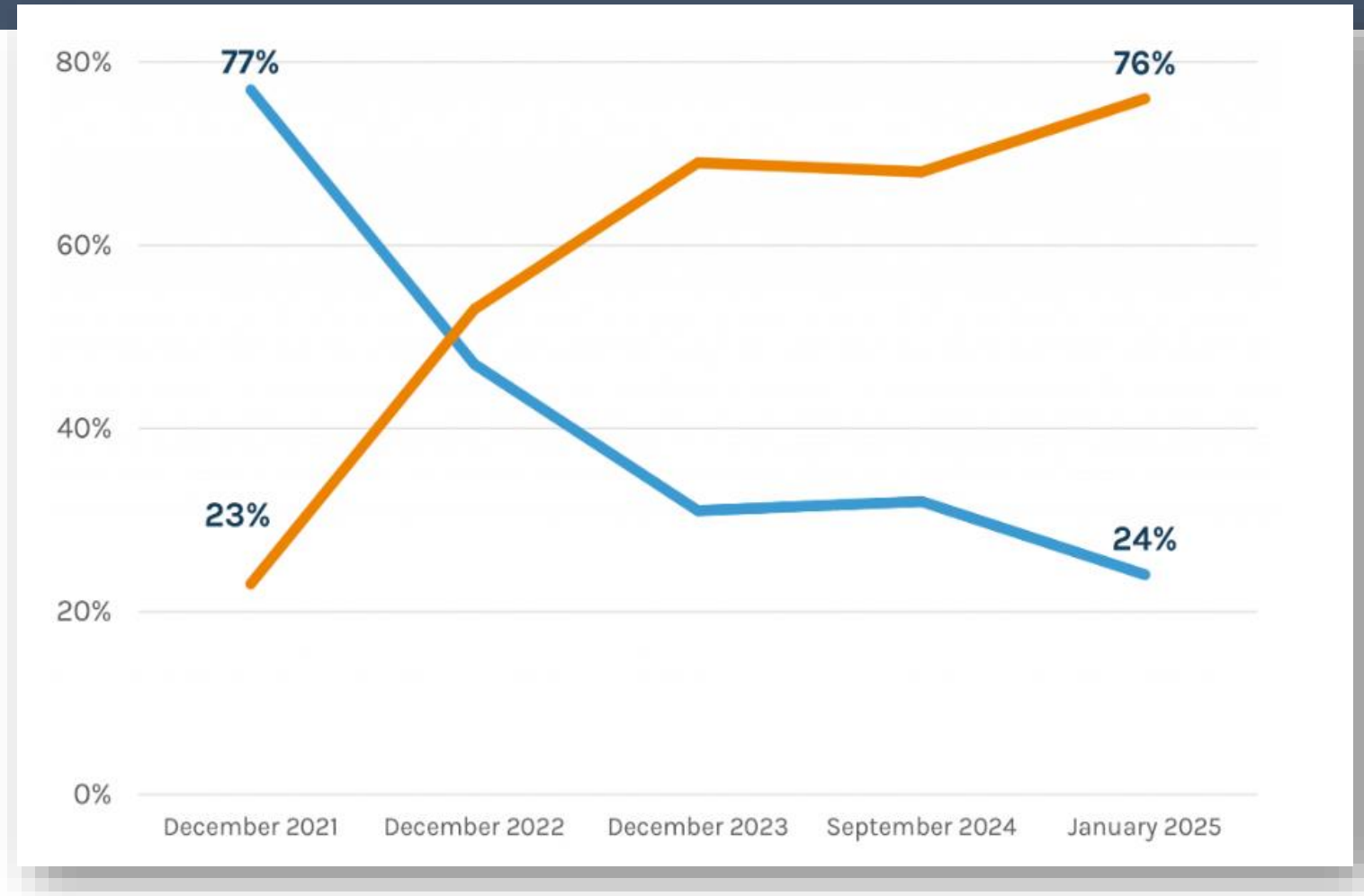
Agenda

Explore how healthcare leaders can navigate declining consumer trust and changing patient expectations while using AI, smarter marketing strategies, and new research approaches to better understand, engage, and serve patients.

