

**EXECUTIVE LEADERSHIP ROUNDTABLE AT HLTH**  
**FLYING THE PLANE WHILE BUILDING THE PLANE:  
DO YOU HAVE WHAT IT TAKES TO PILOT  
THE TRANSFORMATION OF HEALTHCARE?**

**Wednesday, October 30th, 2019 12:00PM to 3:00PM PT**

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Executive  
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**Roundtable**

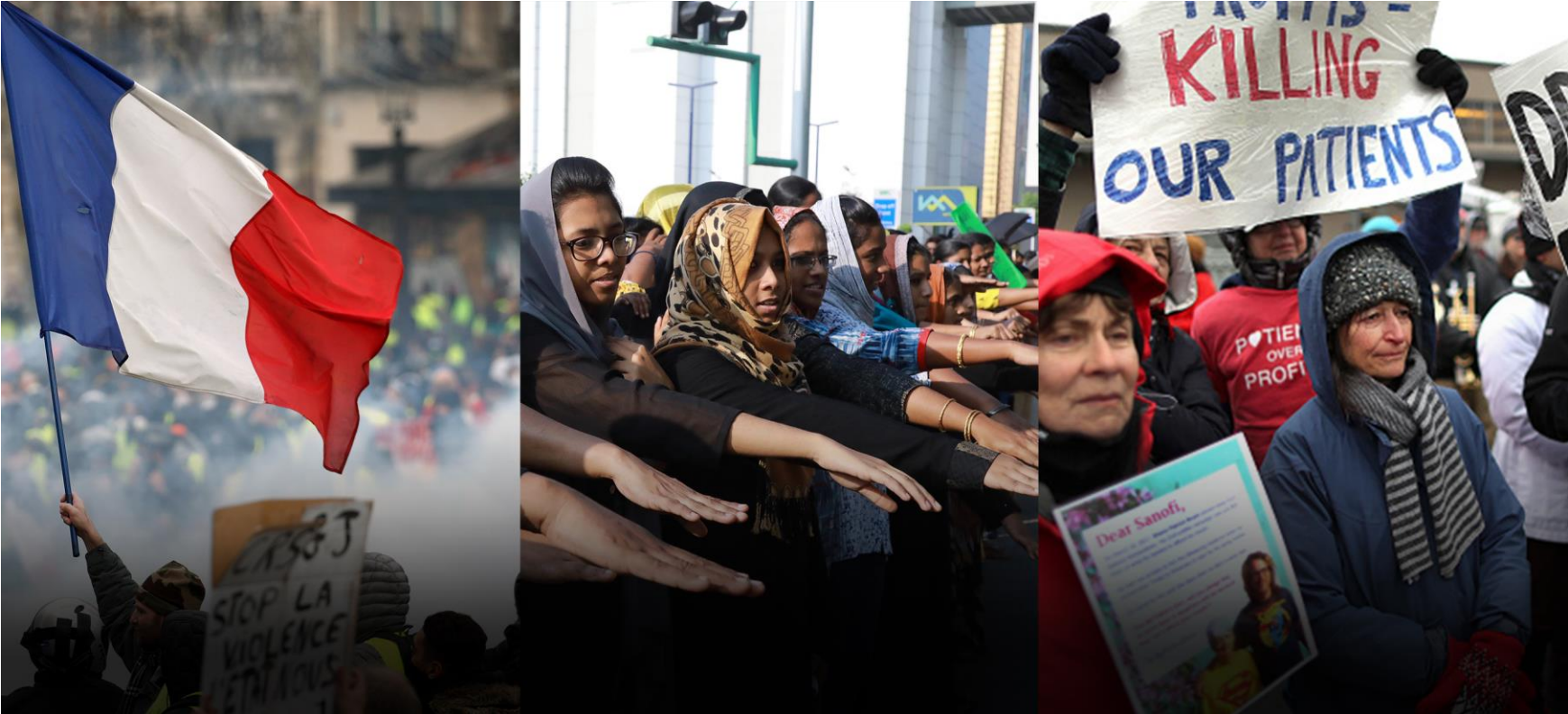
[www.hceg.org/elr](http://www.hceg.org/elr)

