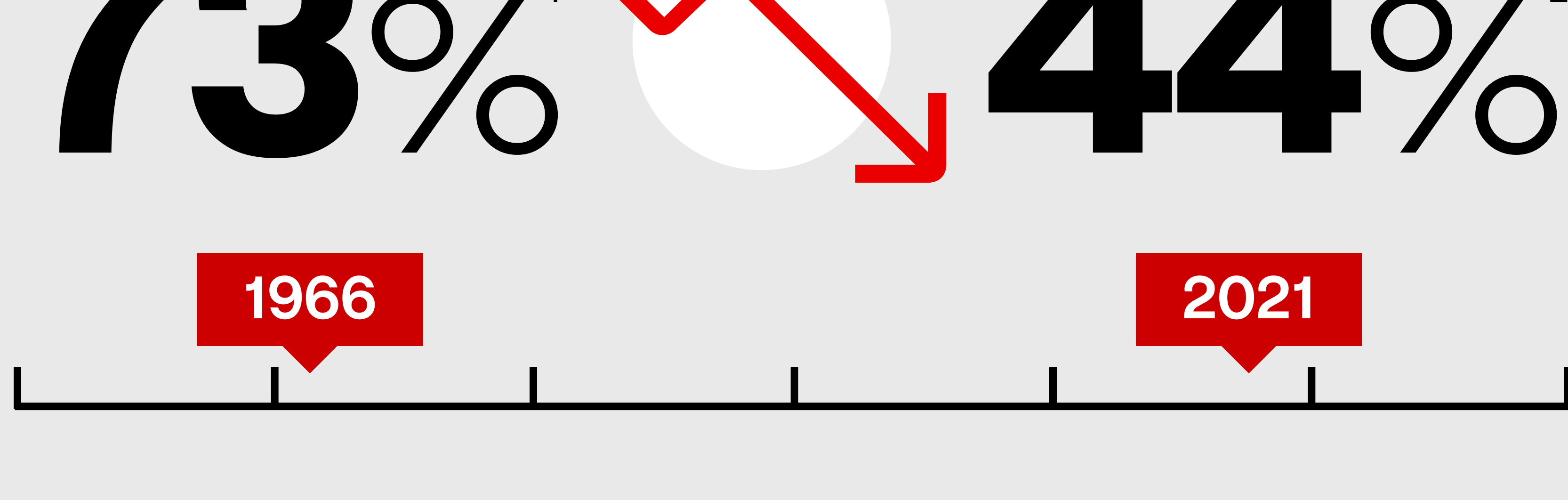


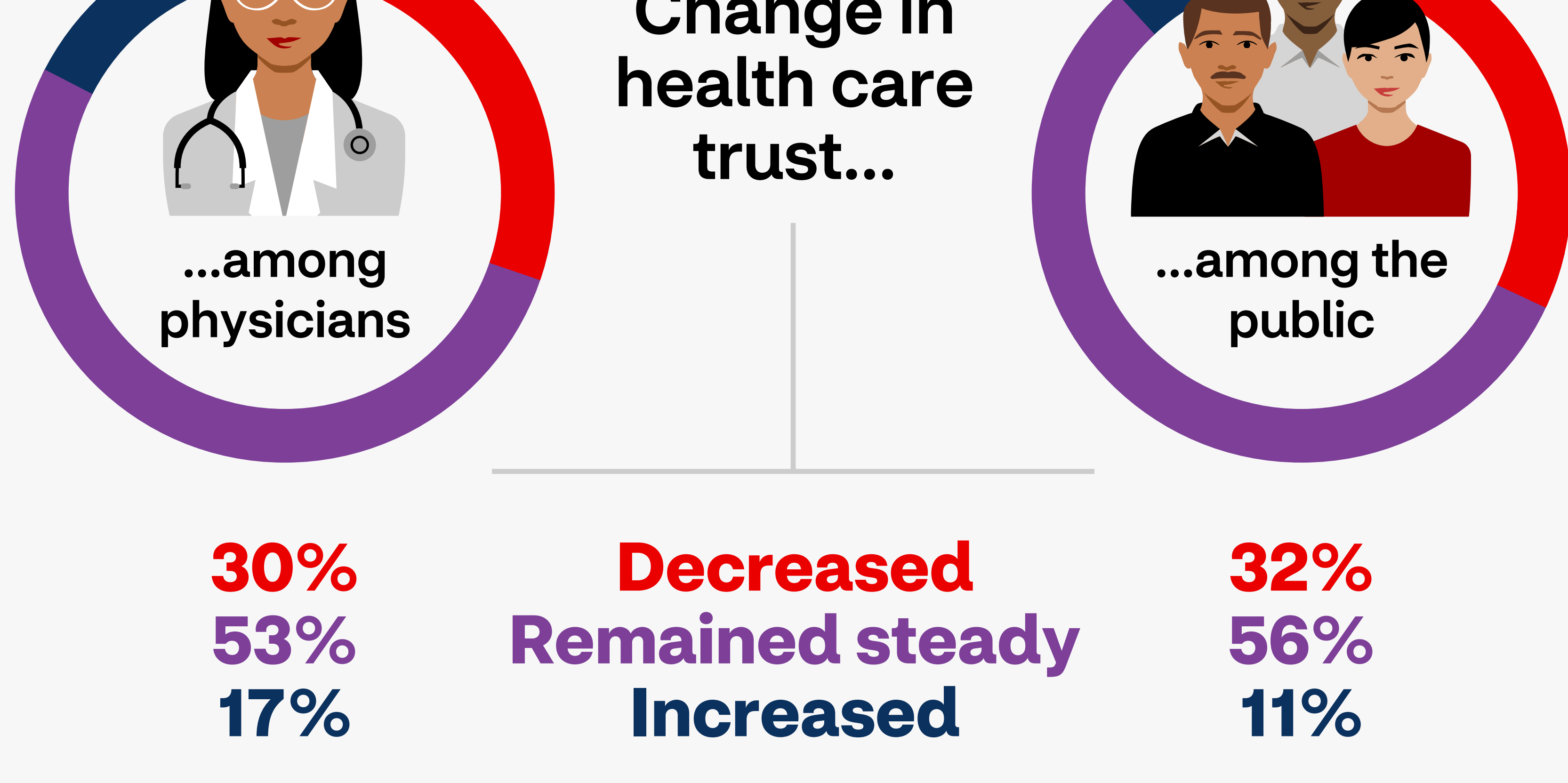
Where Has Trust Gone?



Americans trust the health care system less now than in the past.

