Evidence-Based Communication - the missing resource to protect & promote community health in 2026 and beyond

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2026 Michigan Premier Public Health Conference

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Blue Water Convention Center
Port Huron, MI

Keynote Presentation



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Executive Director
Trusted Messenger Program

Trusted Messenger Program

COMMUNICATION

HCP interview responses to the TMP from across the U.S.

"Every visit is taki… just tired of it everyday"

"Even familie… for years are asking questions about things they comfortably accepted previously"

"Parents o… what to do"

"Almost any to… like it could become a point of contention, a source of unease or even an argument"

~~Efficiency~~

~~Effectiveness~~

Public Health discussions across the U.S.

“Our work has become

~~Efficiency~~

“It’s exhausting.”

“It feels like our credibility is under daily attack.
We’re working to promote health & to reduce illness and yet
Public Health is the problem?!”

“Almost any

~~Effectiveness~~

s potential for

troversy and anger.”

We’re not failing at the science

We’re failing at the communication of the science



2009


THE FUTURE OF SOCIAL SECURITY
LATE NIGHT'S NEW GUY
Pittsburgh Post-Gazette
SUNDAY
$65
THE VACCINE DILEMMA

Not So Long Ago, in a Practice Not So Far Away



Top Quality Practice Outcomes

- Immunizations (#1 HPV in PA)
- Well/Preventive Visits
- Screenings

Local HCPs as trained Trusted Messengers with appropriate resources and support

kids+ pediatrics

Quality, Connection, Communication



Vaccine Warriors

DR. TODD WOLYNN AND CHAD HERMANN TAKE ON ANTI-VAX FALSEHOODS WITH A HEALTHY DOSE OF SCIENCE AND HUMOR

Evidence-based medicine and public health interventions don't work

...unless people trust the messengers.

Trust in U.S. Institutions is at an All-Time Low



Academia Medicine Public Health Government









MEDICAL INDUSTRIAL COMPLEX



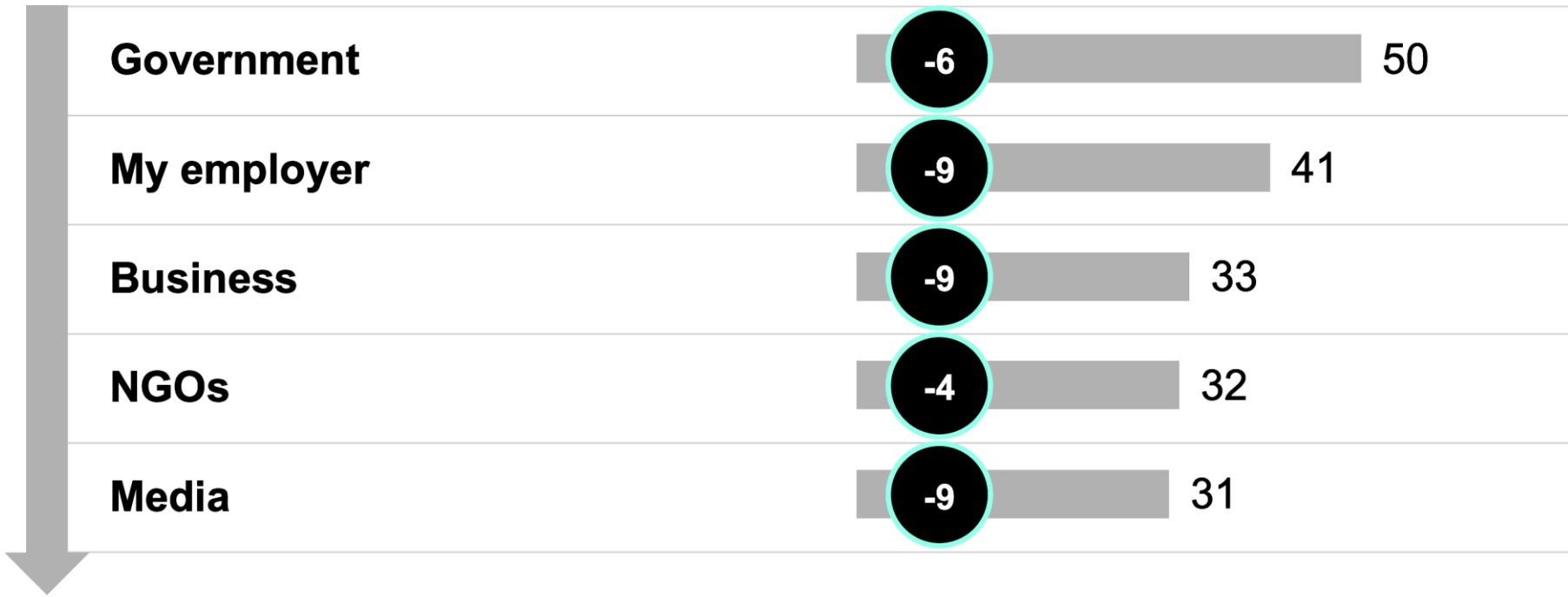
Since Last Year, More Responsibility for Myself and My Provider, Less for Institutions

Percent who say

GLOBAL 12

Change, Apr 2023 to Apr 2024

I expect each to play a **big or huge role** in making sure I am as healthy as possible



2024 Edelman Trust Barometer Special Report: Trust and Health. HEA_RSP. How big a role do you expect each of the following to play in making sure you are as healthy as possible? 5-point scale; top 2 box, large or very large role. General population, 12-mkt avg. "My employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

From "We" to "Me": *Our* Shared Institutions Lose, *My* Local Circle Wins

Trust is Local.

