

Surveys of Trust in the U.S. Health Care System

ABIM Foundation

05.21.21



The American Board of Internal Medicine Foundation commissioned NORC to conduct surveys of trust in the U.S. health care system

General Public Survey

- The general public survey was fielded using NORC's AmeriSpeak's panel to a representative sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021
 - Included oversamples by race and ethnicity

Physician Survey

- The physician survey was fielded using NORC's survey partner to a non-probability sample of 600 physicians from January 22, 2021 - February 5, 2021



Sample Demographics—General Population

Demographic		%
Margin of Error	MOE	± 3.15
Race/Ethnicity	Asian	6.3
	Black	12.3
	Hispanic	17.1
	White	64.3
Age	18-34	29.1
	35-49	24.2
	50-64	24.8
	65+	21.9
Income	Less Than \$29,999	27.5
	\$30,000 to \$74,999	37.9
	\$75,000 to \$124,999	22.2
	\$125,000+	12.4
Sex	Male	48.5
	Female	51.5

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

Sample Demographics—Physicians

Demographic		N	%
Specialty	PCP/Pediatrics	350	58
	Sub-Specialists	250	41
Setting	Hospital	170	28
	Office or Other Setting	43	72

Key Findings

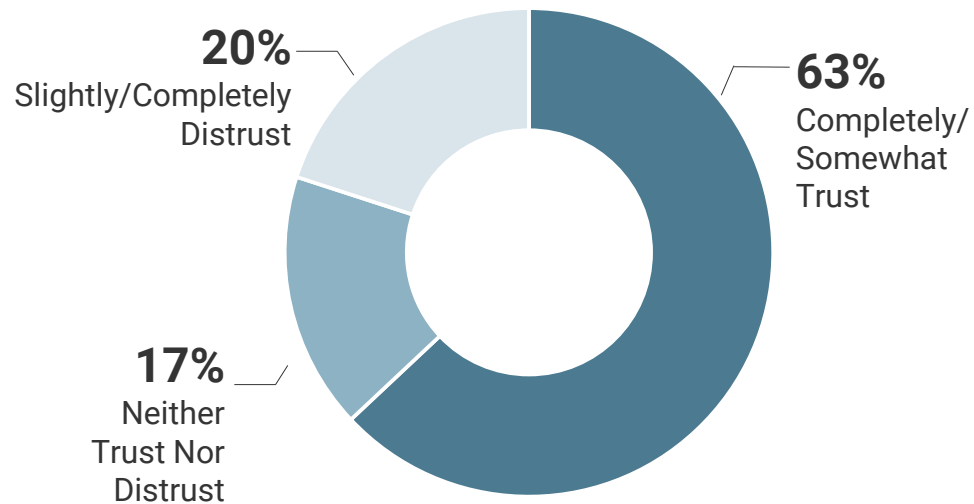
1. Trust in clinicians is greater than in the health care system as a whole
2. Physician trust decreased during the COVID-19 pandemic; rebuilding trust is needed
3. Physicians understand the importance of building trust with patients, but they do not always perform trust-building behaviors



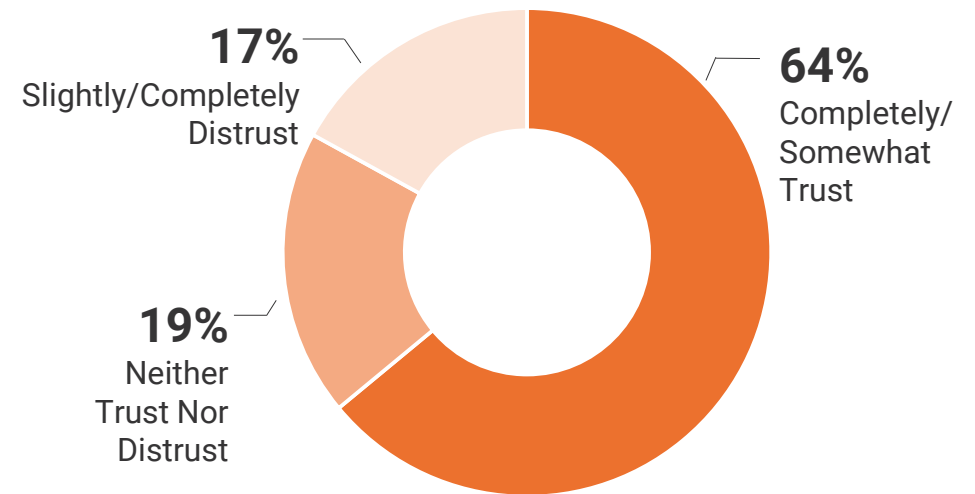
Trust in Clinicians Is Greater Than in the Health Care System as a Whole

Physicians and the public have comparable levels of trust in the health care system as a whole

Physicians



The Public



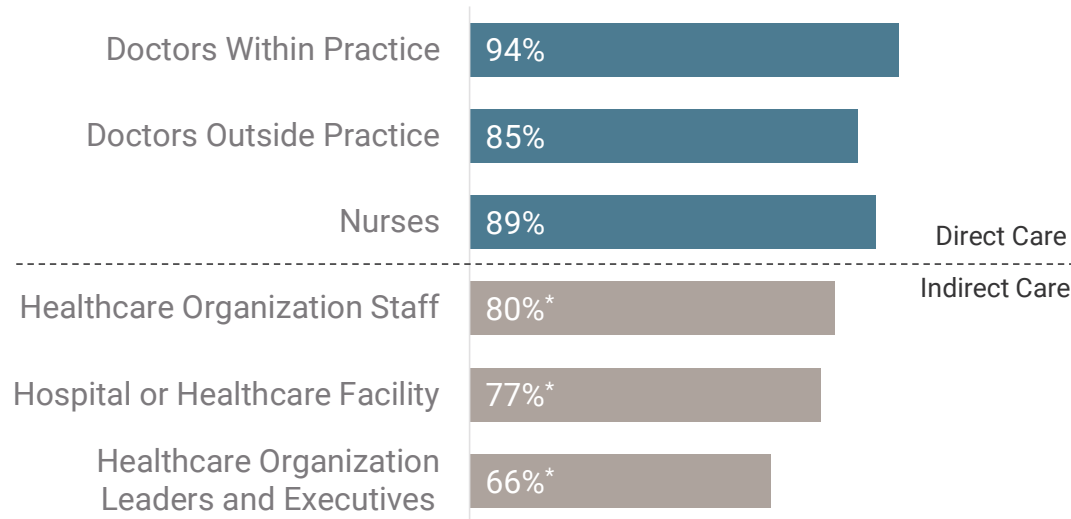
Physician Question: In general, how much do you trust the health care system as a whole?
 General Public Question: In general, how much do you trust the health care system as a whole?

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 - January 26, 2021.

Doctors and patients trust clinicians more than other parts of the health care system

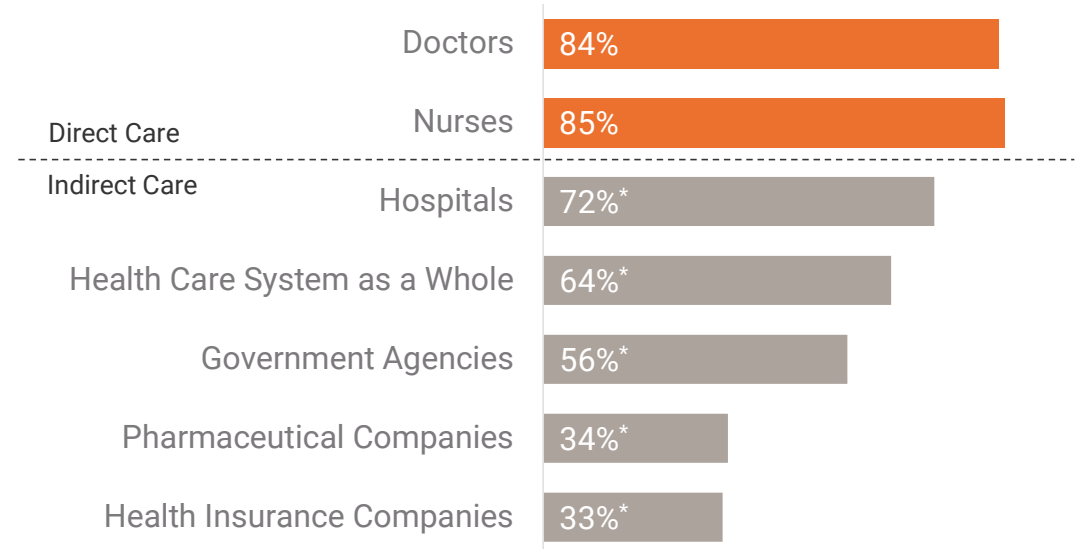
Physicians

For physicians, they trust doctors within their primary place of work and nurses the most compared to other health care entities*



The Public

For the general public, trust is highest for clinicians—doctors (84%) and nurses (85%)*

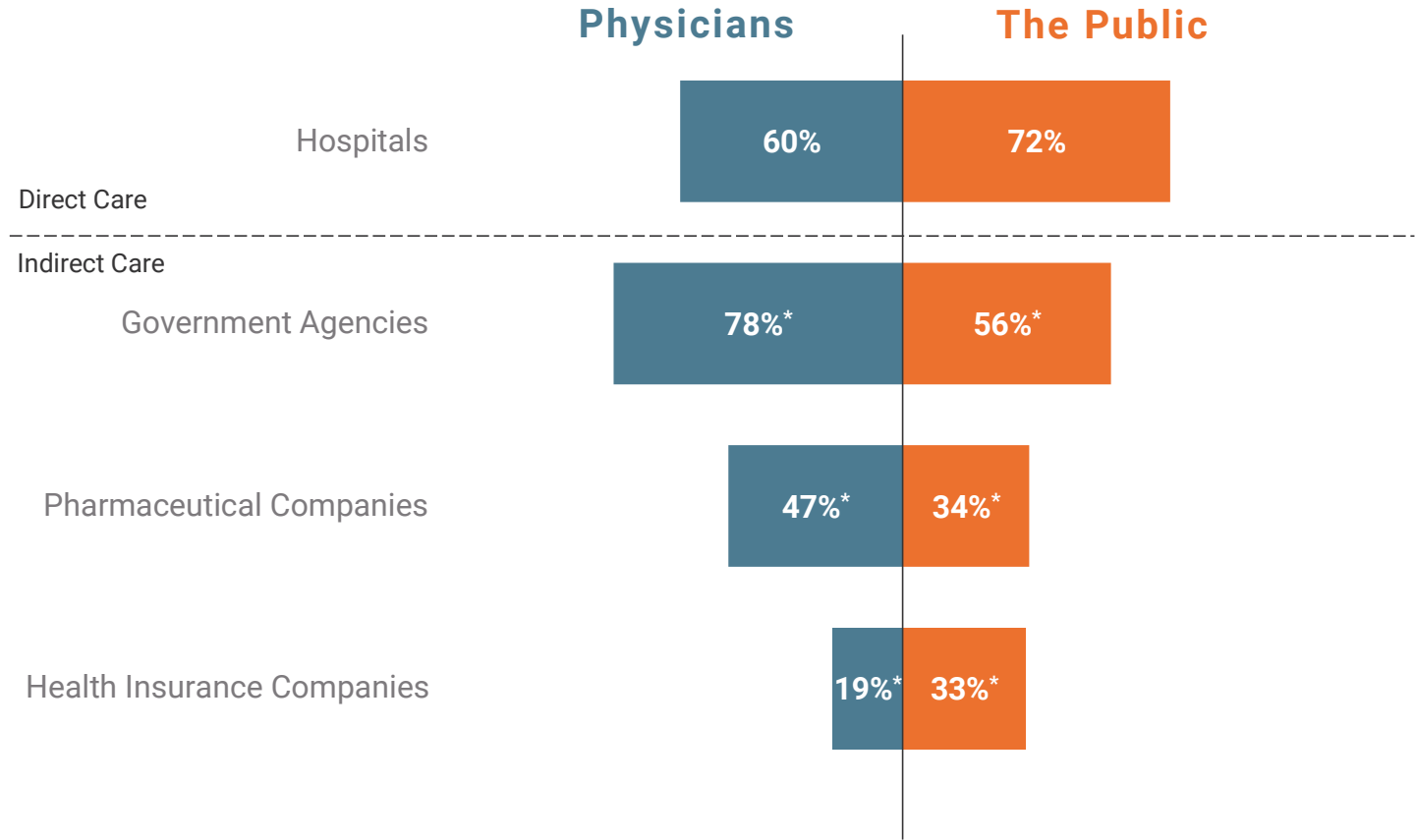


Physician Question: In general, how much do you trust...? (Completely Trust/ Somewhat Trust) General Public Question: In general, how much do you trust ...? (Completely Trust/ Somewhat Trust) * Statistically significant at p<0.05.