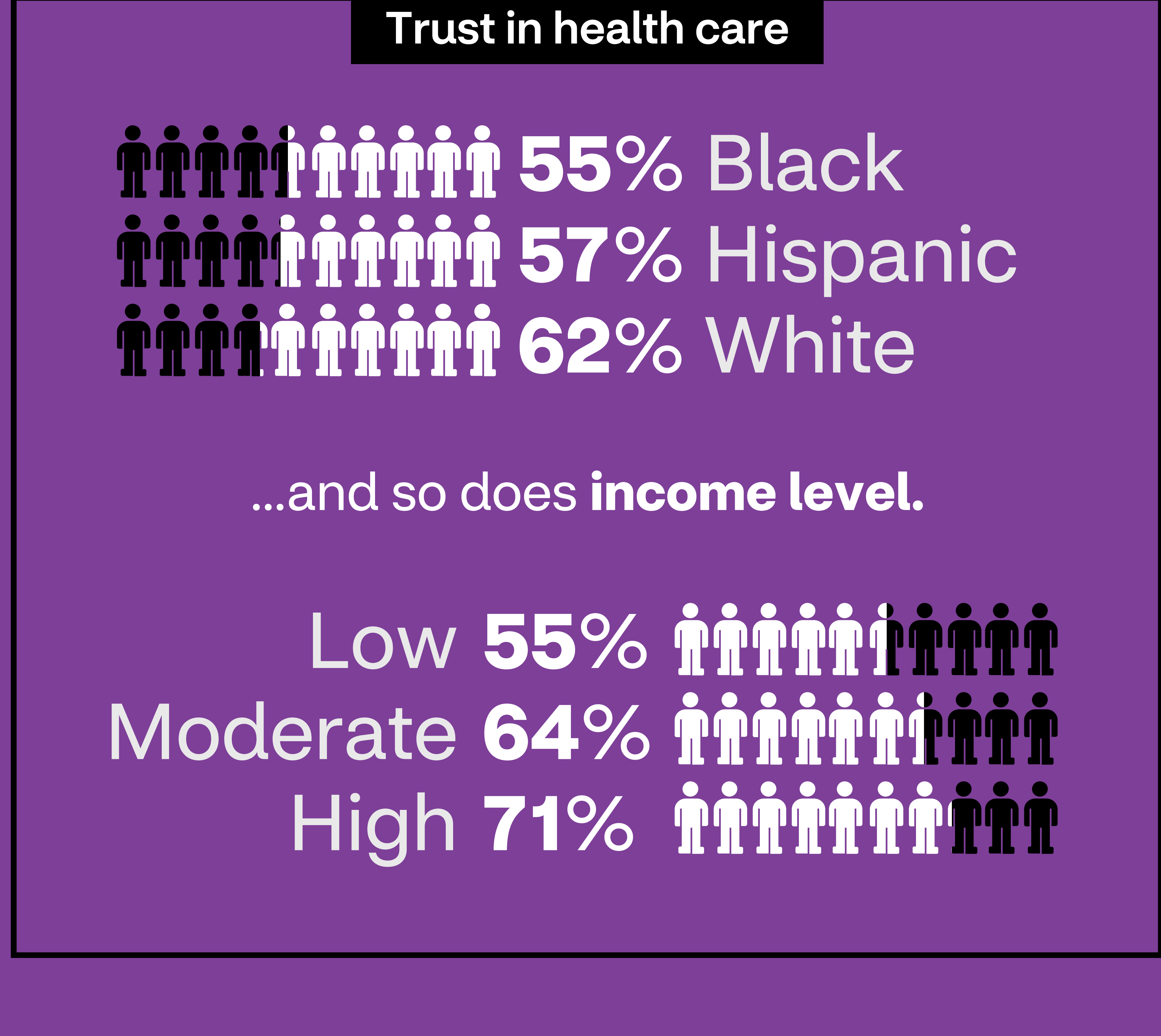


Despite heroic levels of care, the pandemic shook that trust³:

