

Building Trust with the African American Patient

Techniques for Improving Patient Experience Outcomes

Workshop Overview

This workshop is designed to give providers best-practice tools to develop positive interaction strategies with all patients with emphasis on African American Patients leading to improved trust and higher CAHPS scores.

It includes a rich assortment of historical factors that have contributed to low trust in healthcare providers and systems as well as data collection and analytic strategies to improve organizational performance.

Learning Objectives

Upon completing this module, healthcare professional will be able to:

- Identify how Health Belief Models are used to predict elements of trust in healthcare providers and systems
- Explain how historical events contribute to low trust in healthcare providers and systems
- Identify individual behaviors that contribute to increasing trust between patients and providers
- Identify the elements of communication models that influence trust and compliance with medical recommendations
- Recognize how to analyze and operationalize elements of CAHPS data to improve trust and patient experience
- Develop branding strategies that resonate trust and respect for diverse healthcare consumers

Method of Delivery

Mode: On line and On Site

Target Audience: All stakeholders of the PCMH Organization. Customized based on Client Needs and target audience.

Number of Participants: In Seat-20-30, Online, Unlimited. Time: 2-3 hours



Trust is the willingness to enter a dependent relationship to have the needs addressed, and is maintained by met expectations. Rebuilding trusting relationships between providers and African American patients is a vital step toward reducing health disparities

Traci M. Murray, R.N (2015)

While trust is an essential element in human relationships, it is crucial in healthcare where a dominate/subordinate relationship exists between providers and patients. This relationship has been examined for many years as it relates to African American Patients and providers¹⁻⁵.

While efforts to improve cultural competency have increased, the body of literature clearly demonstrates that mistrust remains among African American Patients leading to disparities in the kind of consumer-guided relationships that are required to improve health, wellness, communication, satisfaction and decrease costly episodic care.

This course is designed to guide organizational development of communication and interaction strategies to improve overall trust in patient populations with emphasis on the African American patient.

Guidance will include methods by which to analyze and leverage CAHPS data to improve trust and patient experience outcomes. Additional instruments to measure trust will be introduced to determine best-fit for developing process improvement and cultural competency strategies.

Course Designer:

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