Source: The physician survey was fielded using NORC’s survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC’s AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

For the public, trust in health care entities that provide direct care is higher than institutions with less patient interaction

- Trust in hospitals is higher among the public (72%) compared to physicians (60%)+

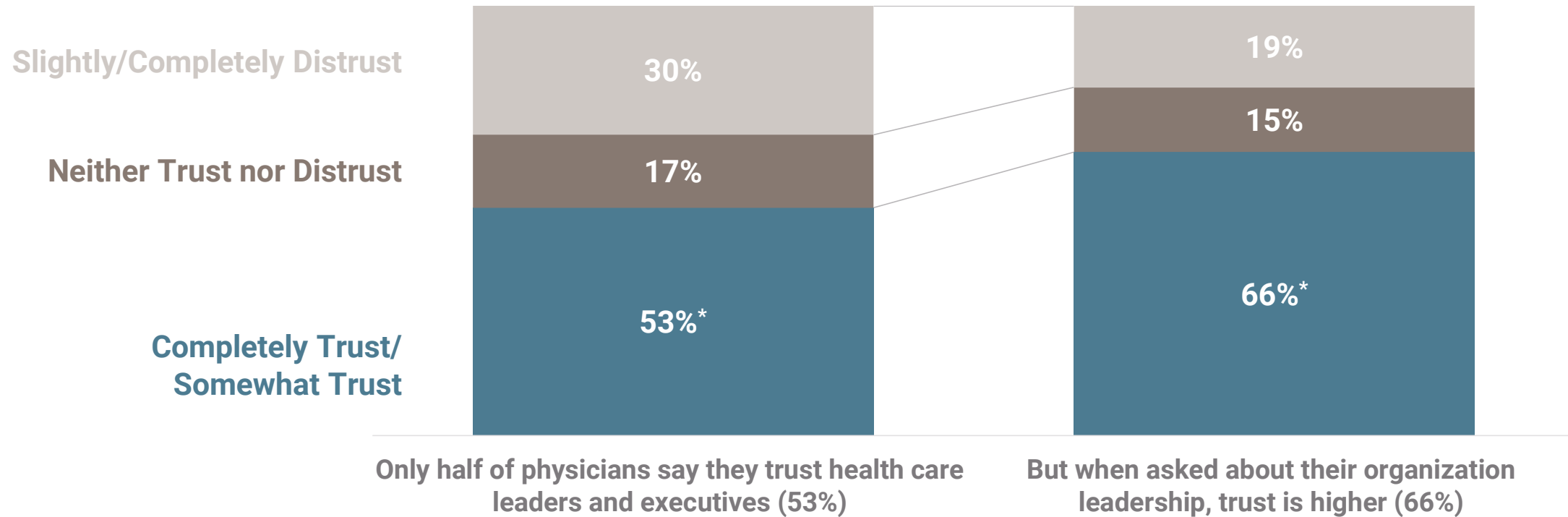


Physician Question: In general, how much do you trust...? (Completely Trust/ Somewhat Trust)
 General Public Question: In general, how much do you trust...? (Completely Trust/ Somewhat Trust)

Source: The physician survey was fielded using NORC’s survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC’s AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

* Statistically significant at p<0.05 relative to hospitals. + Statistically significant at p<0.05.

A third of physicians do not trust their health care organization's leadership; even fewer trust health care executives in general

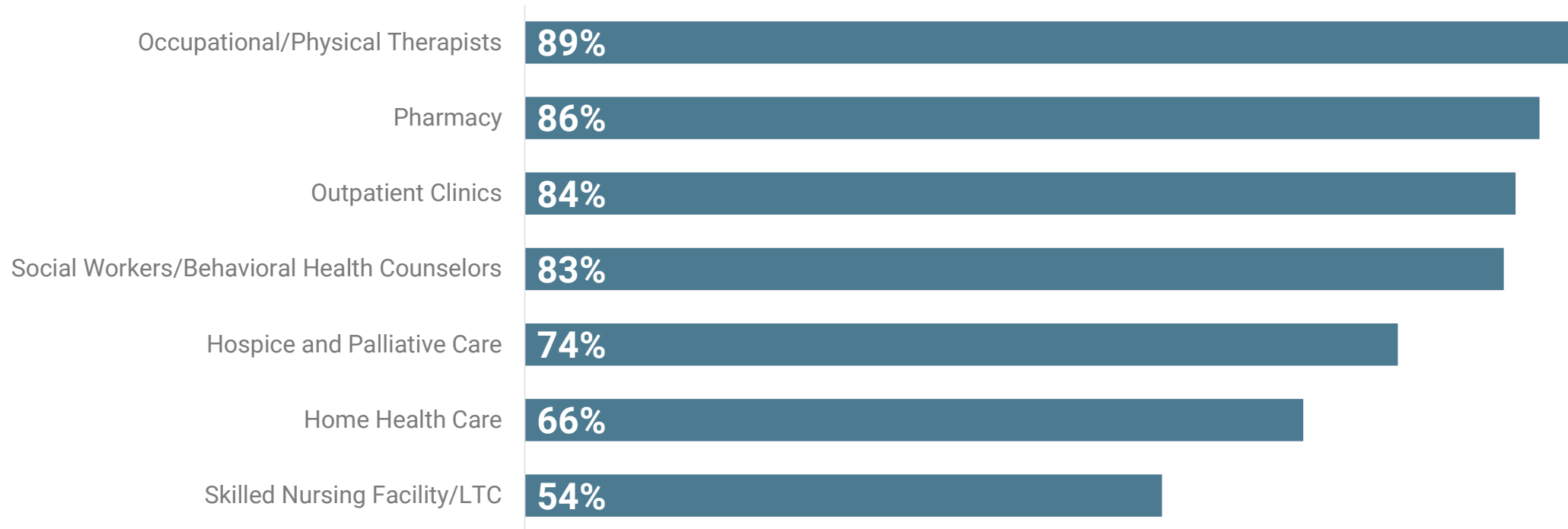


Questions: In general, how much do you trust health care leaders and executives?
 In general, how much do you trust your health care organization leaders and executives?

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

* Statistically significant at p<0.05

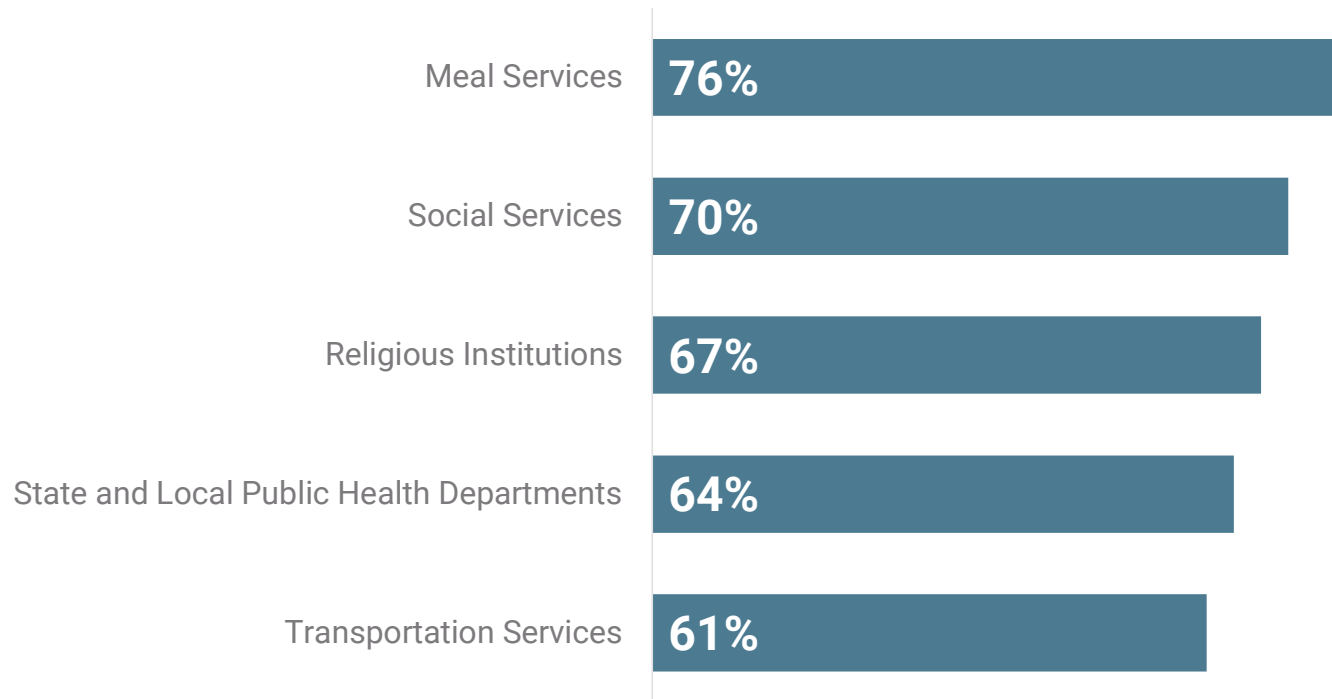
Physicians report lower levels of trust in long-term care and home health care providers who are essential during discharges and care transitions



Question: How much do you trust the following to care for your patients? (Completely Trust/Somewhat Trust)

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Most physicians trust community health services to support patients' health and well-being



Physicians employed by hospitals tend to have higher levels of trust in social services and state and local health departments compared to non-hospital physicians*

- Social services (75% vs 66%, respectively)
- State and local public health departments (70% vs 60%, respectively)

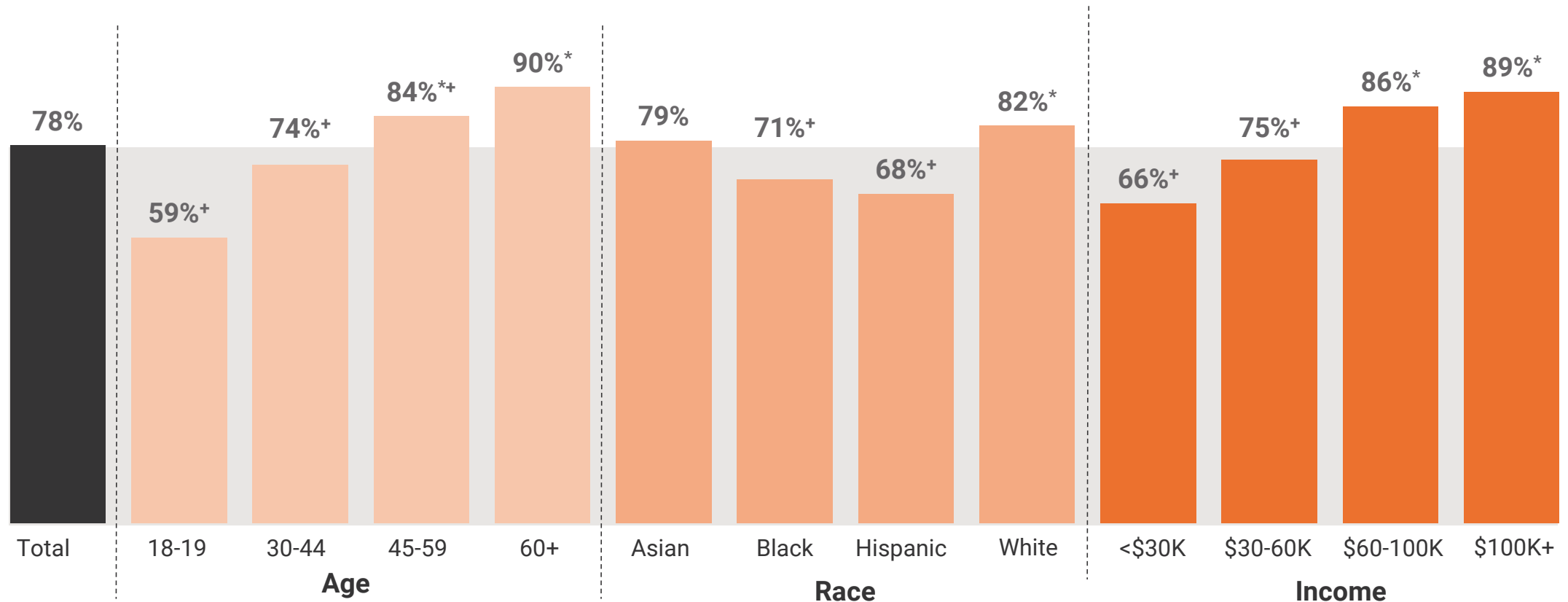
Question: How much do you trust the following groups to support your patients' health, well-being, and social needs? (Completely Trust/ Somewhat Trust)