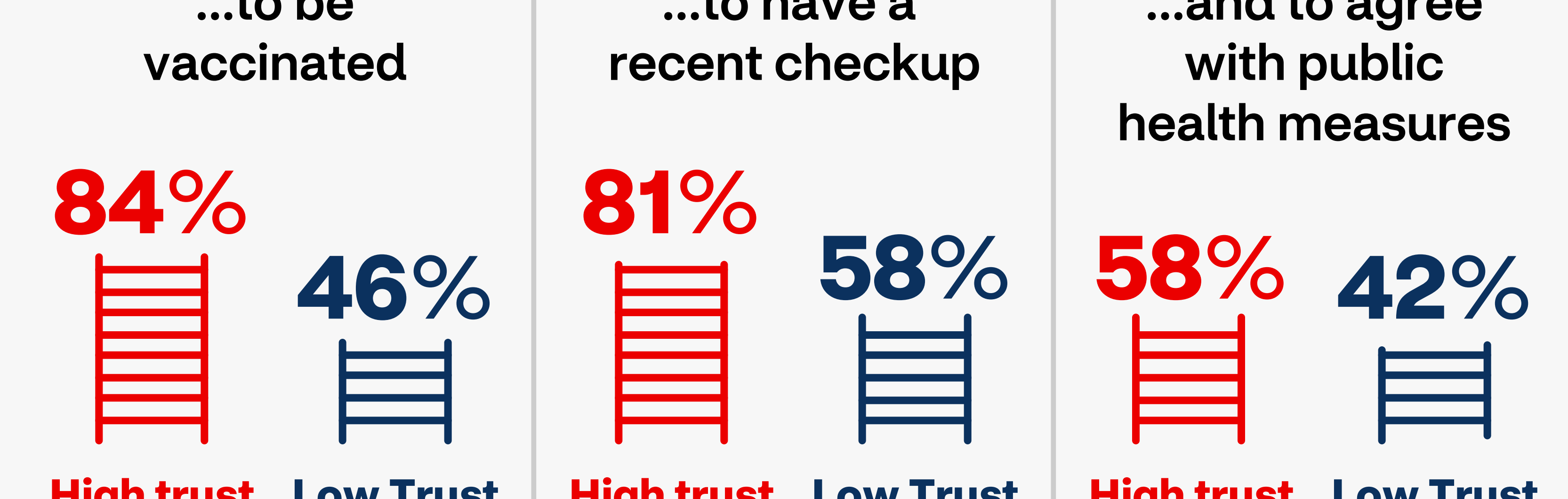


Politicization of the pandemic and online misinformation were a few reasons for this lost trust.