Among those who say recent societal events impacted their trust in people or institutions (95%), percent who say

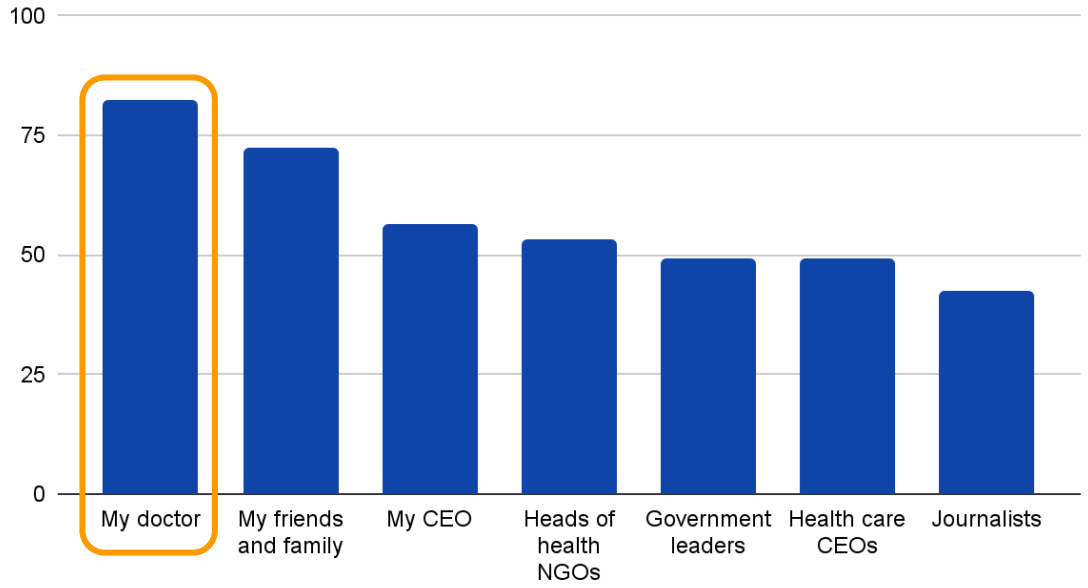
▼ I have **lost trust** in:	Net change
National government leaders	-16
Major news organizations	-11
Foreign business leaders	-6

2026 Edelman Trust Barometer. TRU_CNG_HOW. How did this event impact your level of trust in each of the following? 5-point scale; codes 1-2, lost trust; codes 3-4, gained trust; the "net change" is the difference between those who gained trust minus lost trust. Question only asked to those who say societal events from the past five years have had an impact on their level of trust in other people or institutions (TRU_EVT = any of r1-8). General population, 27-mkt avg. Data not collected in China. "My coworkers" and "My CEO" were only asked to those who are employees of an organization (Q43/1). For a full explanation of this analysis, please see the Technical Appendix.