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

* Statistically significant at $p < 0.05$

Building Trust Starts with the Physician-Patient Relationship

People's trust in their primary physician increases with age and income; but Black and Hispanic patients report lower levels of trust than White patients



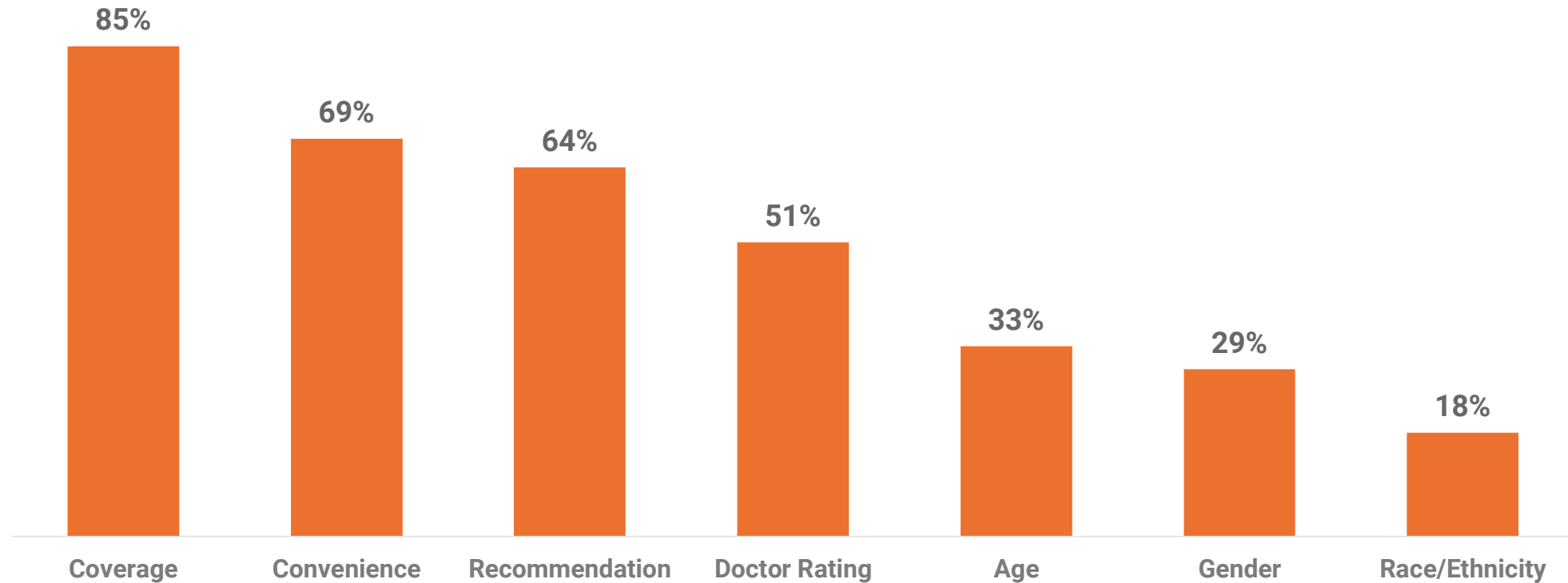
Question: In general, how much do you trust your primary doctor? (Completely Trust/Somewhat Trust)

*Statistically significant at p<0.05 relative to total.

+ Statistically significant at p<0.05 relative to respondents age 60+, White and Asian respondents, and respondents with income greater than \$60k.

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

If given a choice, patients are more likely to select their physician based on their insurance coverage, convenience, recommendation from a family member or friend

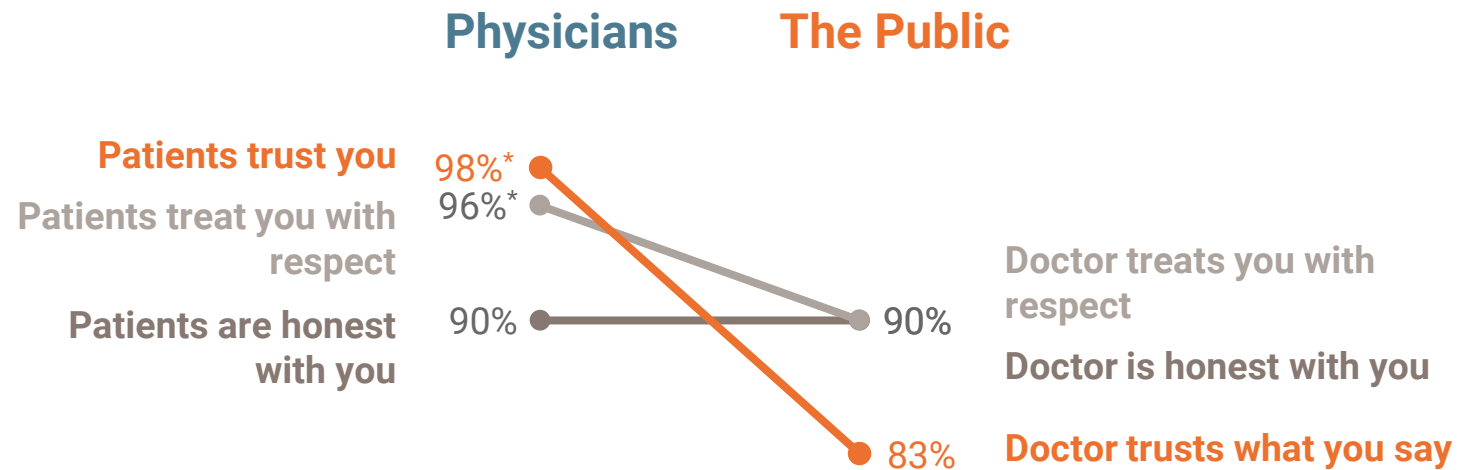


Question: Did you choose the doctor you see most often based on...? (Extremely/Moderately)

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

A majority of the physicians (98%) say their patients' trust them, to a lesser extent (83%) the general public says their doctors trust what they say

- There are mutual sentiments of honesty between physicians (90%) and the general public (90%)
- Similarly, both groups felt they respected one another (physicians-96%, the public-90%)



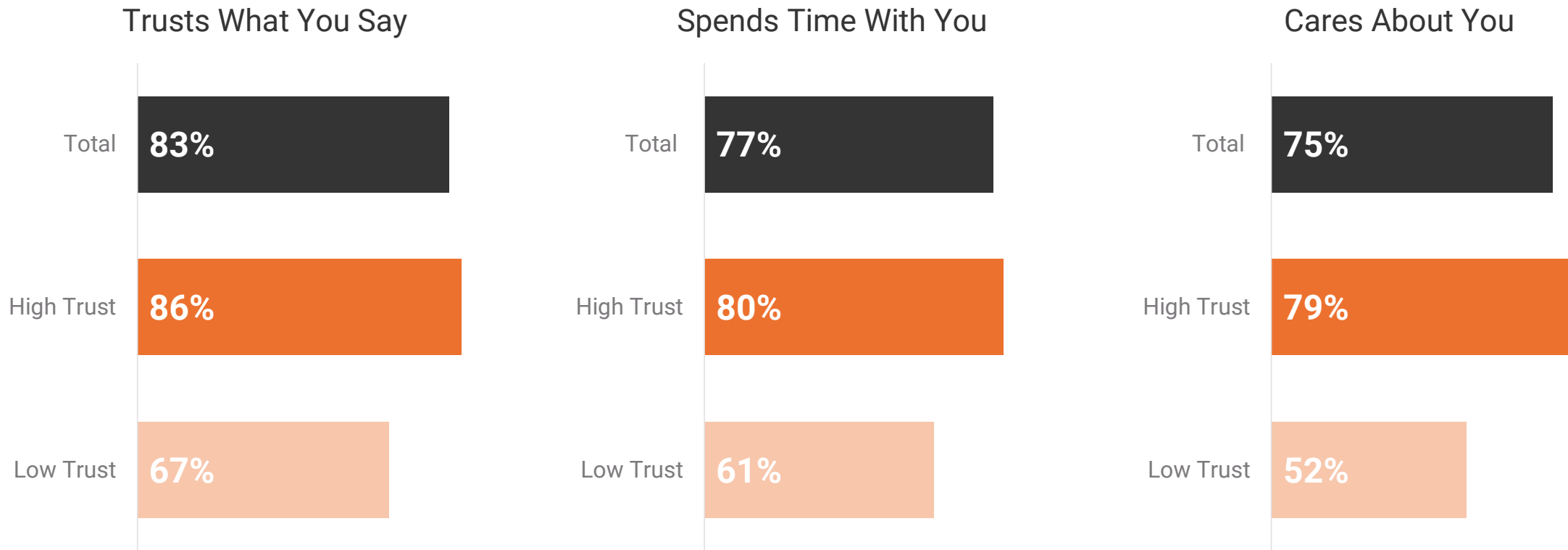
Physician Question: To what extent would you say most of your patients...? (To a great extent/ To a moderate extent)

General Public Question: To what extent would you say your doctor...? (Extremely/Moderately)

* Statistically significant at p<0.05 relative to total.

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

Patients with high trust in the health care system are more likely to report that doctors trust what they say, spend time with them, or care about them



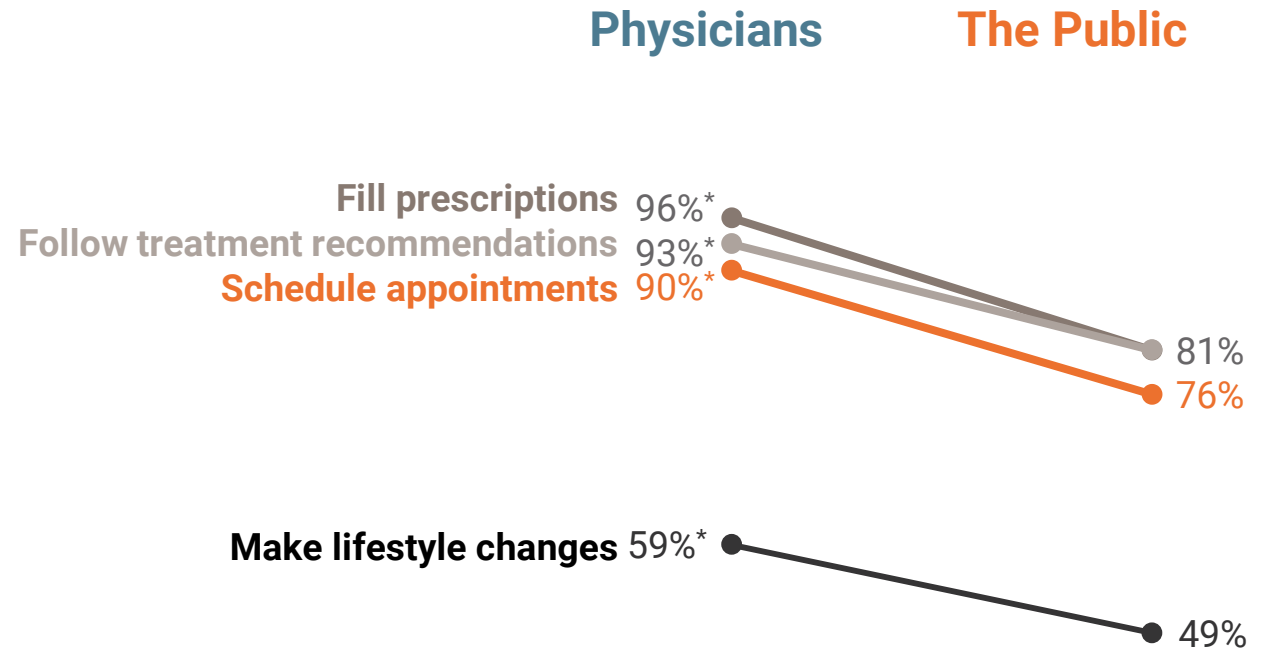
Question: To what extent would you say your doctor...? (Trusts what you say, Spends time with you, Cares about you)

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

Physicians overestimate their patients' ability to adhere to their treatment recommendations

A large majority of physicians (90%) believe their patients are able to schedule appointments, far fewer patients say they are able to schedule appointments (76%)

Similar gaps exist between doctors' perceptions and patients' reports about whether they follow physician recommendations for treatment and lifestyle changes



Physician Question: To what extent would you say most of your patients...? (To a great extent/ To a moderate extent)

General Public Question: How often do you do the following? (Every time/ Often)

* Statistically significant at p<0.05

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 - January 26, 2021.