# Lynn Hanesian

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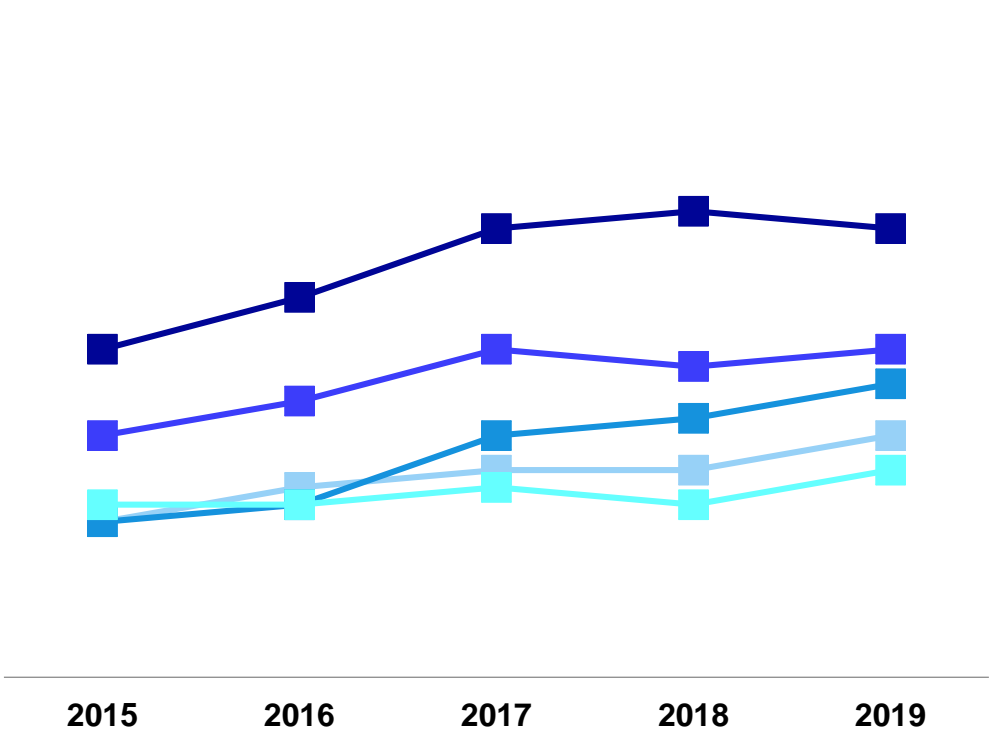


2019 EDELMAN  
TRUST BAROMETER  
HEALTHCARE



# HEALTH SUB-SECTOR TRUST RISES GLOBALLY OVER TIME

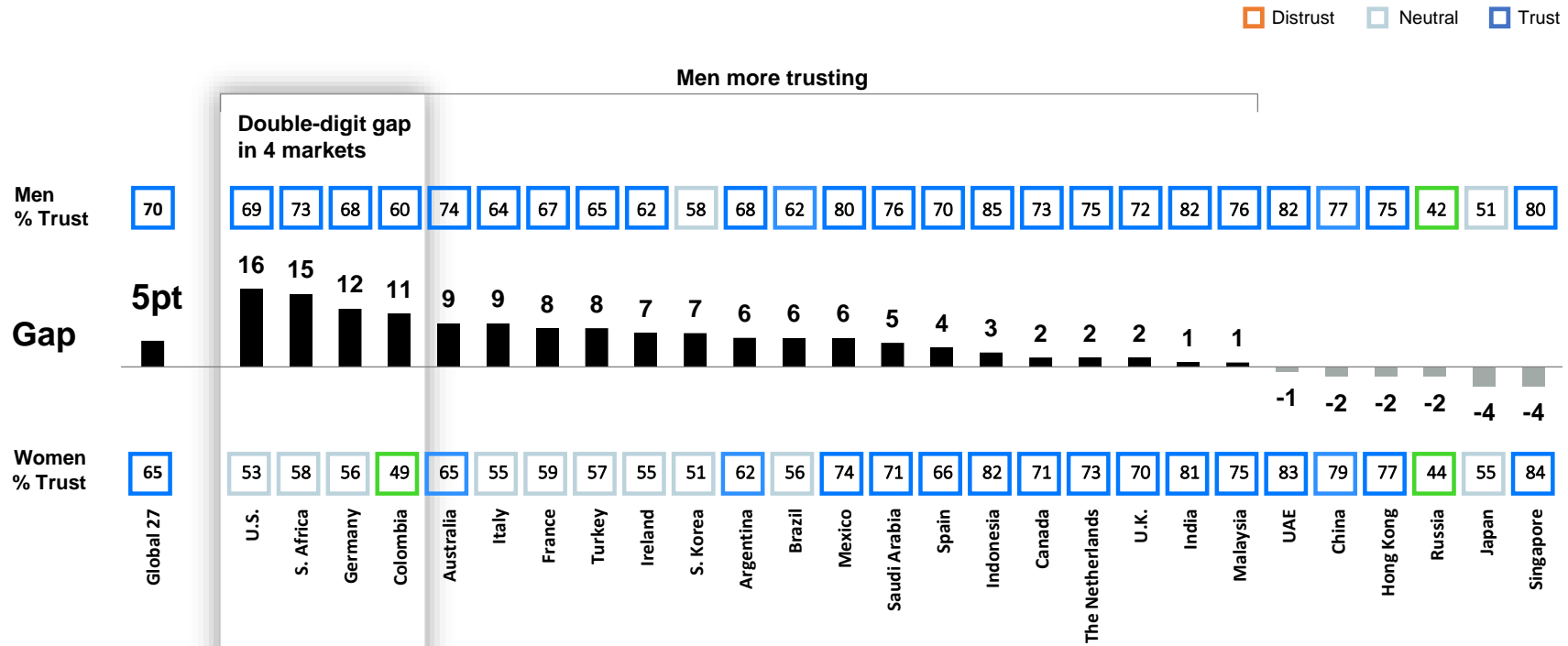
- Percent trust in the health sub-sectors, 2015 to 2019