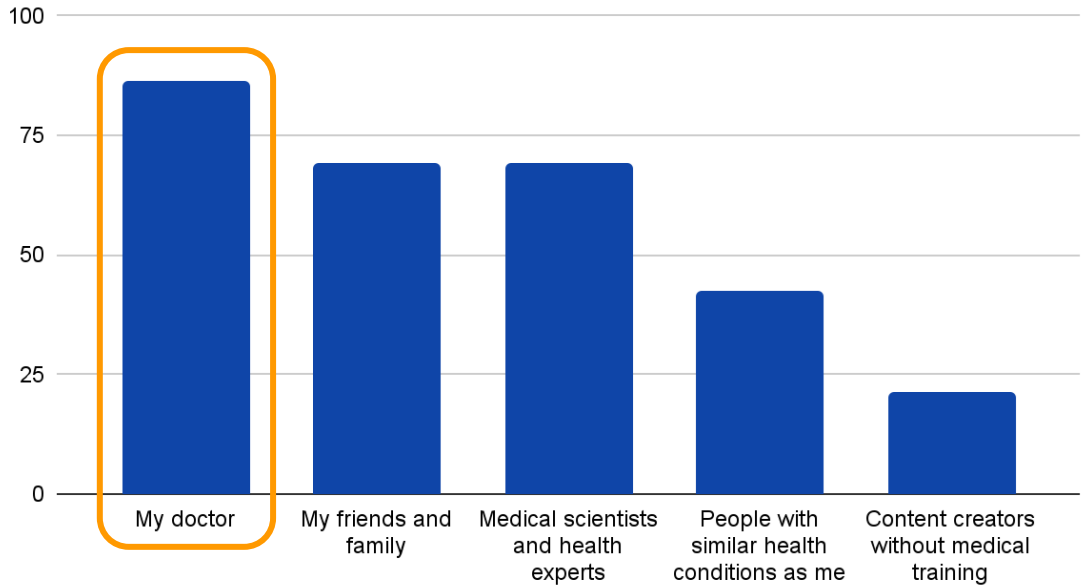
HEALTH TRUST IS LOCAL & APOLITICAL

Family health care providers still carry the most trust and influence for personal health issues and decisions.

Trust to tell the truth about health issues and how to protect public health



Have influenced my health decisions



TRUST is LOCAL

Since Last Year, More Responsibility for Myself and My Provider, Less for Institutions

Percent who say

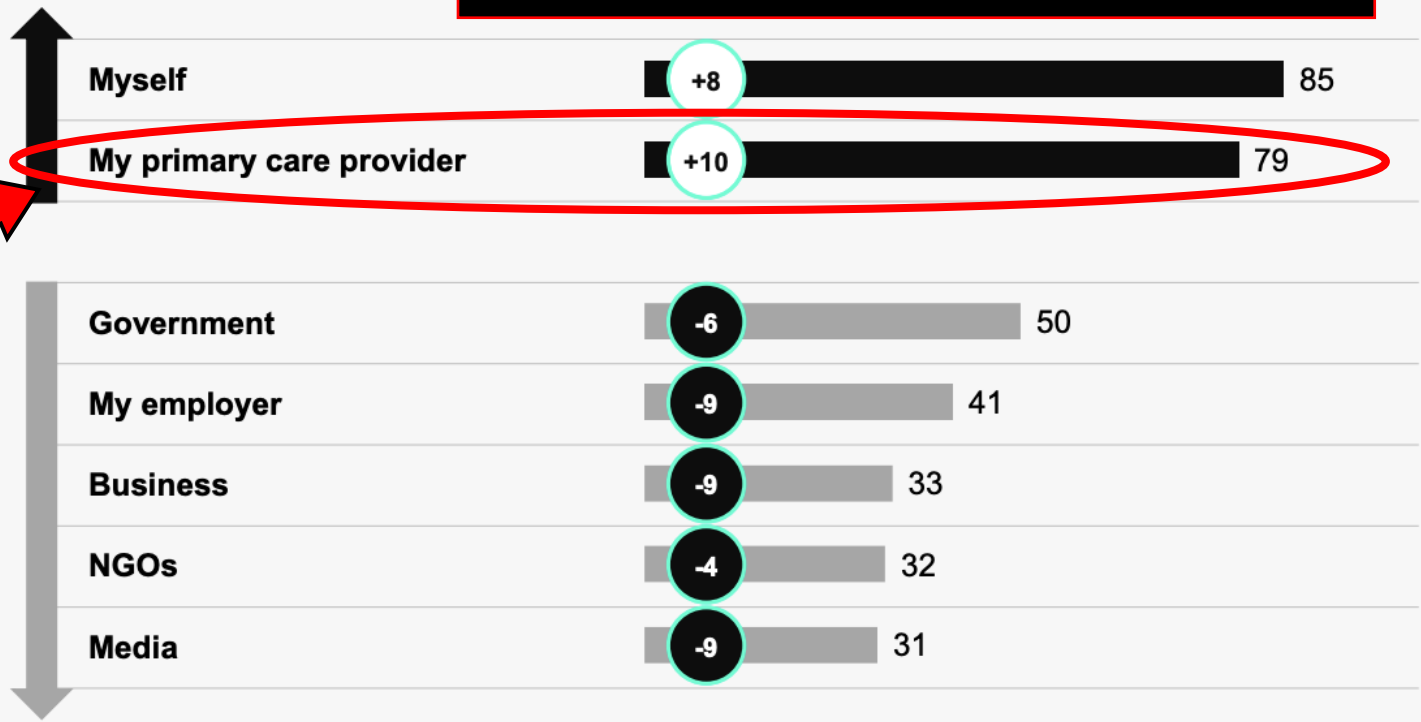
NOT Guaranteed
NOT Indefinite

GLOBAL 12

Change, Apr 2023 to Apr 2024

Significant change

I expect each to play a **big or huge role** in making sure I am as healthy as possible