⁴

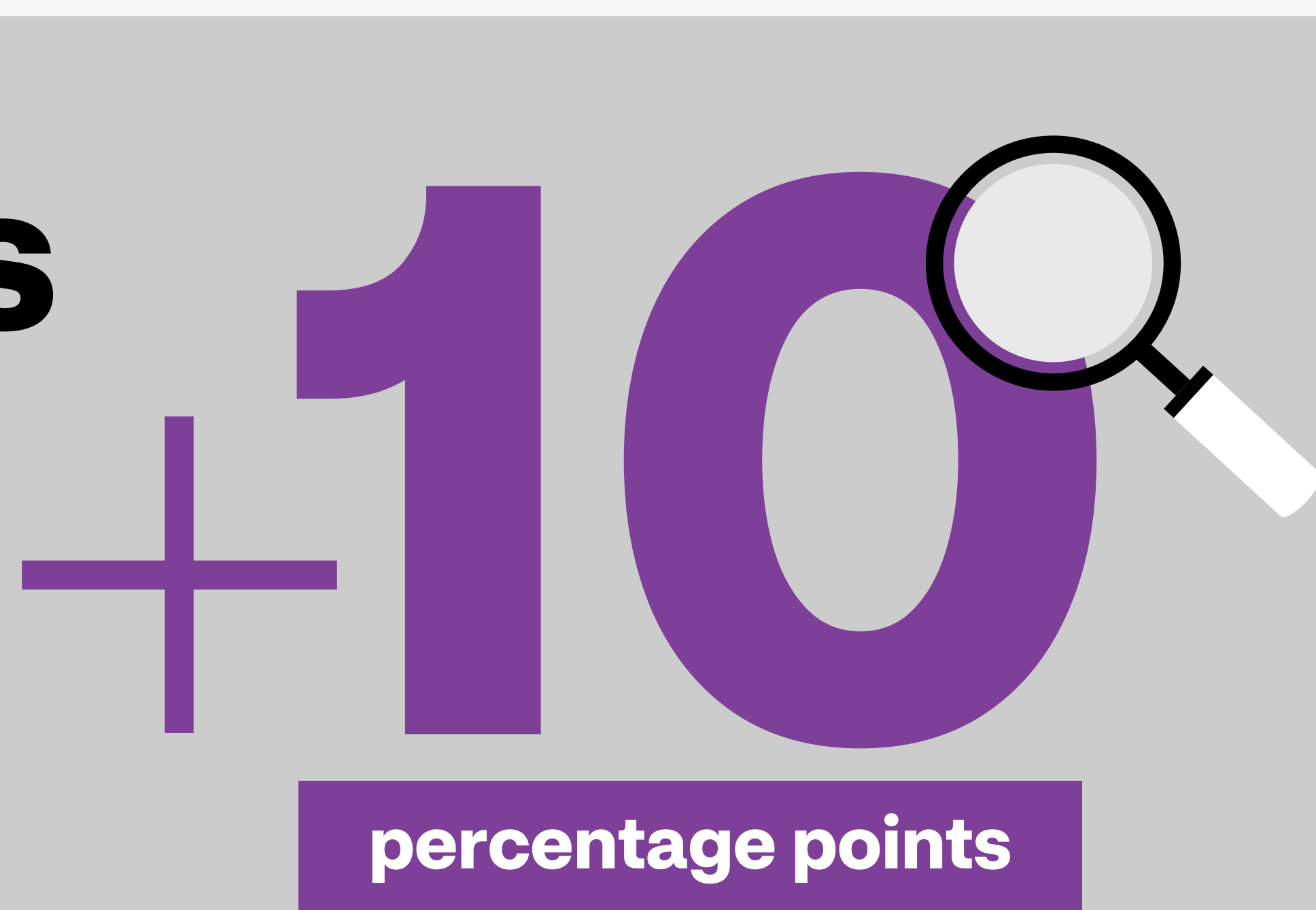
Among the public, race/ethnicity also plays a big role⁵...