Industry	2015	2016	2017	2018	2019
<b>Hospitals, Clinics</b>	<b>64</b>	<b>67</b>	<b>71</b>	<b>72</b>	<b>71</b>
<b>Biotech</b>	<b>59</b>	<b>61</b>	<b>64</b>	<b>63</b>	<b>64</b>
<b>Health insurance</b>	<b>54</b>	<b>55</b>	<b>59</b>	<b>60</b>	<b>62</b>
<b>Consumer health</b>	<b>54</b>	<b>56</b>	<b>57</b>	<b>57</b>	<b>59</b>
<b>Pharmaceutical</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>55</b>	<b>57</b>

# WOMEN TRUST HEALTHCARE LESS THAN MEN; LARGEST GAP IN THE U.S.

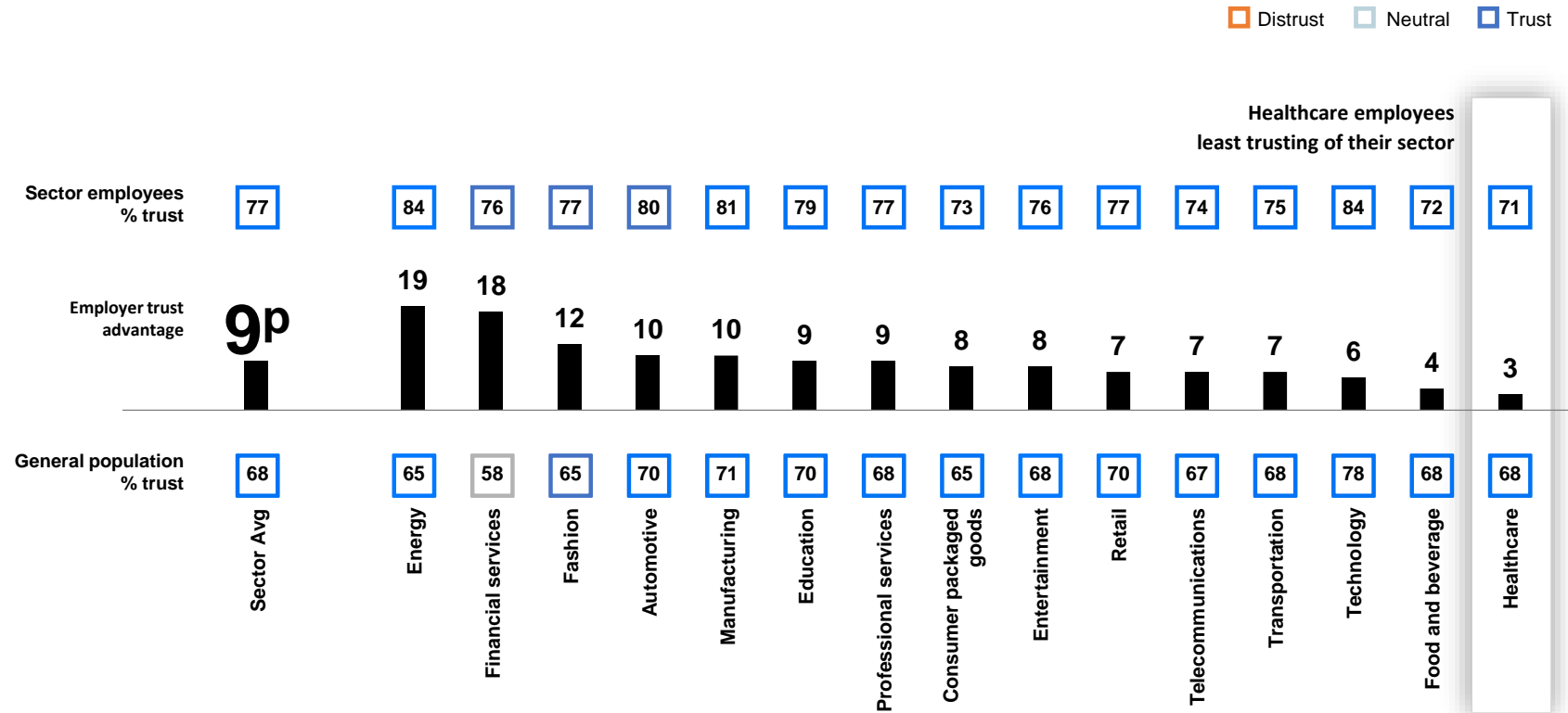
- Trust gap, comparing the difference between men's and women's trust in health