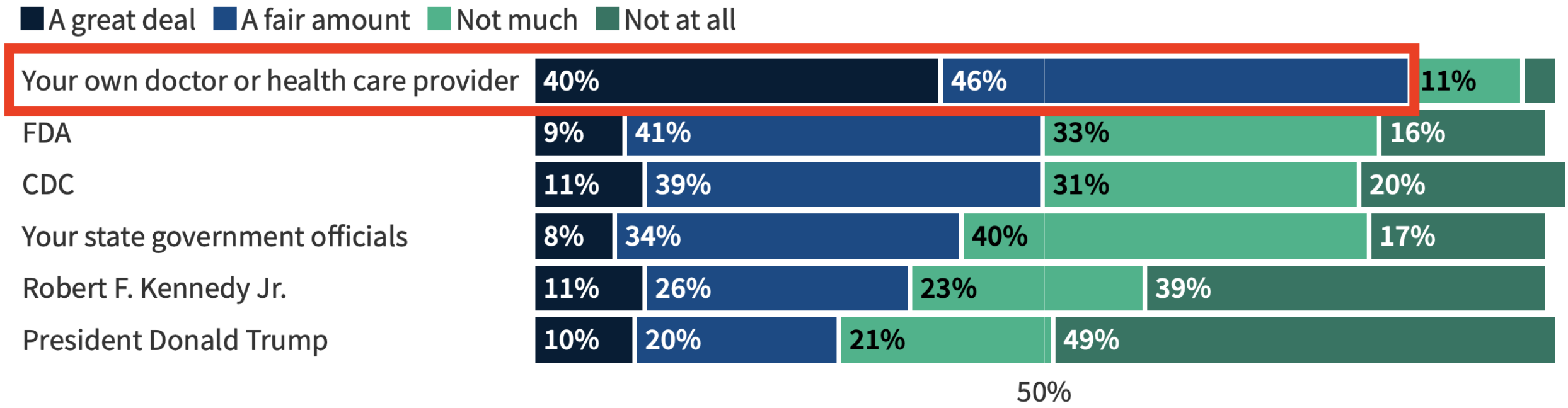


TRUST in *MY* HCP

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U.S. Adults Are Most Trusting of Their Own Doctors for Health Information; Fewer Trust Government Health Authorities

How much do you trust each of the following for reliable information about **health issues**?



Note: See topline for full question wording.

Source: KFF Tracking Poll on Health Information and Trust (Jan. 13-20, 2026) • Get the data • Download PNG

KFF

Who do you trust to tell the truth about medical issues and protect public health?



Left



Center



Right

You are the exception.





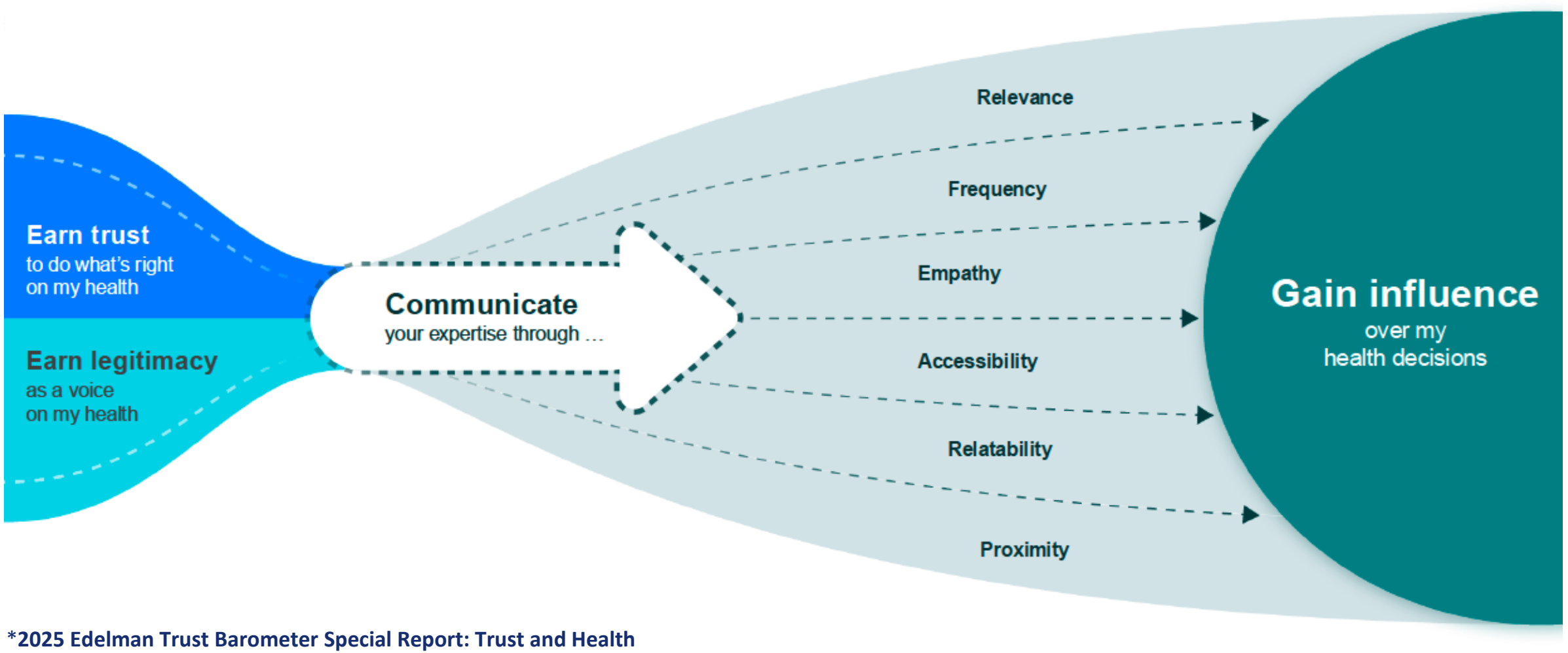
But Docs, NPs, PAs, Nurses, Pharmacists… have not been taught this info!