Certain groups report more barriers to adhere to doctors’ recommendations, including young adults, Black and Hispanic respondents, those without a college degree, and low income households

	Total	Age				Education				Race/ Ethnicity				HH Income			
		18-29	30-44	45-59	60+	No HS	HS grad	Some college	BA+	Asian	Black	Hispanic	White	<\$30k	\$30k- <\$60k	\$60k- <\$100k	\$100k+
Fill prescriptions your doctor writes you	81%	60%	79%	89%*	91%*	69%	75%	79%	91%*	80%	73%	73%	85%*	76%	78%	84%	89%*
Follow your doctor’s treatment recommendations	81%	64%	77%	87%*	90%*	68%	76%	80%	89%*	81%	74%	71%	85%*	75%	78%	87%*	84%
Schedule follow up appointments when the doctor requests them	76%	53%	71%	81%*	90%*	62%	72%	73%	84%*	78%	72%	66%	79%*	72%	70%	81%*	81%*
Make lifestyle changes your doctor recommends, like diet and exercise	49%	43%	47%	52%	53%	39%	40%	55%*	55%*	53%	48%	44%	51%	45%	48%	49%	58%*

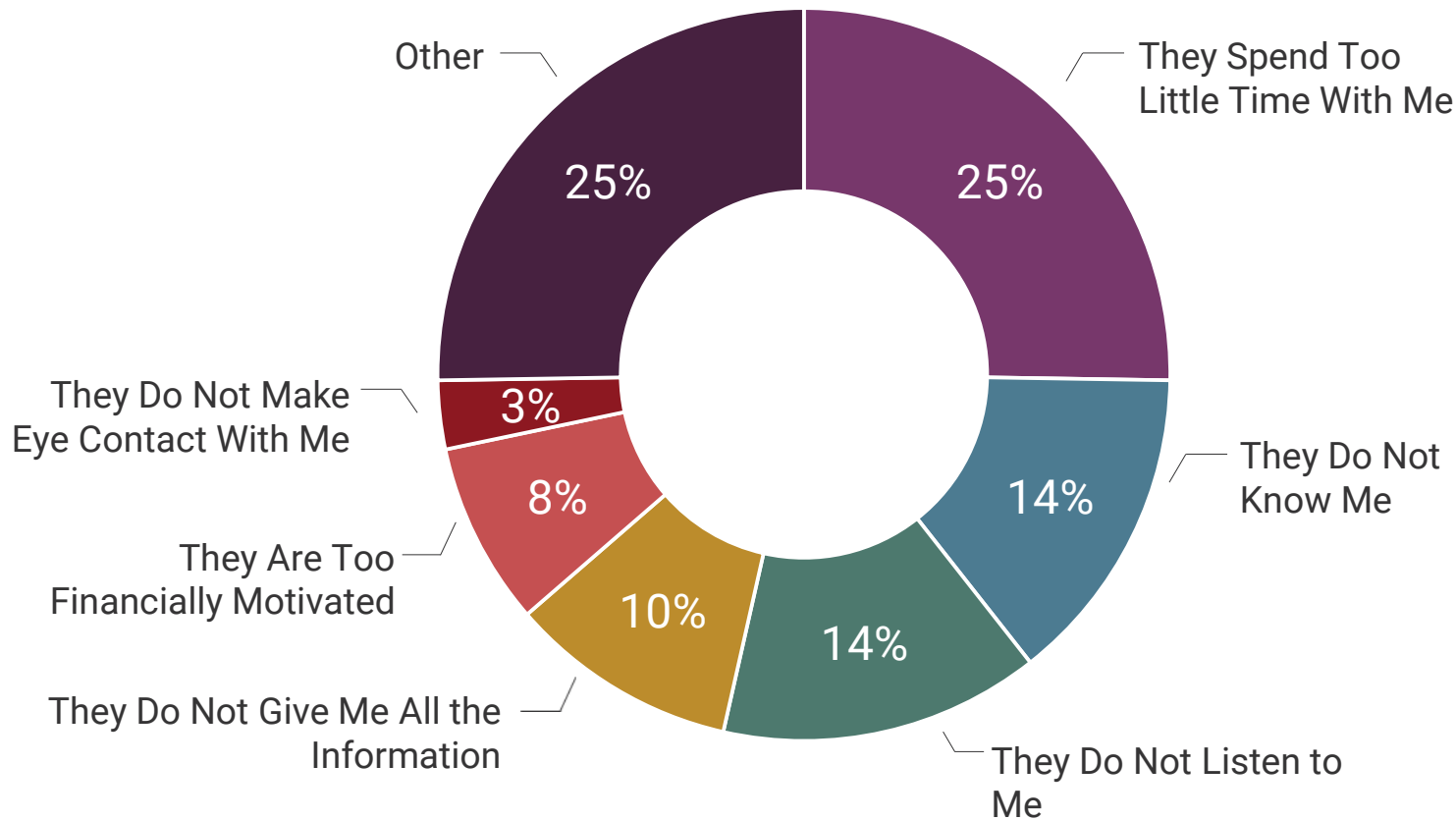
General Public Question: How often do you do the following? (Every time/ Often)

Source: The general public survey was fielded using NORC’s AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

* Statistically significant at p<0.05 relative to total.

Drivers of mistrust:

When patients were asked why they do not trust their doctor...



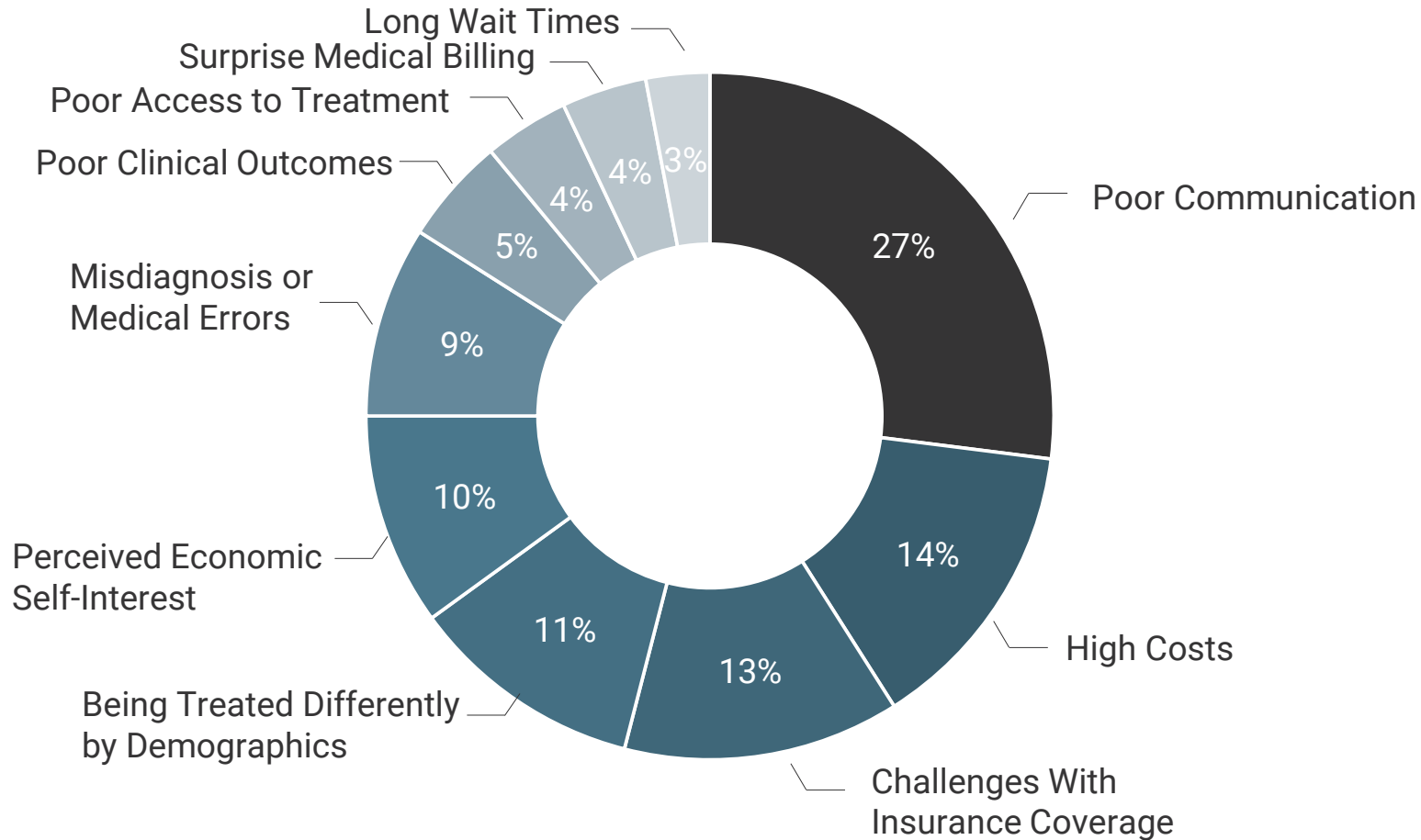
25% of patients said the doctor spent too little time with them

Similarly, 14% of patients said doctors don't listen to them or know them

Question: You said you do not trust your doctor. What is the primary reason?

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

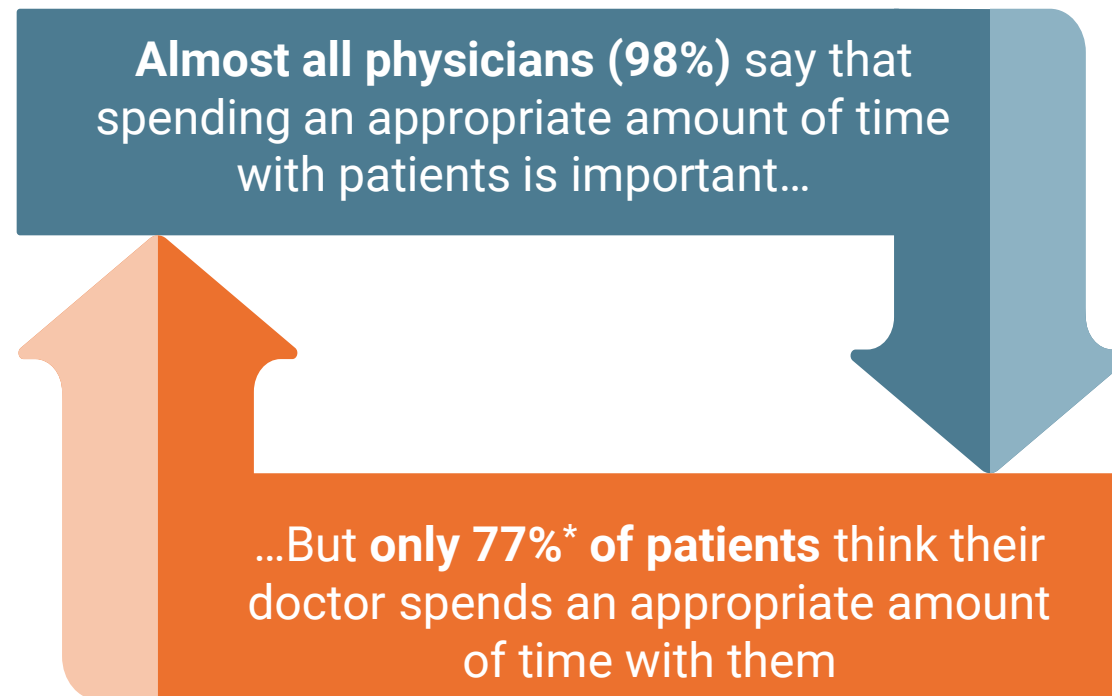
Physicians believe the biggest contributor to patients' mistrust is poor communication



Question: Please rank the top 3 things that you believe contribute to patients' mistrust in the health care system as a whole.