Trust is important because People with higher trust are more likely⁶...

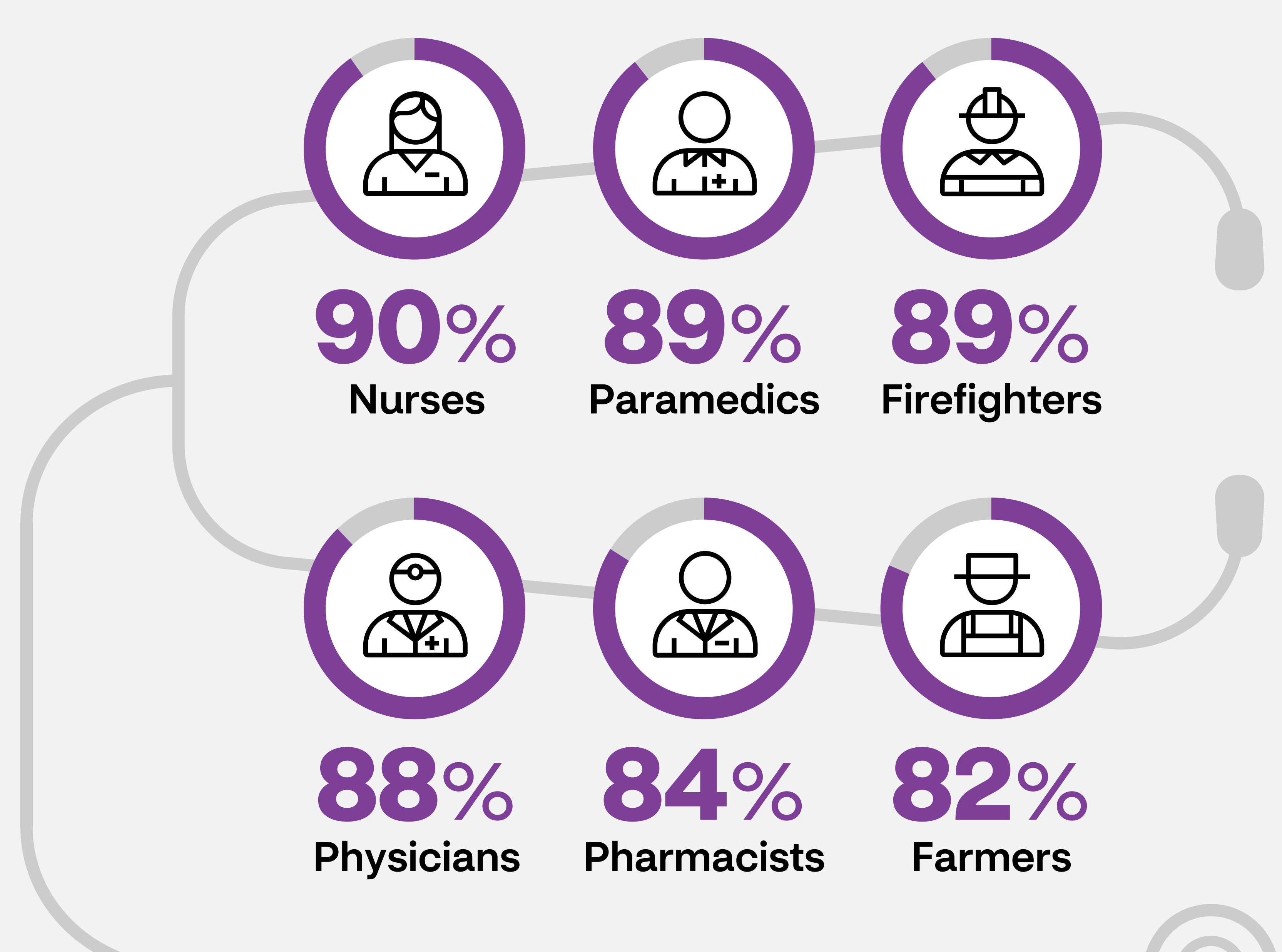


How does trust get built?