Good communication is essential to good health care



EMPOWERING HCPs TO GET THEIR PATIENTS TO “YES”

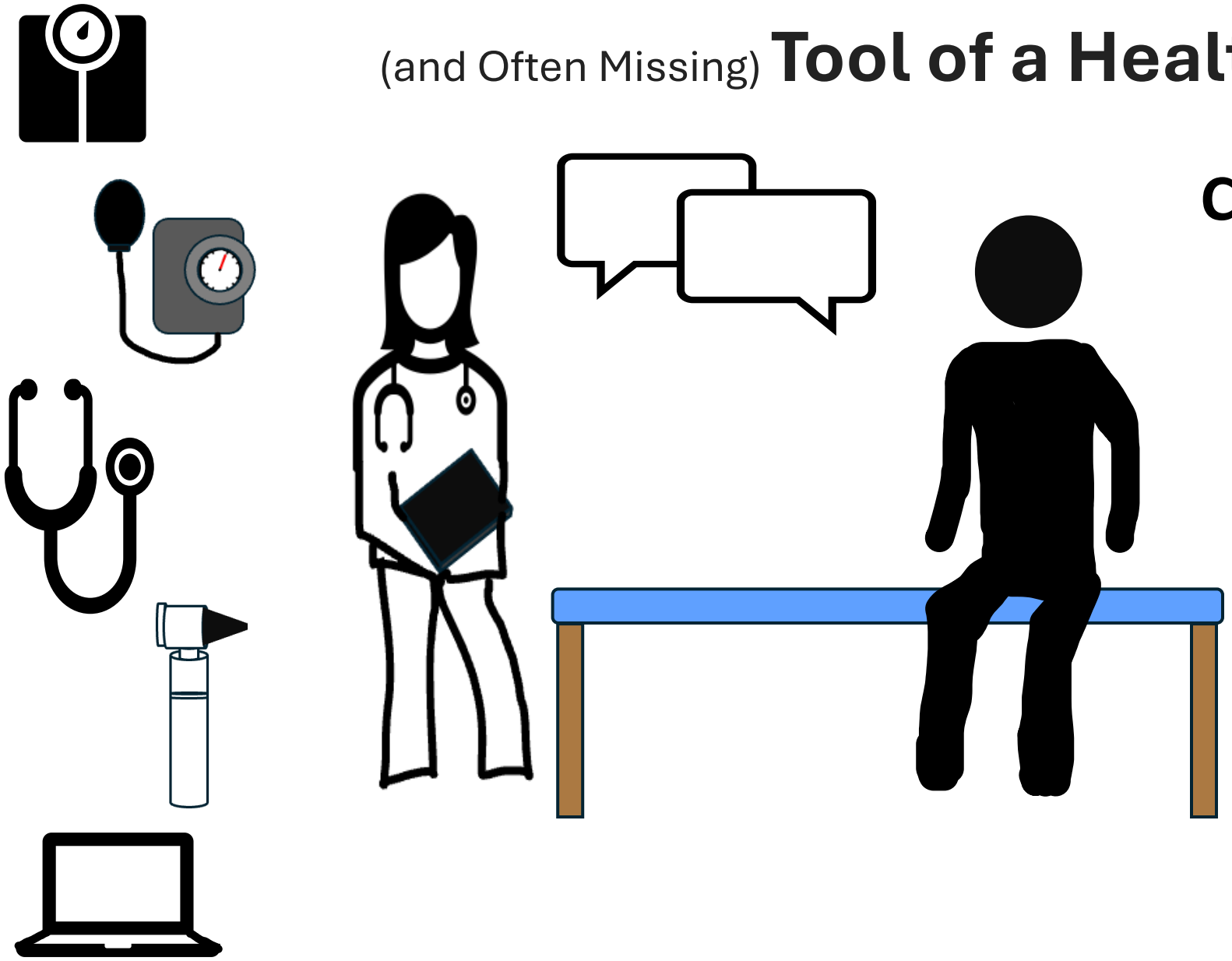
Healthcare Providers are Trusted Messengers. But they’re not trained communicators.
Communication is the key to driving health decisions & achieving value-based goals.