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Physicians believe time with patients is important for building trust, but a quarter of patients say physicians do not spend enough time



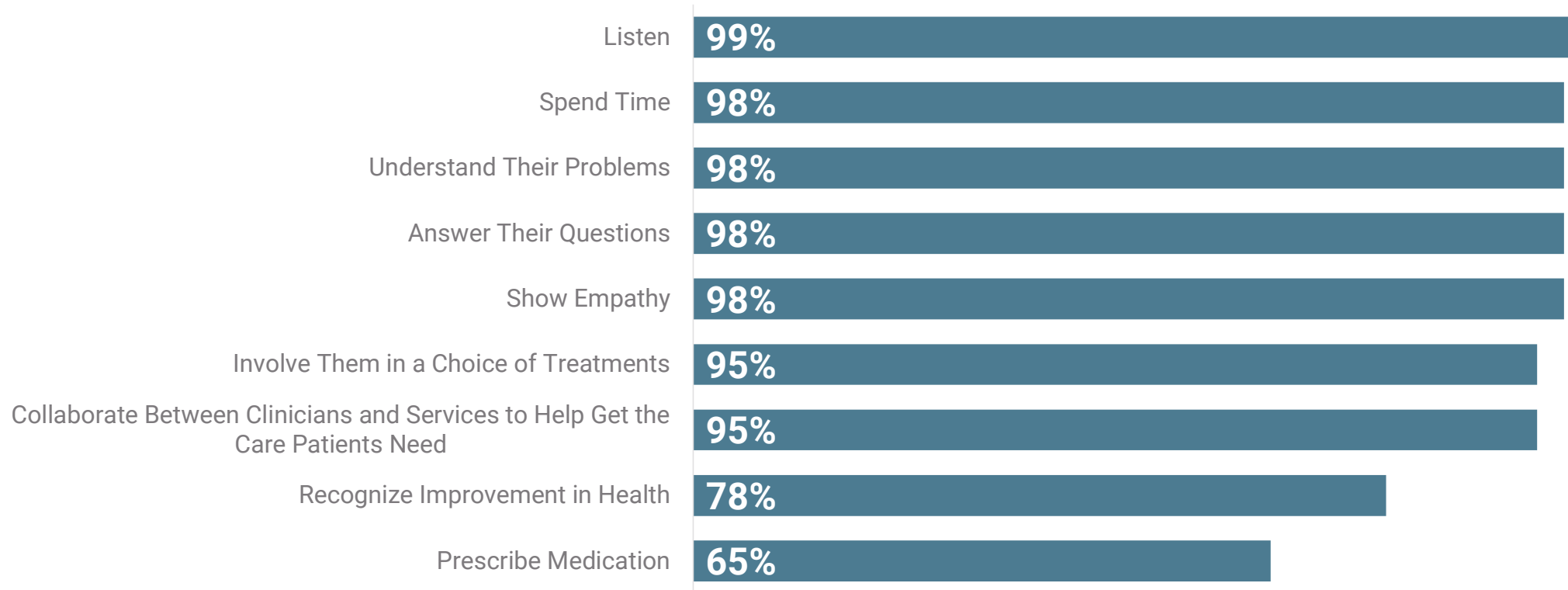
Physician Question: How important are the following to build trust with your patient?
(Spend an appropriate amount of time with them)

General Public Question: To what extent would you say your doctor spends an appropriate amount of time with you?

* Statistically significant at $p < 0.05$

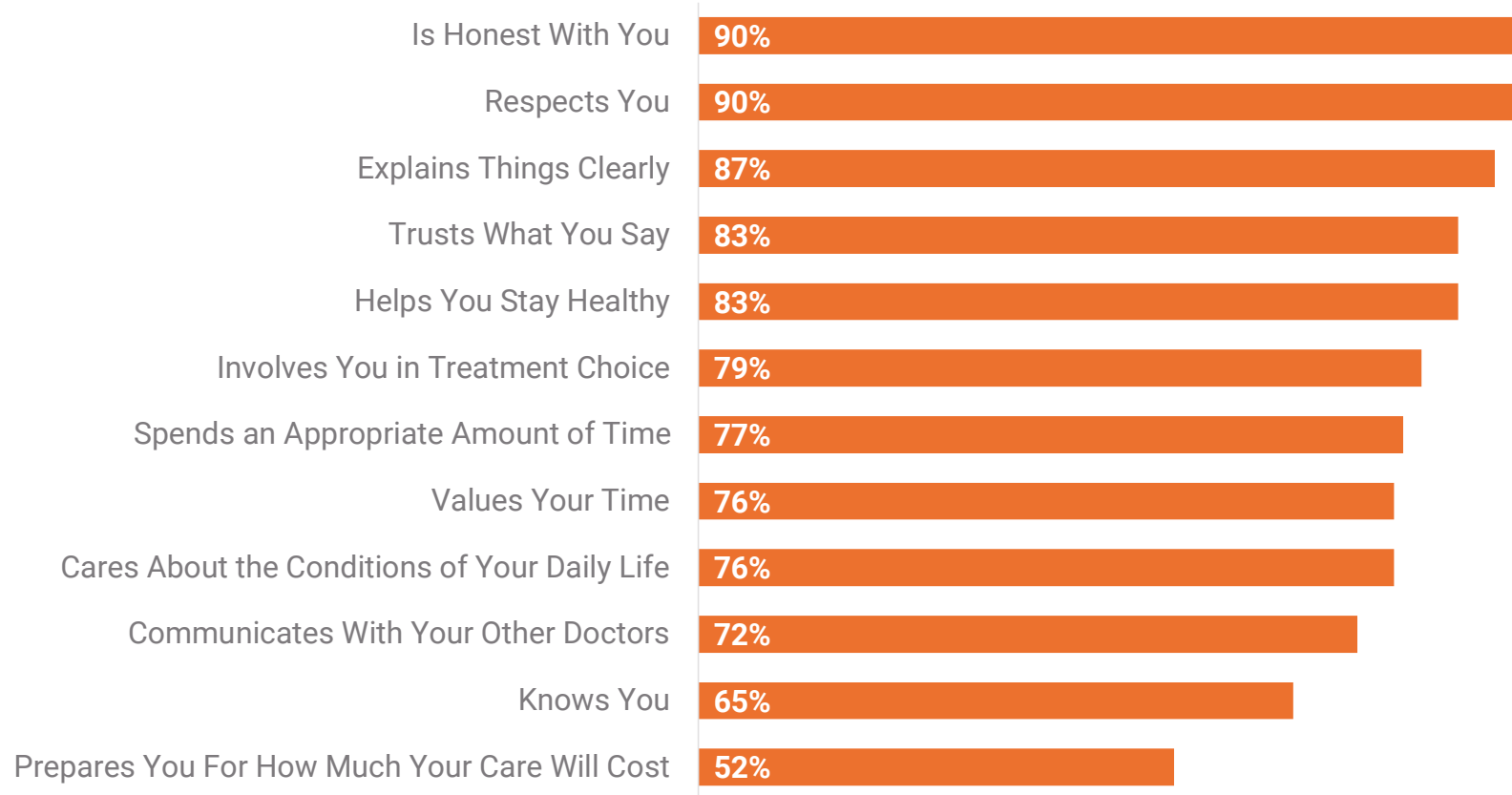
Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 - January 26, 2021.

Almost all physicians say it is important to show empathy (98%), listen (99%), understand problems (98%), and answer questions (98%)



Question: How important are the following to build trust with your patient? (Extremely/ Moderately) Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Only two out of three patients say their physician knows them; half say their physician prepares them for the costs of care

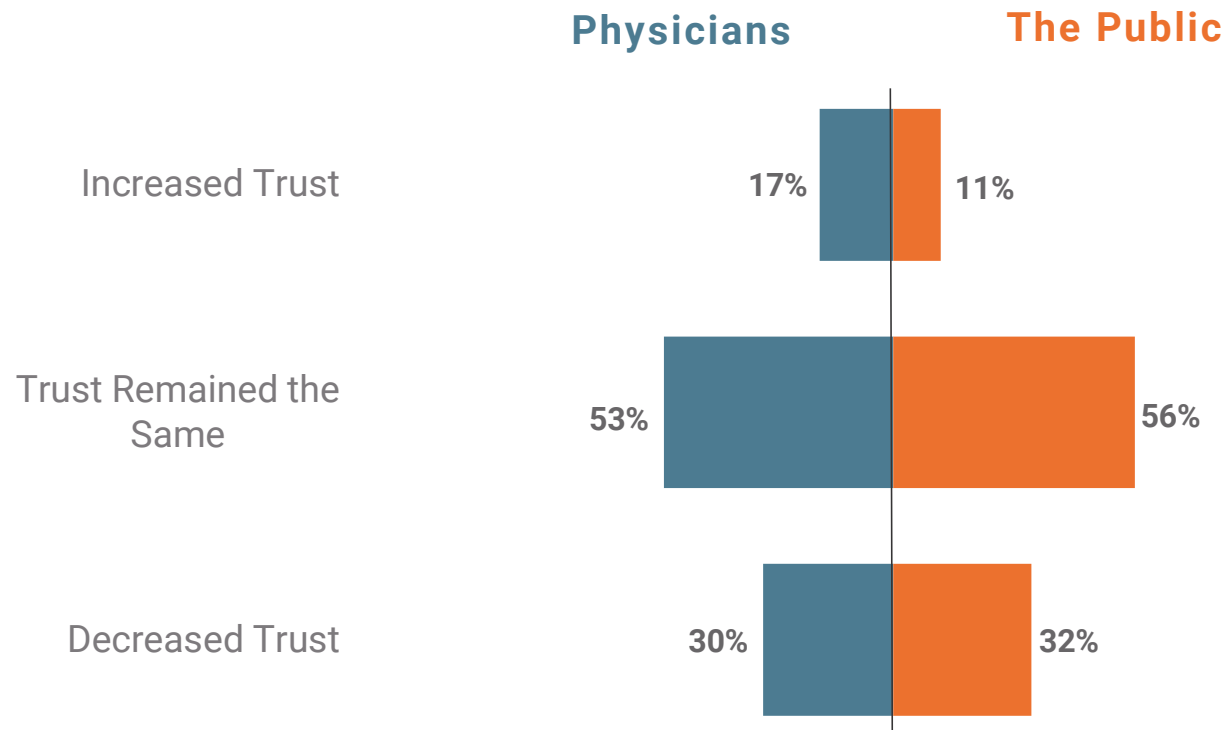


Question: To what extent would you say your doctor...? (Extremely/Moderately)

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

COVID-19 Pandemic Impact

The pandemic has not changed levels of trust in the health care system for most physicians and members of the public*



Yet, some physicians and the general public have decreased their trust in the health care system similar amounts (30% and 32% respectively)

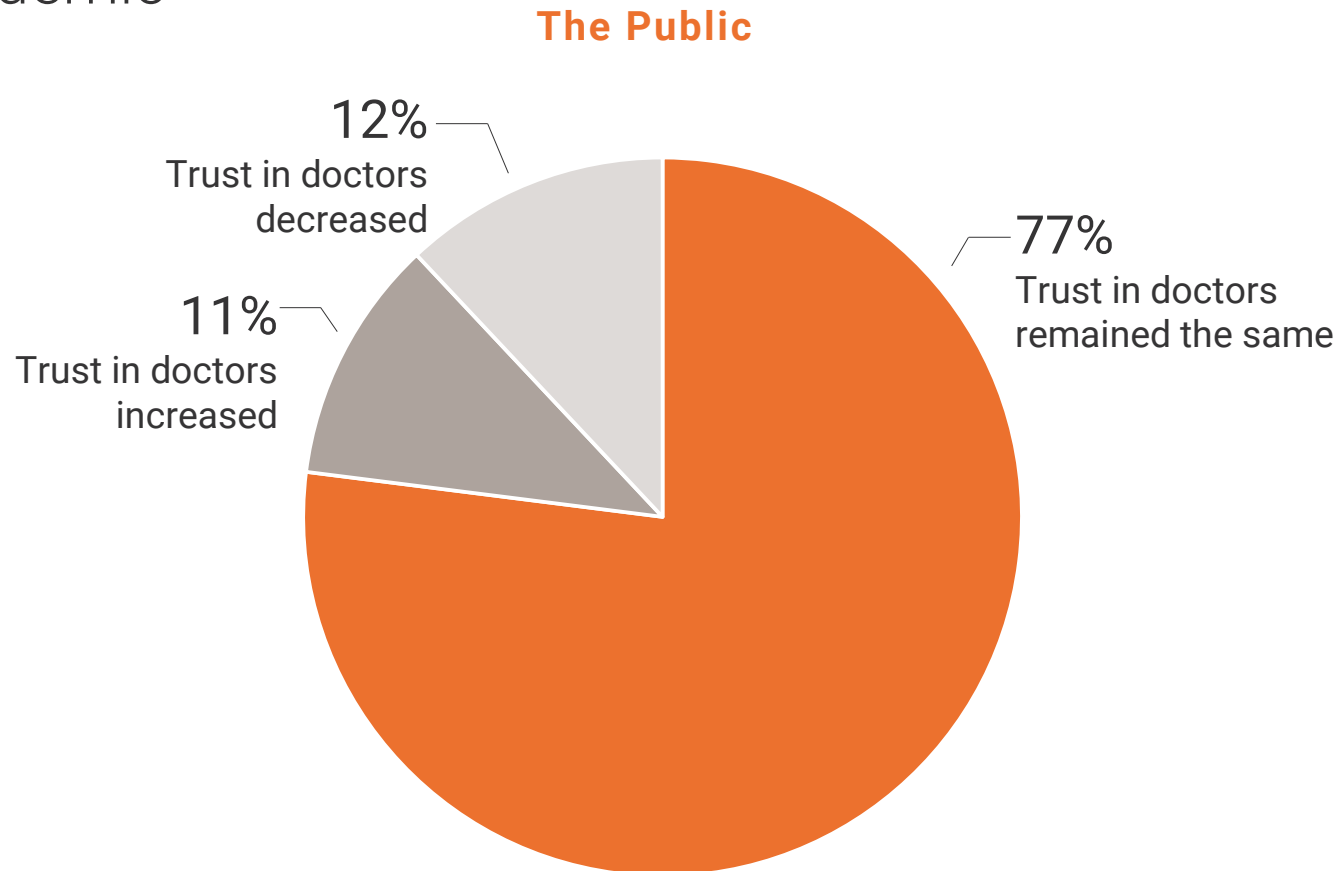
Physician Question: How has the pandemic impacted your level of trust in the health care system as a whole?