2019 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. General population, 27-market average, by gender.

# HEALTHCARE MISSING AN EMPLOYEE TRUST ADVANTAGE

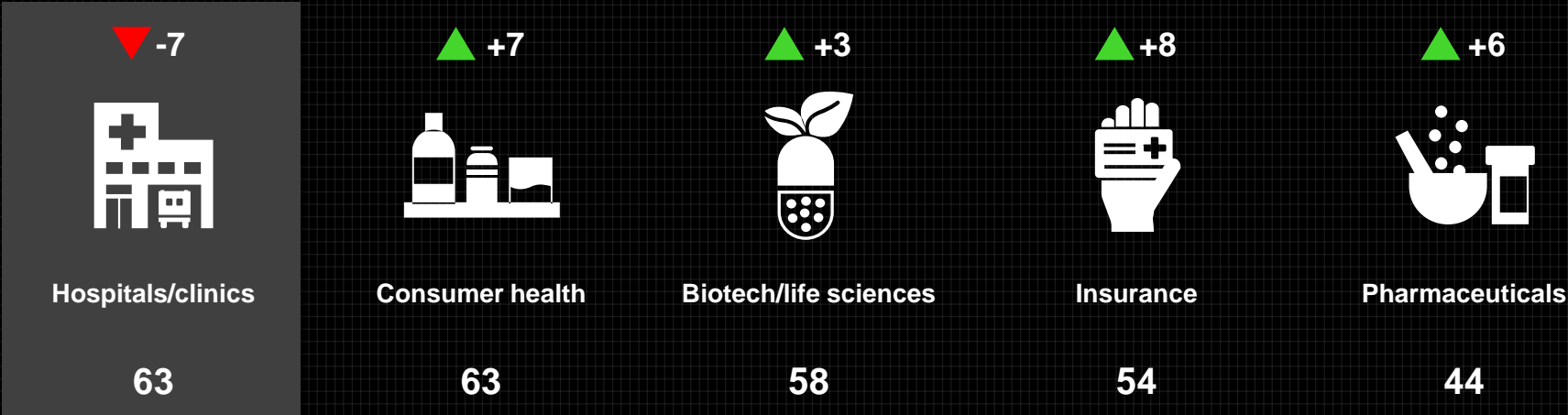
- Difference between sector trust among those employed in the sector
- and sector trust among the general population




2019 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Industries asked of half of the sample. General population, 27-market average. Sector employee data is among those employed in each sector, but not self employed (Q420/1-18 AND Q43/1 AND NOT Q28/7).

# U.S. HOSPITAL TRUST DROPS AS OTHER HEALTHCARE SUB-SECTORS RISE

- Percentage point change in trust from 2018 to 2019, and percent trust in each sub-sector



 2019 Edelman Trust Barometer. TRU\_SUB\_HEA. Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, U.S.

# IS THIS ENOUGH TO BUILD TRUST FOR HEALTHCARE COMPANIES?

1

**Partner with  
employees**

2

**If you have a health  
tech story – tell it**

3

**Transparency  
above all**

4

**Activate a cross-  
channel plan**