*2025 Edelman Trust Barometer Special Report: Trust and Health

↑ Patient Acceptance of
HCP Recommendations
is Built on Trust
& Optimized Communications

Effective Communication is a Critical (and Often Missing) Tool of a Healthcare Visit



Communication:

- is bioactive
- can change behavior

“What we say to our patients matters, but how we say it matters more.”

Prescription Adherence

Shade & Sunblock

Tobacco Use

Regular Exercise

Nutritious Foods

Behavior Change

Alcohol Consumption

Oral Health

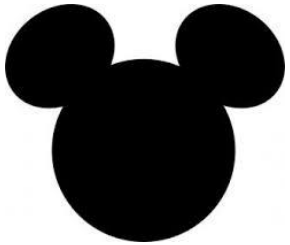
Adequate Sleep

VACCINES

Medication Adherence









COMMUNICATION ROI Behavior Change

BARNES & NOBLE





COSTCO

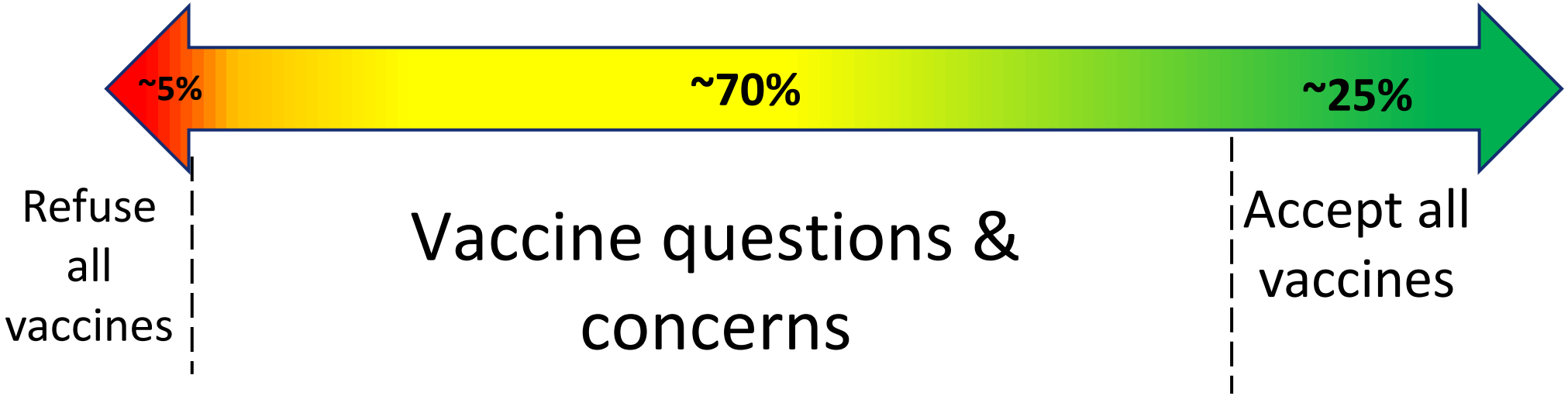
Communications



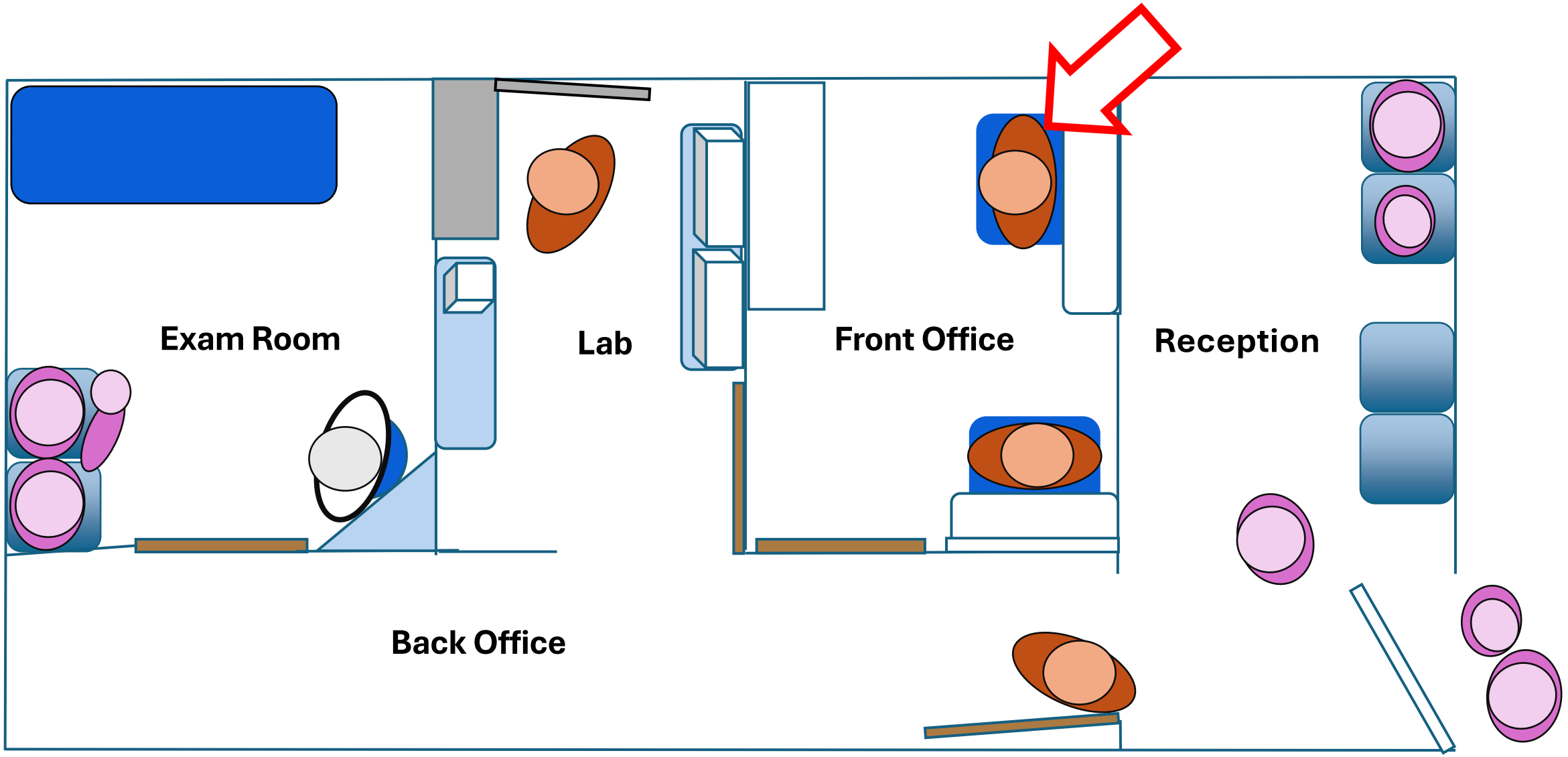
Clinical & Operational Success

- ✓ Patients
- ✓ Families
- ✓ Community

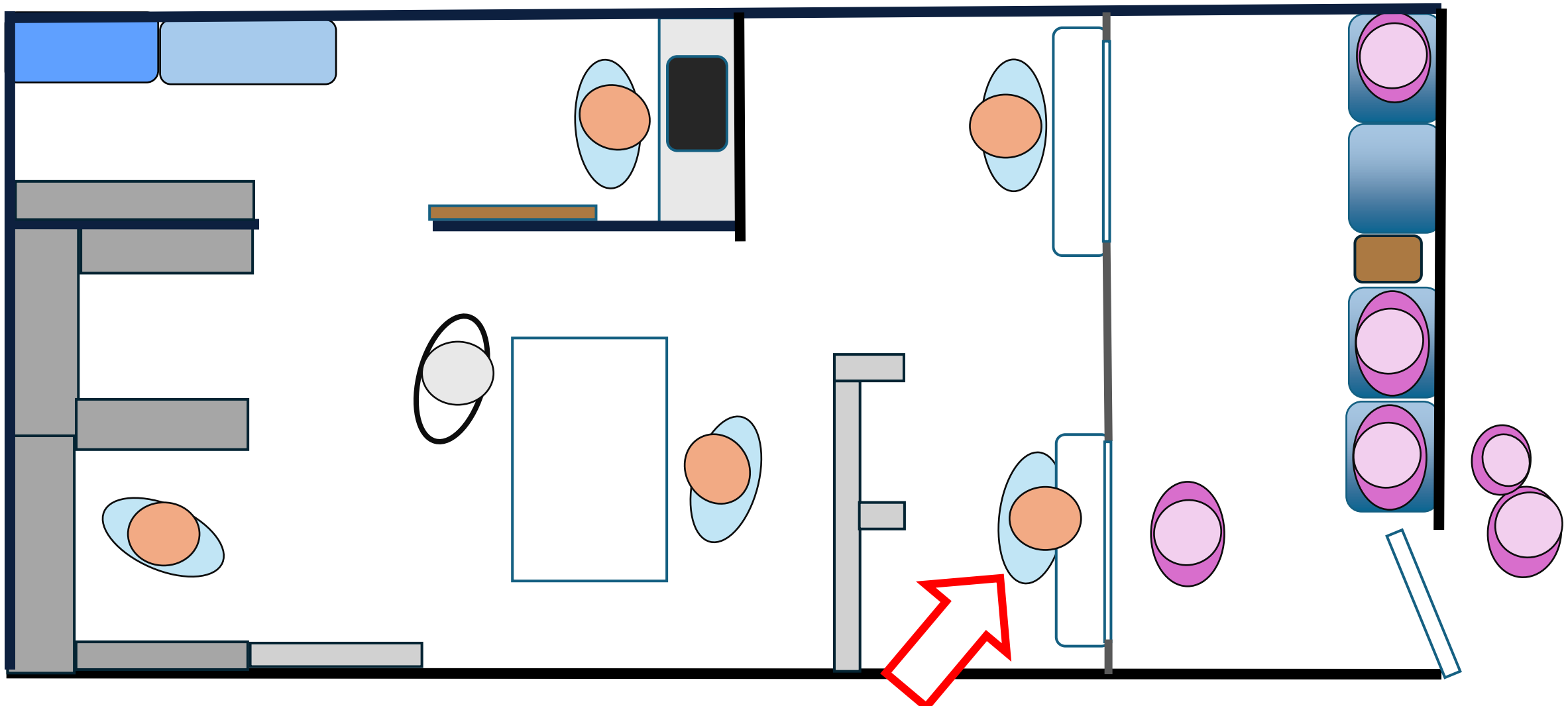
Vaccine Acceptance is Dynamic and Exists Along a Continuum