General Public Question: How has the pandemic impacted your level of trust in the health care system overall?

* Statistically significant at p<0.05

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021. The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 - January 26, 2021.

88% of the public reported favorable or no change in how much they trust their doctor, due to the pandemic



Overall, over three-quarters of Americans say that the COVID-19 pandemic has not changed their level of trust in their doctors

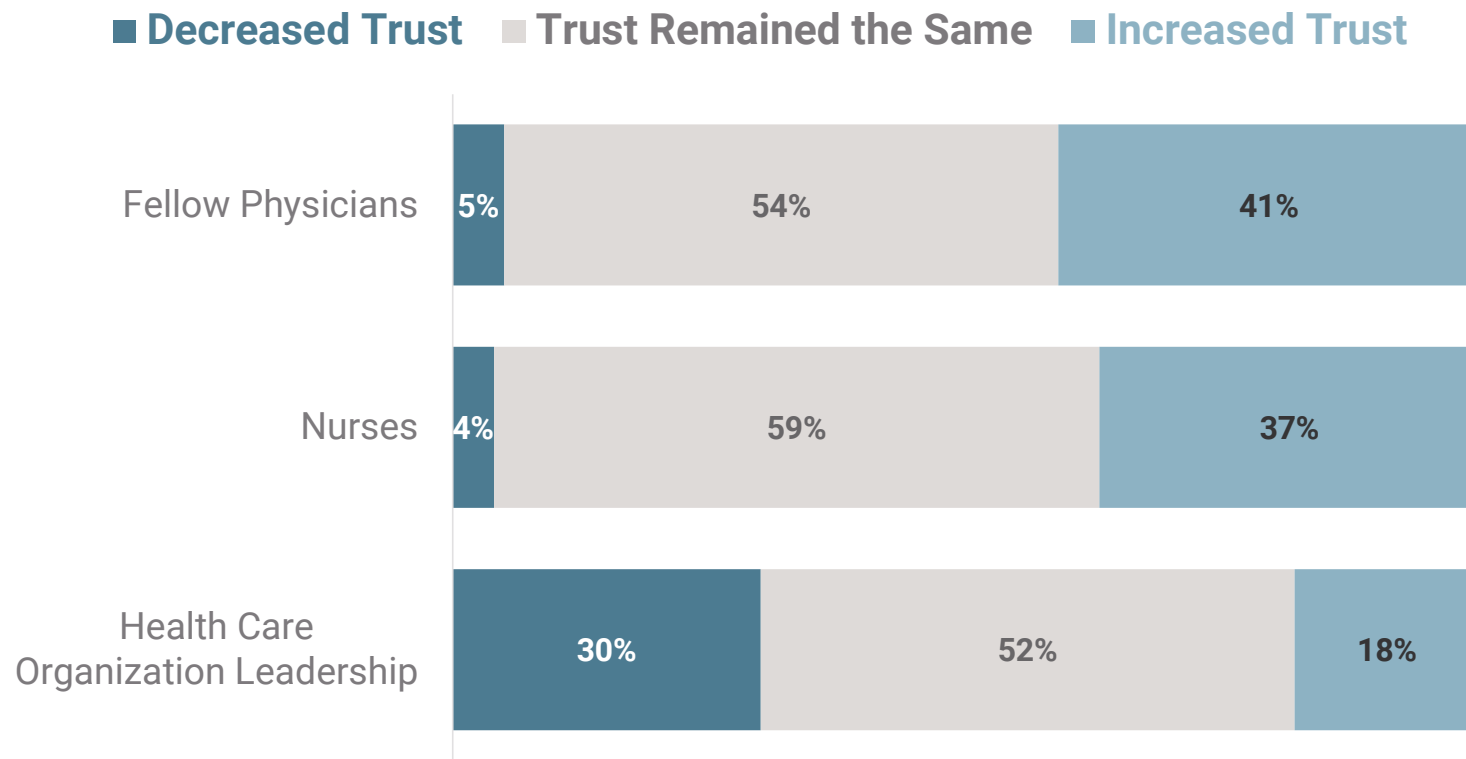
Question: How has the pandemic impacted your level of trust in the doctor you've seen the most?

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

Roughly 1 in 3 physicians (30%) has experienced a decrease in their level of trust in the health care system and health care organization leadership during the pandemic



The pandemic resulted in higher levels of increased trust in clinicians compared to health care leadership



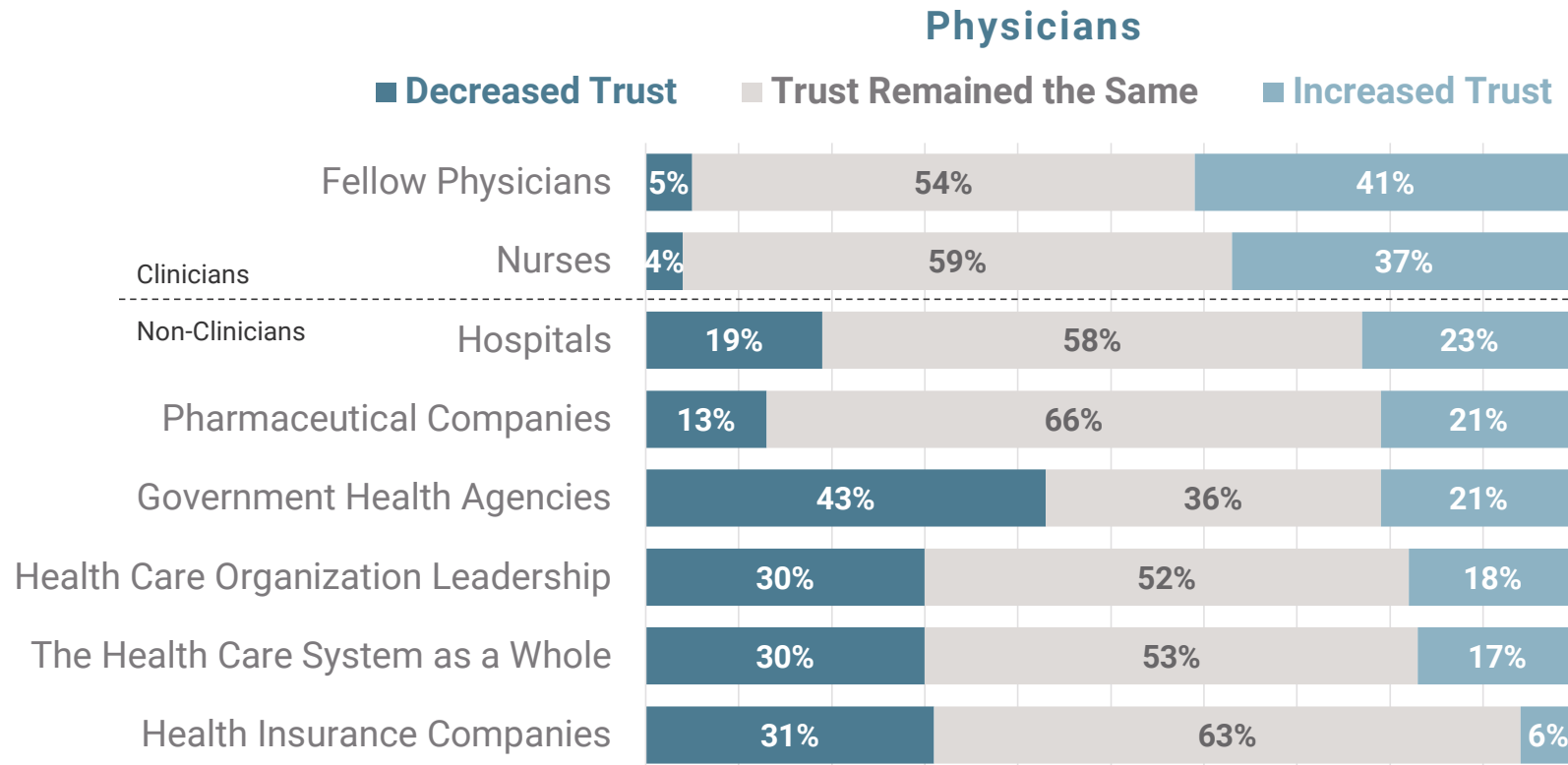
41% of physicians reported increased levels of trust in their fellow physicians and 37% of physicians increased trust in nurses during the COVID-19 pandemic

30% of physicians reported decreased trust in health care organization leadership

Question: How much has the pandemic impacted your level of trust in fellow physicians? Nurses? Health care organizational leadership?

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

The pandemic increased physicians' trust in their clinical team and eroded trust in government health agencies



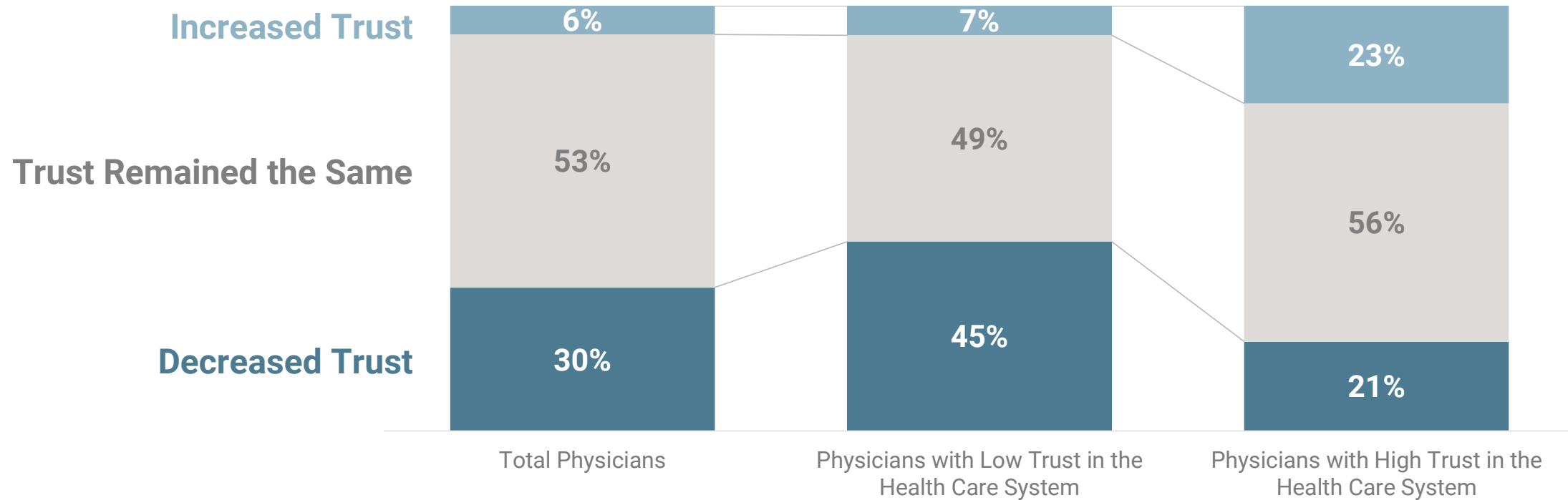
Physicians reported increased trust in their fellow physicians (41%) and nurses (37%) during the COVID-19 pandemic

43% of physicians report decreased levels of trust in government health agencies due to COVID

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Question: How has the pandemic impacted your level of trust in...?