Engagement builds trust. Low-income people who had a recent checkup were much more likely to trust the system.⁷

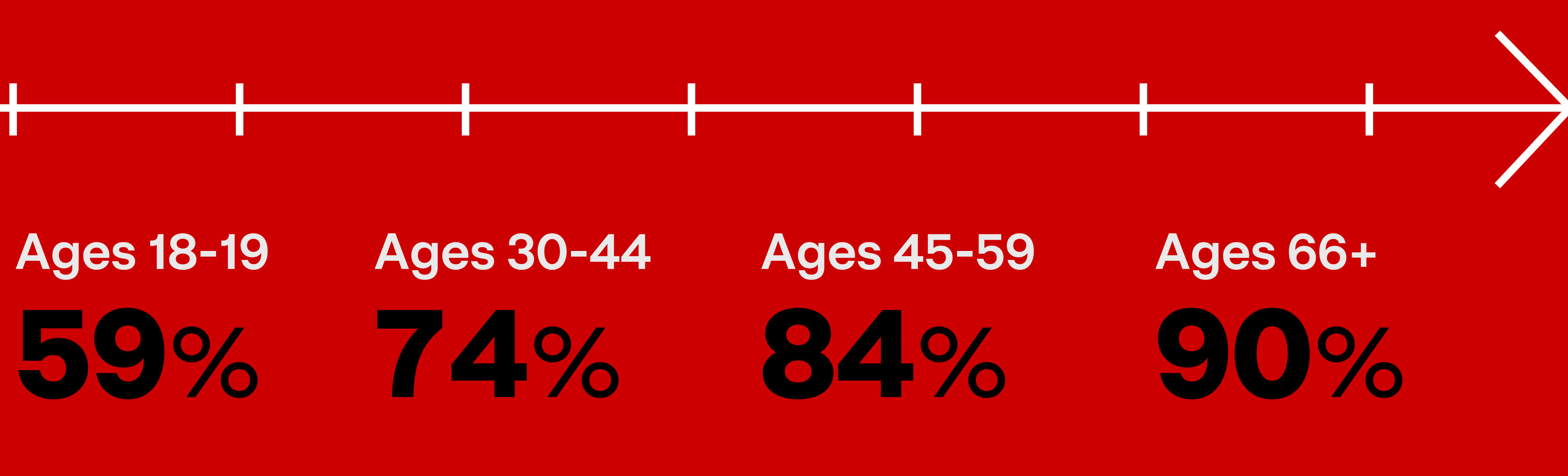
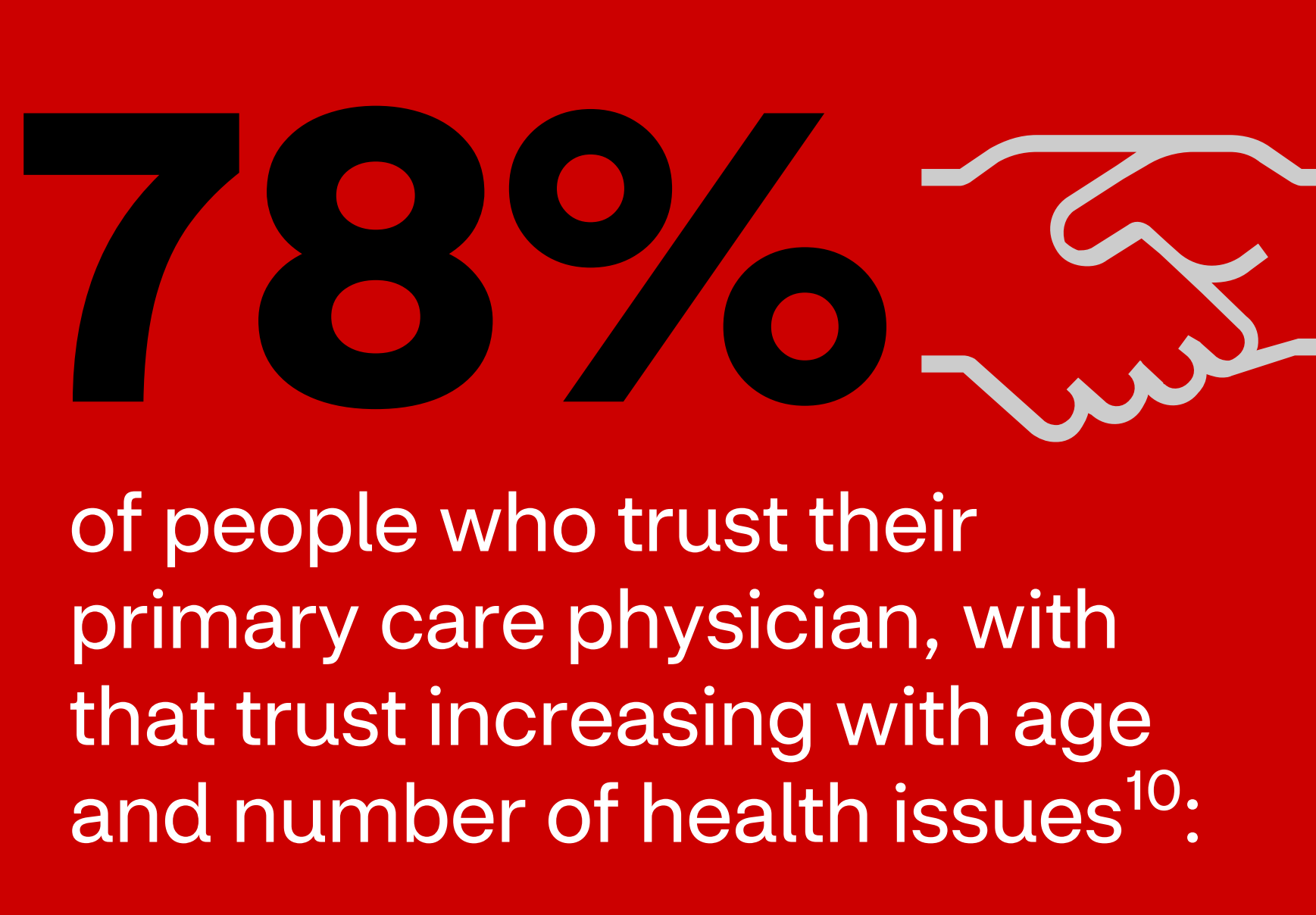
Trust also gets built by choosing the right ambassadors. **Health care professionals are among the most trusted Americans⁸...**