- The Current State of Trust in Healthcare
- Incorporating AI Without Harming Patient Trust
- Marketing for (and Measuring) Trust

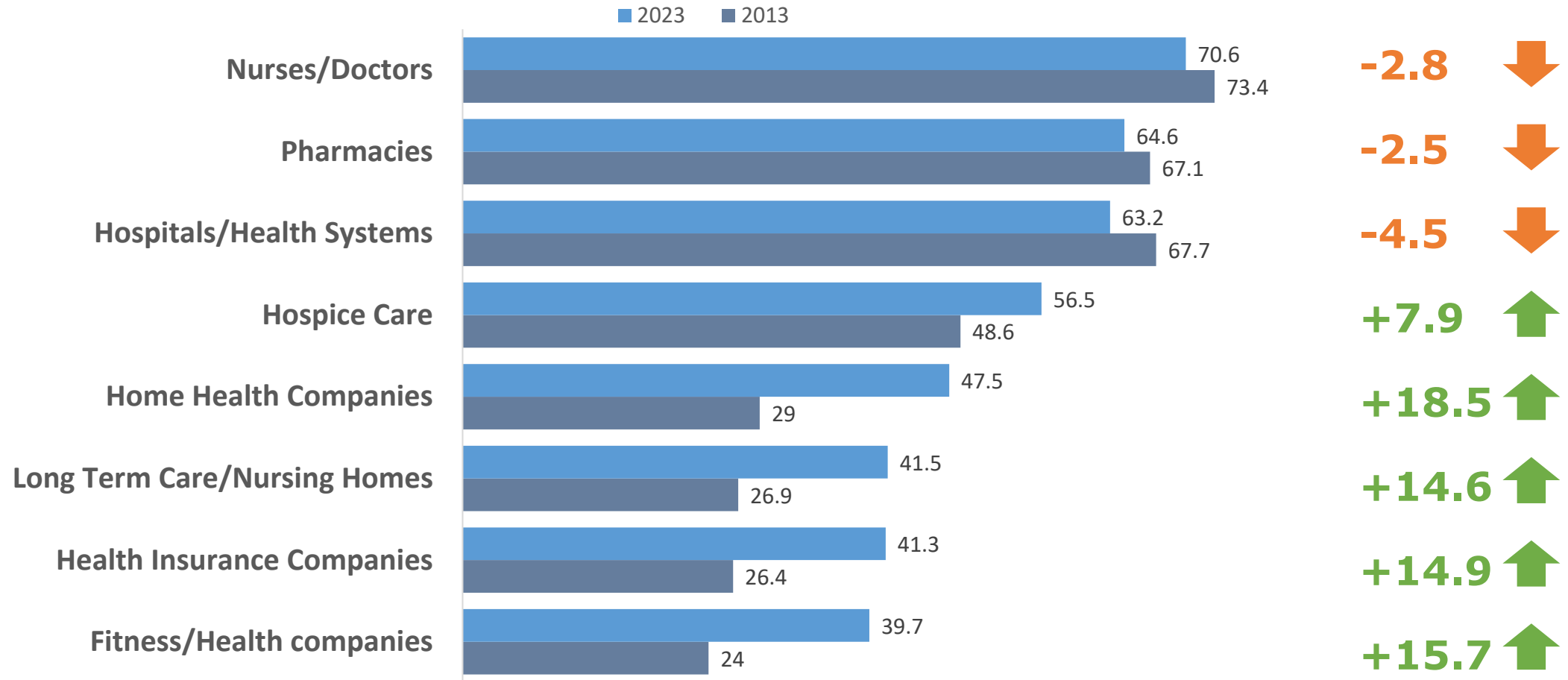
Trust in healthcare is currently at a low point

-  Hospitals in the U.S. are ***mostly focused on making money***
-  Hospitals in the U.S. are ***mostly focused on caring for patients***



Who do U.S. consumers trust in healthcare?

How would you rate your overall trust and confidence in the following?
(ask individually)



Source: NRC Market Insights study of healthcare consumers, national. 2013, 2022-2023

Why this matters now

Payers:

Consumers trust their
insurance companies

3x

more when the insurer
gives **consistent and
accurate information**

Providers:

Consumers are

6x

more likely to stay with
their providers
if they trust them

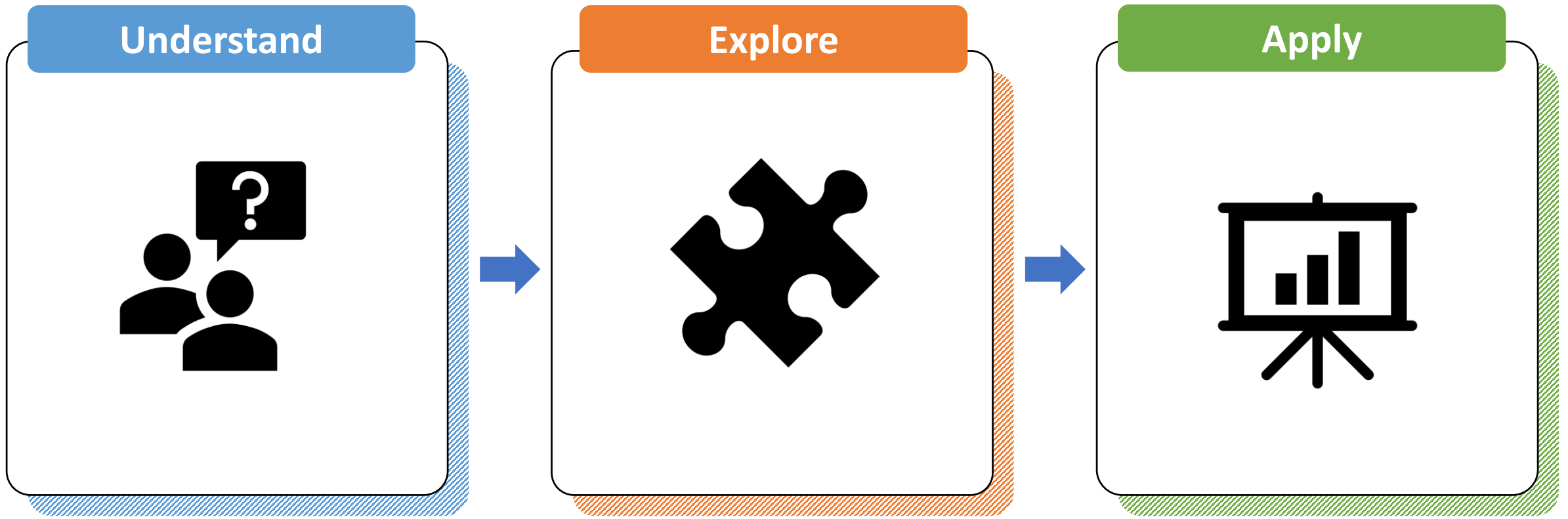


“At **every touchpoint** in the healthcare journey, there is potential to **erode or foster trust.**”



How is trust in healthcare systems evolving?

Here's how we did it:



Participating Organizations

The information in this report was compiled through conversations with healthcare leaders from:





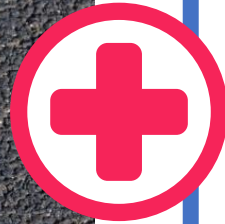
How are health systems thinking about **trust** as an organization?



Accessibility as
the foundation
of trust



If a hospital can't efficiently manage basic access, how can it provide good care?



The greater the perception that a healthcare system is investing into its patients, the greater the level of trust patients have in that system.



We've put up unintentional walls before a [patient] can encounter a human.



As you think about **access**, what are some of the small priorities you are tackling vs larger long-term goals?



Transparency can overcome distrust in AI

As the public adjusts to technology's increased role in their health, **AI implementation plans require a balanced approach:**

- Emphasize transparency
- Maintain human oversight
- Clearly demonstrate benefits in patient care



They do trust AI to help in [healthcare],
but not in the absence of a clinician.