COVID-19 exacerbated low levels of trust in the health care system among physicians, especially those with low trust pre-COVID



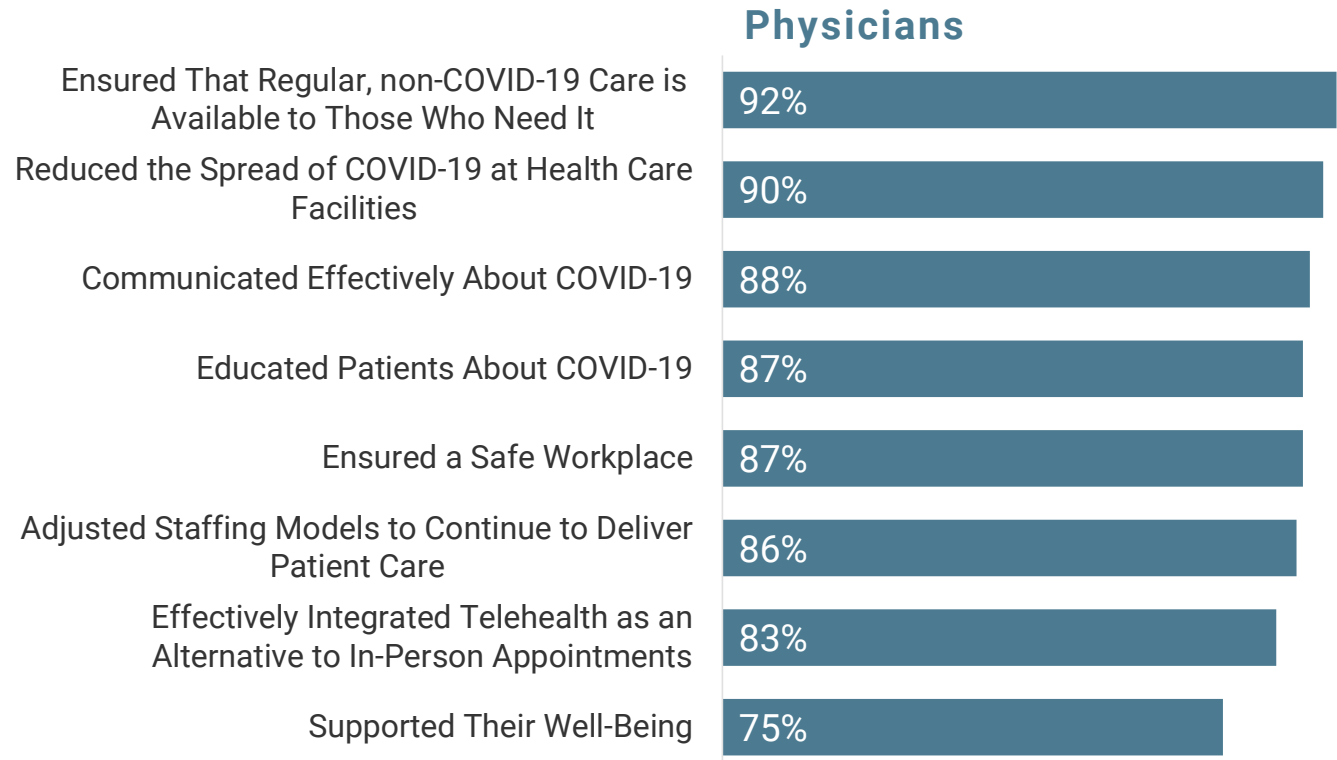
Question: How has the pandemic impacted your level of trust in the health care system as a whole?

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Doctors believe the places they work were effective in addressing a range of needs during COVID-19

Doctors believe their primary place of work ensured access to care and reduced transmission during COVID

Fewer physicians thought that their primary place of work supported physicians' wellbeing (75%) during the COVID-19 pandemic

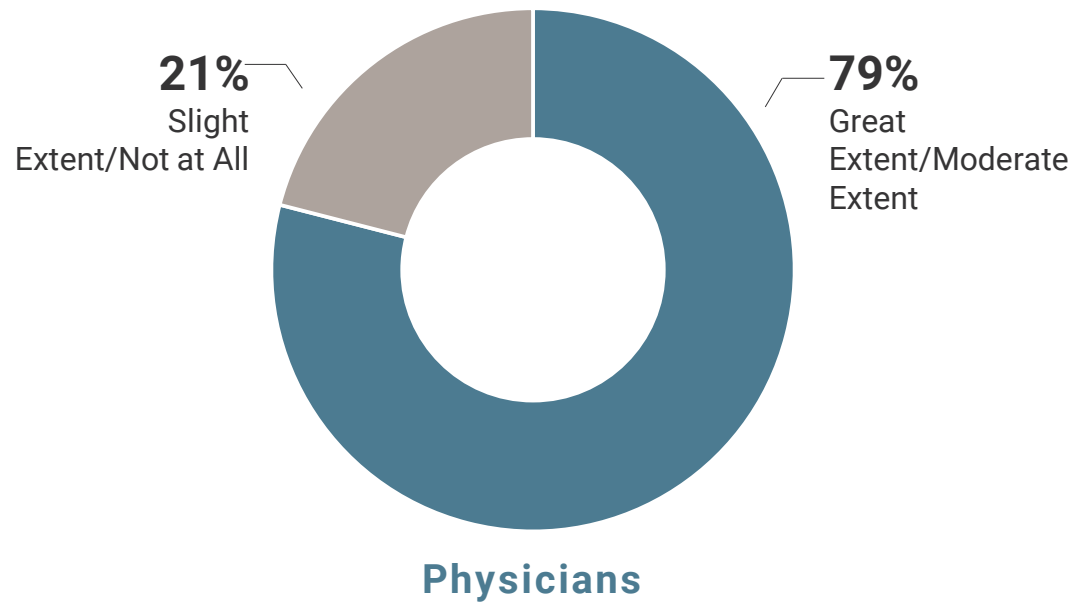


Question: Since the start of the COVID-19 pandemic, to what extent has your primary place of work...? (Extremely/Moderately)

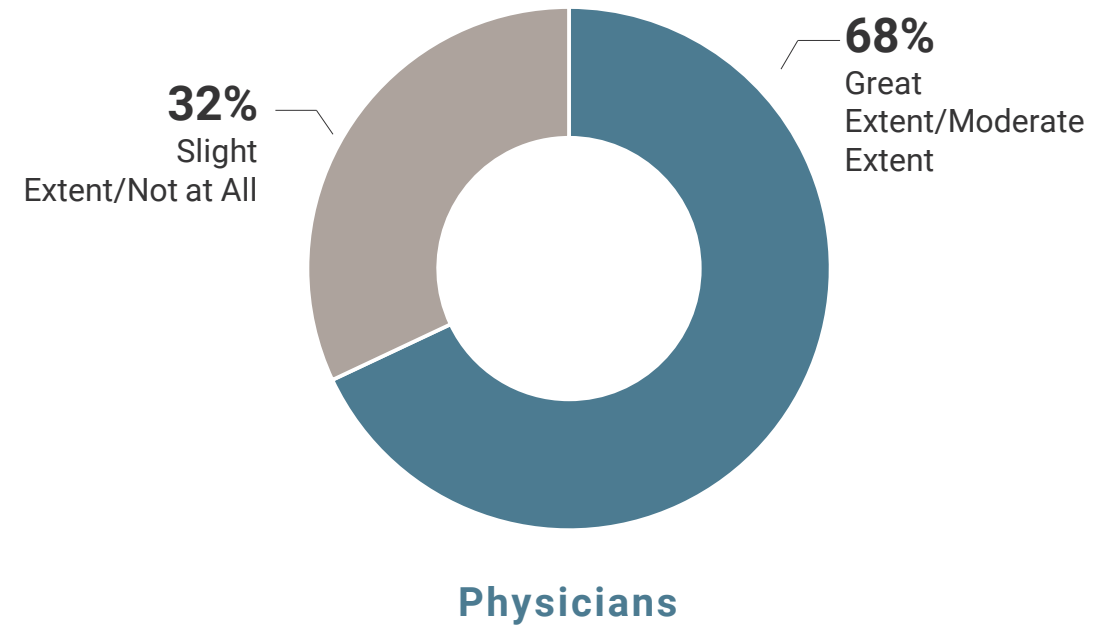
Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Most physicians think their employers have made COVID testing available to those who need it, but fewer approve of the initial vaccine rollout

MADE COVID-19 **TESTING** AVAILABLE TO THOSE WHO NEED IT



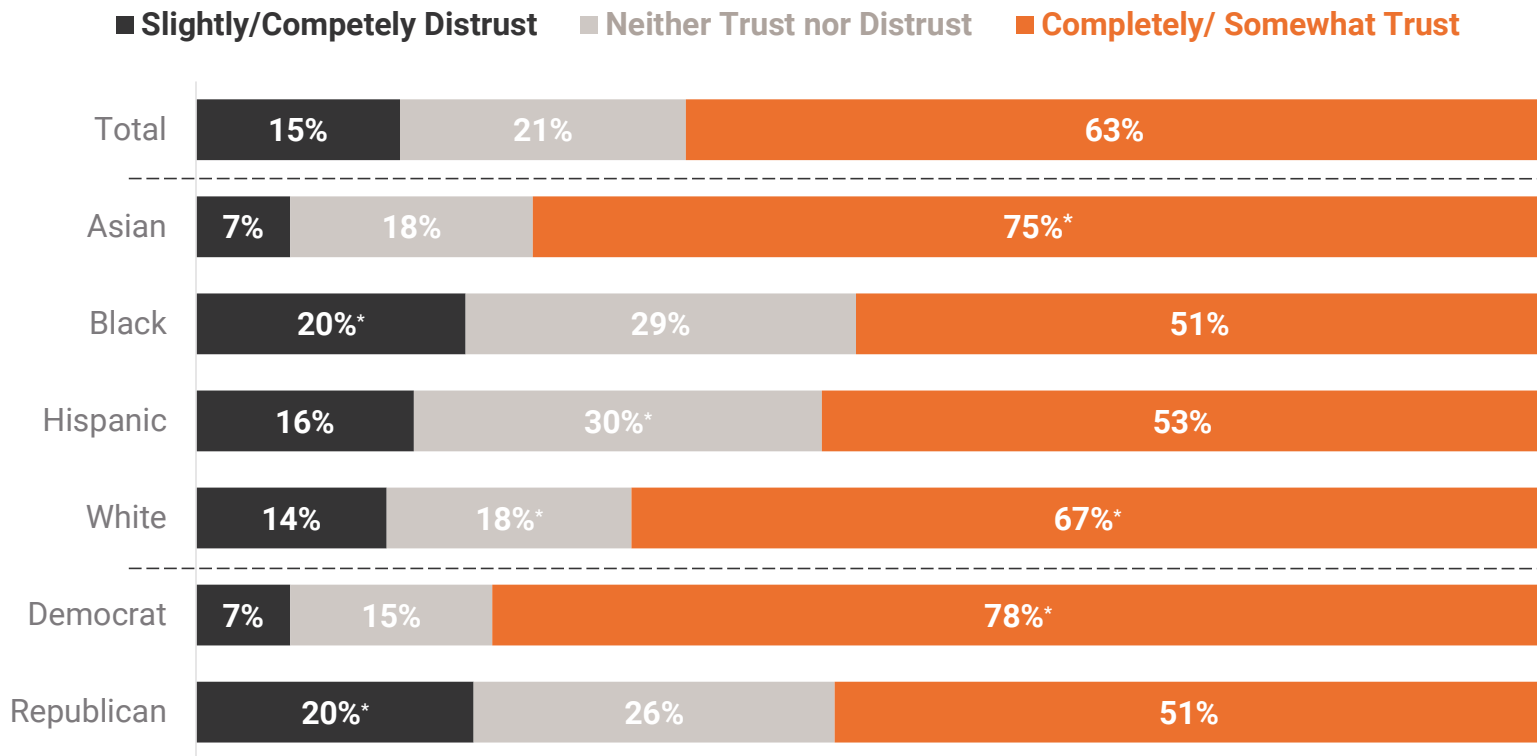
MANAGED COVID-19 **VACCINE ROLLOUT** EFFECTIVELY



Question: Since the start of the COVID-19 pandemic, to what extent has your primary place of work made COVID-19 testing available to those who need it?
 Question: Since the start of the COVID-19 pandemic, to what extent has your primary place of work managed vaccine rollout effectively?

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

Patients identify physicians as a trusted partner to distribute the COVID-19 vaccine



Asian respondents reported higher confidence in their doctor to administer the COVID-19 vaccine compared to other racial and ethnic groups

Democrat respondents were nearly 1.5x more likely report confidence in their doctor to administer the COVID-19 vaccine

Question: To what extent would you trust your doctor if he/she told you to get the COVID-19 vaccine?

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

* Statistically significant at p<0.05 relative to total.

Appendix

Methodology

Statistical Significance

- All statistical tests are performed at the .05 confidence level.
- For figures with comparisons between the two surveys, statistical tests are conducted using the Chi-square test
- For figures with comparisons within the same survey, statistical tests are conducted using the McNemar's test



Sample Demographics—Physicians

Demographic		%
Race/Ethnicity	Asian	21
	Black	2
	Hispanic	3
	Middle Eastern	2
	White	66
	Prefer Not to Answer	8
	Other	1
Age	20-39	11
	40-49	28
	50-59	32
	60-69	26
	90+	4
Region	Northeast	26
	Midwest	24
	South	33
	West	17
Sex	Male	61
	Female	35
	Prefer Not to Answer	4

Sample Demographics—Physicians

Demographic		%
Internal Medicine and Pediatric	Pediatrics	36
	Primary Care	22
	Emergency Medicine	5
Other Specialties	Anesthesiology	3
	Cardiology	1
	Dermatology	4
	Gastroenterology	4
	Neurology	4
	Oncology	1
	Psychiatry	2
	Radiology	3
	Surgery	4
	Obstetrics and Gynecology	3
	Urology	3
	Other	6

In general, how much do you trust...?

