



Friday, July 21 – Monday, July 24
Omni Grove Park Hotel
Asheville, North Carolina

Goals:

- Examine the historical root causes that generate mistrust in health care and skepticism of science and expertise.
- Develop a deeper understanding of the connection between mistrust and misinformation.
- Identify strategies that clinicians, health care systems, policymakers and payers can employ to build trustworthiness and to reduce the impact of medical misinformation.

Note: In addition to our regular agenda, video interviews and featured sessions aimed at enriching your experience and facilitating networking opportunities are available to you Saturday and Sunday afternoon. We encourage you to take a moment to explore these supplementary options.

Friday, July 21

6:30-9:00 PM

Welcome Reception

Saturday, July 22

8:00-8:30 AM

Welcome, Review of Goals, and Anticipated Outcomes

Speakers: Richard Baron and David Coleman

Reactor: Jackie Judd

8:30-9:10 AM

Patient Stories of Lost Trust

Moderator: Susan Edgman-Levitan

Speakers: Mercy Adetoye, Meg Gaines, and Jeanne Marrazzo

Goal:

- Hear stories of patients who have lost trust and what it would take to regain that trust.

9:10-9:50 AM

Medical Students' Experiences with Trust and Medical Misinformation

Moderator: Marianne Green

Speakers: Molly Fessler, Isra Hasnain, Meher Kalkat, and Elina Kurkurina

Goal:

- Hear from the winners of the AMSA-ABIM Foundation Building Trust Essay Contest about their experiences with medical misinformation and trust.

9:50-10:20 AM

Physician and Health System Leaders: Impact of Loss of Trustworthiness and Misinformation

Moderator: Fred Cerise

Panelists: David Baker, Odette Bolano, and Eric Wei

Goal:

- Hear from health care organization leaders about their experiences with trust and misinformation.

10:20-10:40 AM

Break

10:40-11:50 AM

President's Lecture and Dialogue

Moderator: Richard Baron

Speakers: Lewis Grossman and Sophia Rosenfeld

Goals:

- Recognize the way in which the privileging of scientific knowledge is not reliably a result of the quality of the science but is instead a historically contingent political choice.
- Explore how historical root causes affect present-day trust in health care.

11:50-12:35 PM

Group Reactions

Moderator: Bruce Leff

Goals:

- Explore what most surprised you in hearing from these historians.
- Examine the relevance of their concept that "freedom" and "political choice" influence public acceptance of science by considering current behaviors of individuals and communities.
- Explore how what you just heard might change your approach to patients and communities
 - What might you do differently?

12:35-1:00 PM

Summary of the Day

Speakers: Vineet Arora and Alan Weil

Additional Offering on Saturday, July 22:

1:15-2:30 PM

Participant Video Interviews

We're exploring the question: "**How can health care professionals rebuild trust in medical information?**" You will have the opportunity to share your insights, highlight best practices from your organizations, and reflect on the ongoing discussions at the Forum in real-time via a video interview.

If you wish to participate in an interview, please select a convenient timeslot and sign the video waiver: <https://form.jotform.com/231625834539058>

Sunday, July 23

8:00-8:10 AM

Introduction to the Day

Speaker: Jackie Judd

8:10-8:55 AM

A Historical BIPOC Perspective on Misinformation and Earned Mistrust

Moderator: Reggie Tucker-Seeley

Speaker: Giselle Corbie

Goal:

- Examine the impact of misinformation on medical care received by the Black, Indigenous and People of Color (BIPOC) population and how it reflects racism rooted in American history.

8:55-9:40 AM

Living with Medical Misinformation

Moderator: Yul Ejnes

Speaker: Joe Smyser

Goals:

- Understand why medical misinformation will remain in the ecosystem despite our best efforts to mitigate it.
- Examine strategies and practices for adapting to a world with medical misinformation.