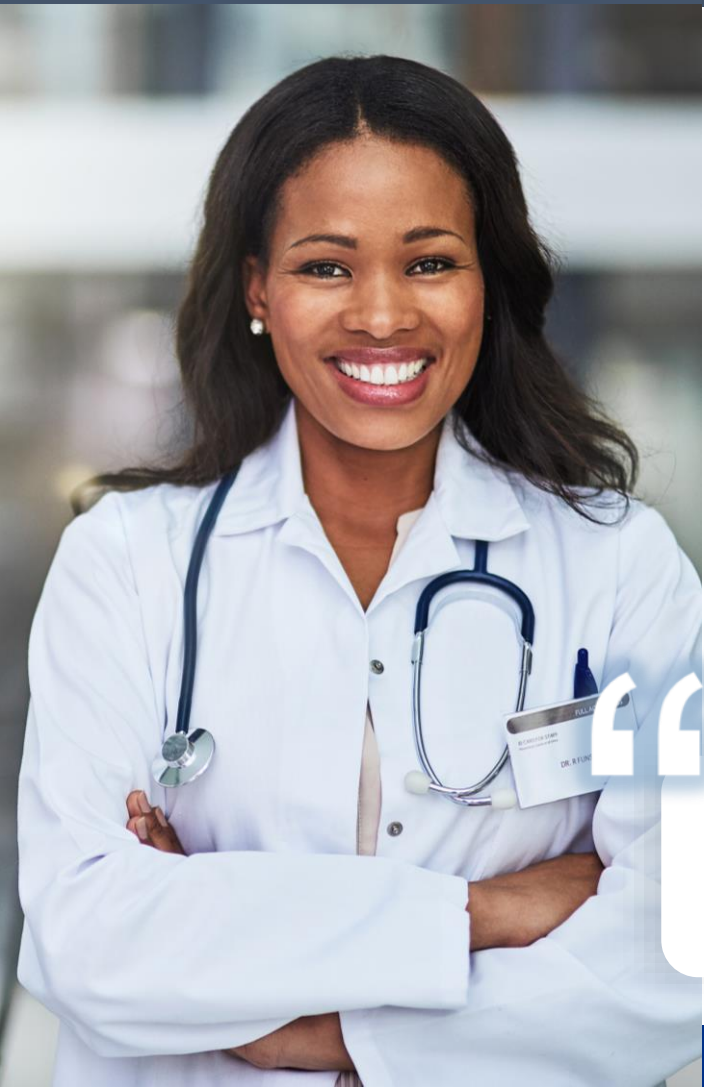




How are you equipping your teams to **lead with transparency** across treatment options, pricing, and AI use?



Market your best assets in trust: your people



Marketing can play a crucial role in building trust by:

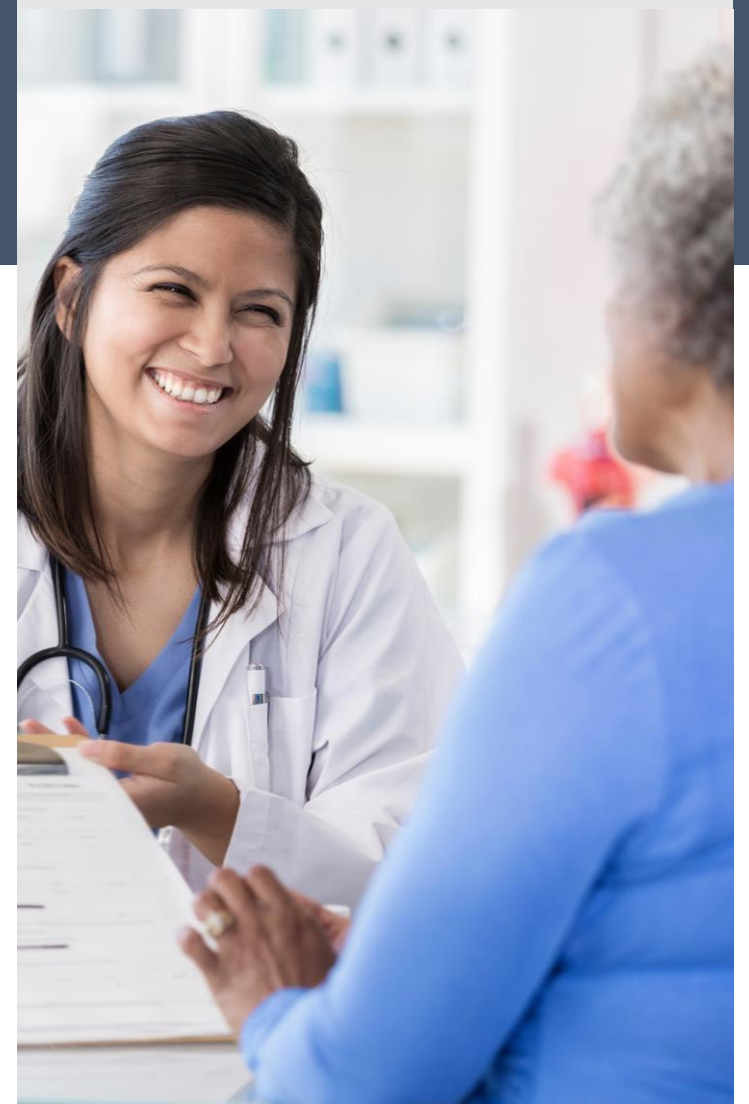
- Ensuring communication is authentic and personalized
- Highlighting the human side of healthcare
- Emphasizing the commitment to patient care

We're being intentional with elevating the voices of our physicians... [They are] an asset for us.

The pressure to automate is coming from every direction

Where are you drawing the line and saying this **interaction stays human?**

How are you telling that story to patients?





How is Providence working to measure impacts of efforts around
trust?





The implications of declining trust



**Financial Impacts on Healthcare
Systems**



Operational Challenges



Marketing and Communication Hurdles



**Erosion of Patient-Provider
Relationships**



Access and Equity Issues



Trust is built in drops
But it's lost in buckets.



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Questions?

- Please be sure to complete the session evaluation on the mobile app!