...and so is what they say. People trust information from⁹:



And primary care remains a trusted part of the health care experience



For more information about the trust crisis in health care and what can be done about it, read the CVS Health Trends Report. [CVSHealth.com/HealthTrends/Trust](https://www.cvshealth.com/HealthTrends/Trust)

¹ <https://www.aafp.org/fpm/1999/0600/p15.html>

² <https://news.gallup.com/poll/1597/confidence-institutions.aspx>

³ https://www.norc.org/PDFs/ABIM%20Foundation/20210520_NORC_ABIM_Foundation_Trust%20in%20Healthcare_Part%201.pdf

⁴ https://www.edelman.com/sites/g/files/aatuss191/files/2022-03/2022%20Trust%20Barometer%20Special%20Report%20Trust%20and%20Health_Mar10.pdf

⁵ <https://www.edelman.com/trust/22/special-report-trust-in-health>

⁶ <https://www.edelman.com/trust/22/special-report-trust-in-health>

⁷ <https://www.edelman.com/trust/22/special-report-trust-in-health>

⁸ National Health Project, Harris Poll and CVS Health

⁹ <https://www.edelman.com/trust/22/special-report-trust-in-health>

¹⁰ https://www.norc.org/PDFs/ABIM%20Foundation/20210520_NORC_ABIM_Foundation_Trust%20in%20Healthcare_Part%201.pdf