9:40-10:45 AM

Explore How Clinicians and Systems Can Engage with Patients and the Public to Earn Their Trust

Facilitator: Richard Baron

Goals:

- Develop practical approaches and principles for physicians and systems seeking to earn the trust of marginalized communities.
- Develop approaches and principles to earn the trust of patients who follow alternative evidence, often as an expression of their beliefs about personal liberty and freedom.

10:45-11:05 AM

Break

11:05-11:50 AM

Sharing and Improving Practices for Building Trust

Facilitator: Daniel Wolfson

Goals:

- Learn about identified practices and approaches to ethical dilemmas.
- Suggest additional ideas.
- Identify emerging ideas and themes.

11:50-12:05 PM

Gallery Walk: Identifying the Most Impactful Practices for Building Trustworthiness

Facilitator: Daniel Wolfson

Goal:

- Identify the most promising practices and approaches from the tables. Describe next steps.

12:05-12:35 PM

Report on Progress of NAM/WHO/CMSS Credible Information Project

Moderator: Antonia Villarruel

Speakers: Helen Burstin and Kevin Johnson

Goal:

- Provide an update on the report and its principles for credible information.

12:35-1:00 PM

Summary of the Day

Introduction: David Coleman

Speakers: Michael Howell and Catherine Lucey

Additional Offerings on Sunday, July 23:

1:15-2:30 PM

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2:00-3:00 PM

Featured Session: AI and its Effects on Health Care and Clinical Practice

Moderator: Kevin B. Johnson

Speakers: Abha Agrawal, Vinny Arora , and Michael D. Howell

Goals:

- Describe benefits and cite examples of how AI might impact health care.
- Explore dangers and challenges of AI and how to mitigate them.
- Discuss the future of AI – what might it look like in 5 years.

3:15-4:15 PM

Featured Session: Eliminating Medical Debt to Build Trust

Moderator: Daniel Wolfson

Speakers: Donald M. Berwick and Noam N. Levey

Goals:

- Identify options for addressing medical debt.
- Discuss roles you and your organization can play to eliminate debt in your community and explore participants' interest in different strategies for eliminating medical debt (e.g., reduction of coinsurance/deductibles, expanding patient financial assistance, restricting debt collection by medical providers).
- Begin to identify allies and collaborators.
- Discuss how this session relates to Monday's Forum session.

5:30-6:30 PM

Celebrating Two Decades of Leadership: A Toast to Daniel Wolfson

6:30-9:30 PM

Closing Reception

Monday, July 24

7:30-7:40 AM

Introduction to the Day

Speaker: David Coleman

7:40-8:30 AM

Institute for Healthcare Improvement's Work with ABIM Foundation on Drivers of Trustworthiness

Moderator: Don Berwick

Speakers: Fred Cerise, Ali Khan, and Kedar Mate

Goals:

- Learn about the prototype model created for drivers of trust for clinicians and for communities with health care organizations.
- Explore next steps and vision for this work.

8:30-10:00 AM

Identify Issues That Need to be Addressed to Build Public Trust

Facilitator: Daniel Wolfson

Goals:

- Develop a marketplace of ideas to build public trust.
- Identify who is building trust (multi-stakeholders, health care organization, health plans, etc.).
- Selection of area to work on by participants.
- Define the problem being addressed, objectives, and what success looks like, and identify strategies and tactics.

10:00-10:20 AM

Break

10:20-10:40 AM

Gallery Walk

Facilitator: Daniel Wolfson

Goals:

- Review other groups' work.
- Identify common threads.
- Vote on top ideas.

10:40-11:30 AM

Consultation on Roles of ABIM Foundation and Partners to Advance Public Trust

Leader Needing Advice: Richard Baron

Panel Advisors: Andrew Bindman, Monica Lypson, Debra Ness, and Neel Shah

Goals:

- Hear advice from four advisors.
- Get advice from participants working at their tables.

11:30-12:00 PM

Reflections on the Forum: What Does it Look Like When the Profession Gets it Right?

Introduction: Richard Baron

Speakers: Lewis Grossman and Sophia Rosenfeld