Summary of Completely Trust/Somewhat Trust

	Total	Age				Education				Race/ Ethnicity				HH Income			
		18-29	30-44	45-59	60+	No HS Diploma	HS Grad	Some College	BA+	Asian	Black	Hispanic	White	<\$30k	\$30k- <\$60k	\$60k- <\$100k	\$100k+
Nurses	85%	80%	84%	87%	88%	71%	79%	87%	92%*	88%	77%	79%	88%*	78%	86%	88%	90%*
Doctors	84%	77%	83%	84%	90%*	70%	80%	86%	90%*	91%*	78%	76%	87%*	75%	84%	90%*	90%*
Hospitals	72%	63%	68%	73%	81%*	65%	67%	72%	79%*	78%*	68%	68%	74%	70%	69%	76%	74%
The Health Care System as a Whole	64%	54%	57%	62%	77%*	59%	62%	64%	67%	72%*	62%	55%	66%	61%	62%	68%	64%
Government Health Agencies	56%	51%	59%	57%	56%	49%	51%	51%	67%*	75%*	58%	51%	55%	53%	51%	62%*	59%
Pharmaceutical Companies	34%	29%	31%	31%	42%*	39%	39%	31%	31%	42%*	37%	32%	34%	41%*	32%	33%	30%
Health Insurance Companies	33%	22%	28%	31%	47%*	42%*	35%	34%	29%	41%*	42%*	33%	31%	40%*	35%	30%	26%

Question: In general, how much do you trust...?

* Statistically significant at p<0.05

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

To what extent would you say the health care system...?

79%	Protects Your Privacy
75%	Is There For You When You Need It
74%	Delivers High Quality Care
72%	Treats You With Respect
68%	Follows up on Test Results Consistently
54%	Is Easy to Navigate and Interact With
46%	Values Your Time
45%	Is a Good Value
40%	Puts Your Health Ahead of Profits
37%	Prepares You for How Much Your Care Will Cost

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

Please select the top 3 things that influence your trust in the health care system.

48%	Delivers High Quality Care
43%	Is There For You When you Need It
37%	Treats You With Respect
31%	Protects Your Privacy
30%	Puts Your Health Ahead of Profits
27%	Follows up on Test Results
17%	Prepares You for How Much Your Care Will Cost
16%	Is Easy to Navigate and Interact With
12%	Values Your Time
10%	Is a Good Value

Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

How do you like to receive information about health and health care?



Source: The general public survey was fielded using NORC's AmeriSpeak panel to a sample of 2,069 adults nationwide from December 29, 2020 – January 26, 2021.

Thinking about sources of information on health and health care, how much do you trust each of the following sources? *Summary of Completely/A Lot*

60% Your Health Care Professionals

50% Health Care Experts

33% Nonelected Public Health Officials

30% Friends and Family

23% National News

22% Local News

19% Professional Organizations

15% Your Place of Worship

11% Elected State Official

11% Local Community Organizations

11% Elected Federal Officials

What types of sources do you get information about COVID-19



What is your best guess as to whether you will get COVID-19 within the next 6 months?



Which of the following describe your main medical practice in more detail?

51%	Private Practice
23%	Hospital or Health System Owned Office-Based Practice
15%	Academic Faculty Practice
10%	Hospital Inpatient Practice
4%	Community Health Center or Public Clinic
3%	Group Model HMO
3%	Residency teaching hospital
1%	Veterans Administration (VA), Military or Other Government Practice
0%	Home Care
0%	Hospice Care
0%	Nursing Home or Long-Term Care Facility
3%	Other

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

To what extent would you say your primary place of work...?

Summary of Extremely/Moderately

90%	Ensures a Safe Workplace
90%	Has Policies and Procedures That Prioritize Patient Care
90%	Is Ethical
89%	Communicates Effectively With Patients
84%	Treats You and Your Colleagues With Respect
84%	Provides State of the Art Technology and Equipment
80%	Facilitates Care Coordination Across Providers Within and Outside of Your Care Team
77%	Is Transparent in Their Communication to Staff
74%	Supports Your Well-Being
70%	Values Your Time

Please Rank the top 3 things that influence your trust in your primary place of work.

51%	Treats You and Your Colleagues With Respect
49%	Has Policies and Procedures That Prioritize Patient Care
45%	Is Ethical
27%	Ensures a Safe Workplace
26%	Is Transparent in Their Communications to Staff
25%	Supports Your Well-Being
22%	Values Your Time
22%	Communicates Effectively With Patients
18%	Facilitates Care Coordination Across Providers Within and Outside of Your Care Team
16%	Provides State of the Art Technology and Equipment

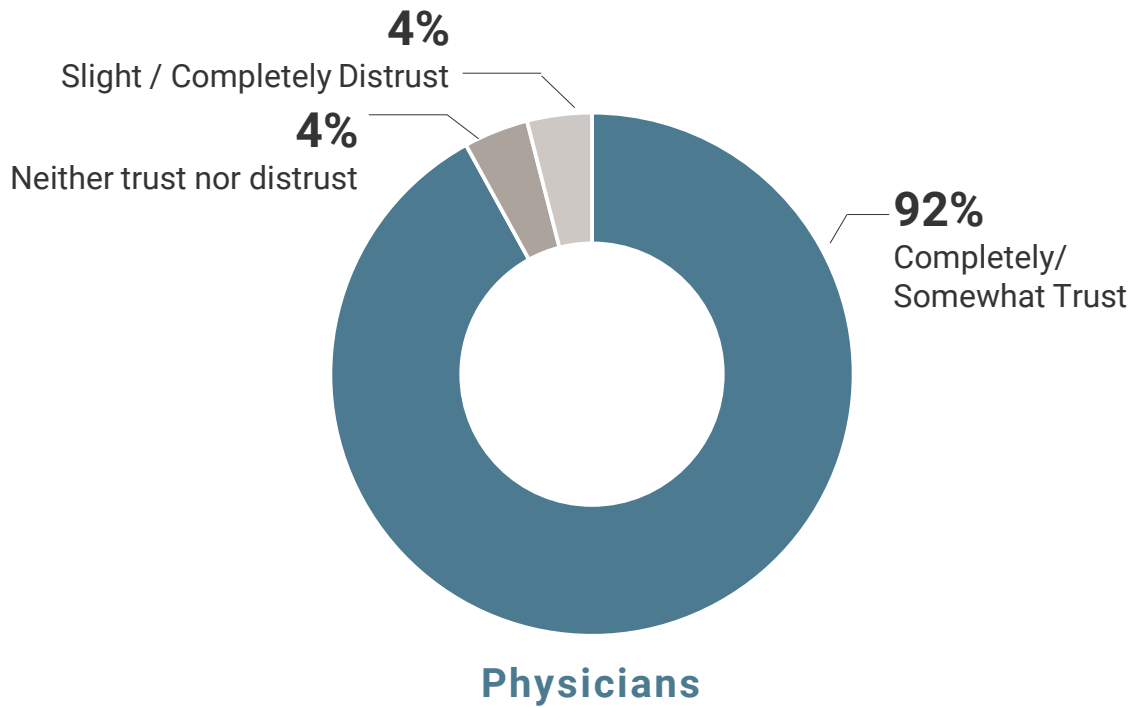
To What Extent Would You Say Members of Your Clinical Team...?

Summary of Great Extent/Moderate Extent

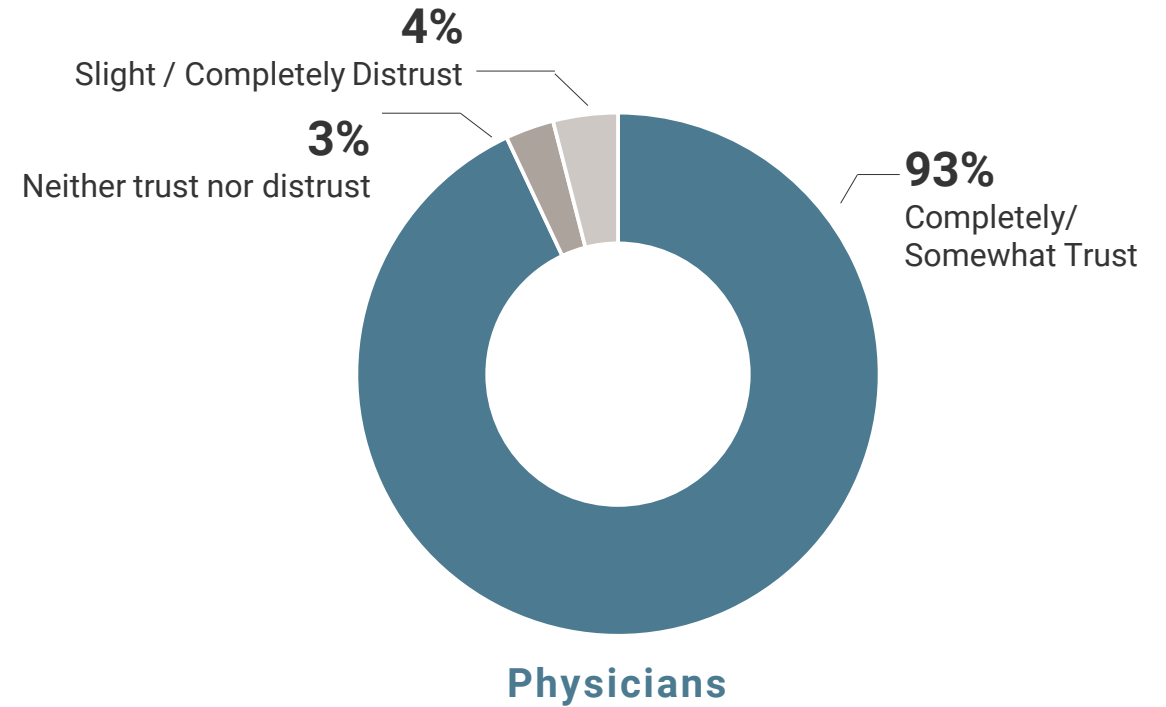
96%	Cares About Your Patients
96%	Respect Your Clinical Judgment
95%	Are Reliable
94%	Treat You With Respect
91%	Assist With Care Coordination
86%	Value Your Time

Most physicians think the approved COVID-19 vaccines are safe and effective

TRUST THE APPROVED COVID-19 VACCINES ARE **SAFE**



TRUST THE APPROVED COVID-19 VACCINES ARE **EFFECTIVE**



Question: To what extent do you trust that the approved COVID-19 vaccines are safe?
 Question: To what extent do you trust that the approved COVID-19 vaccines are effective?

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

To what extent do you trust that the approved COVID-19 vaccines are effective?

59% Completely Trust

35% Somewhat Trust

3% Neither Trust nor Distrust

3% Slightly Distrust

1% Completely Distrust

To what extent do you trust that the approved COVID-19 vaccines are safe?

54% Completely Trust

39% Somewhat Trust

4% Neither Trust nor Distrust

3% Slightly Distrust

1% Completely Distrust

To what extent do you think the following will improve, if at all, due to the COVID-19 pandemic?

Summary of Great Extent/Moderate Extent

85%	Vaccine Development Process
72%	Vaccine Deployment Processes
71%	Disease Testing Infrastructure
70%	National and State Stockpiles of PPE and Other Supplies
69%	Physician Safety Measures
68%	Safety Procedures for Nursing Homes/Facilities
62%	Number of Ventilators and ICU Beds
55%	Investment in State and Local Public Health Departments
49%	Coordination Between Federal and State Government

Source: The physician survey was fielded using NORC's survey partners to a sample of 600 physicians from January 22, 2021 - February 5, 2021.

How do you like to receive information about health and health care?

70%	Completing CME Modules/Activities
66%	Attending Conferences and Lectures
66%	Use of Online Medical Information Services (e.g., Medscape and UpToDate)
56%	Regularly Reading Medical Journals
55%	Learning From Peers
41%	Attending Grand Rounds or Conferences at the Office or Hospital Where You Practice
34%	Teaching or Training Other Physicians
32%	Self-Assessment Programs
31%	Use of Print Text Books/Resources
27%	Learning From Patients
11%	Social Media

Do you think you will get COVID-19 within the next 6 months?

55% I Don't Think I Will Get COVID-19

30% If I Get It, I Think I Will Get a Mild Case

4% If I Get It, I Think I Will Get Seriously Ill

10% I Have Already Had COVID-19

Have you or will you get the COVID-19 vaccine in the next 6 months?

86% I Have Already Had the Vaccine

10% I Plan to Get the Vaccine

4% I Don't Think I Will Get the Vaccine

For additional
information...

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 Research You Can Trust™

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