A Culture of Communication



A Culture of Communication



How People Make (Health Care) Decisions

Logos

Trusted HCPs

Ethos

Pathos

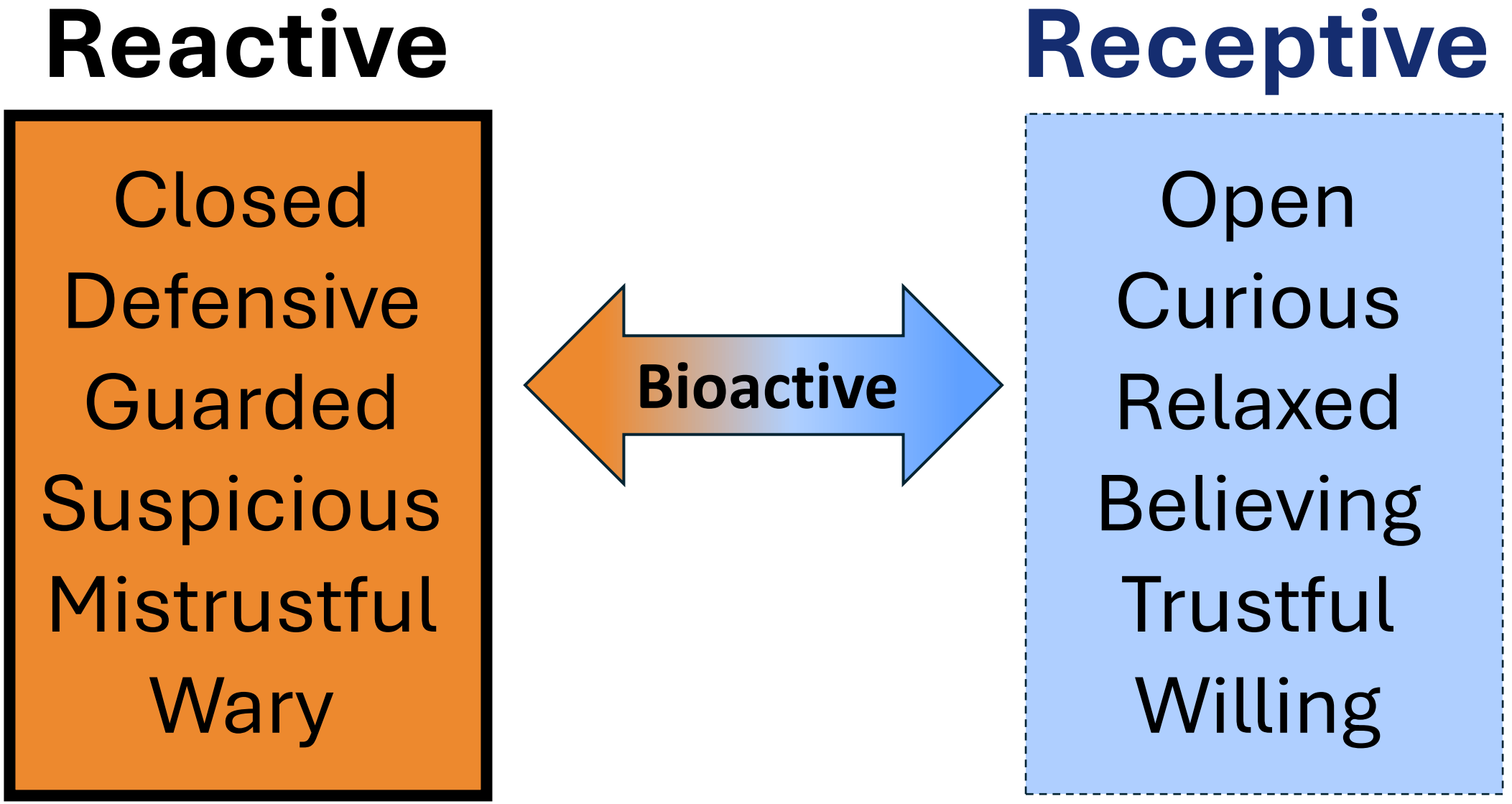




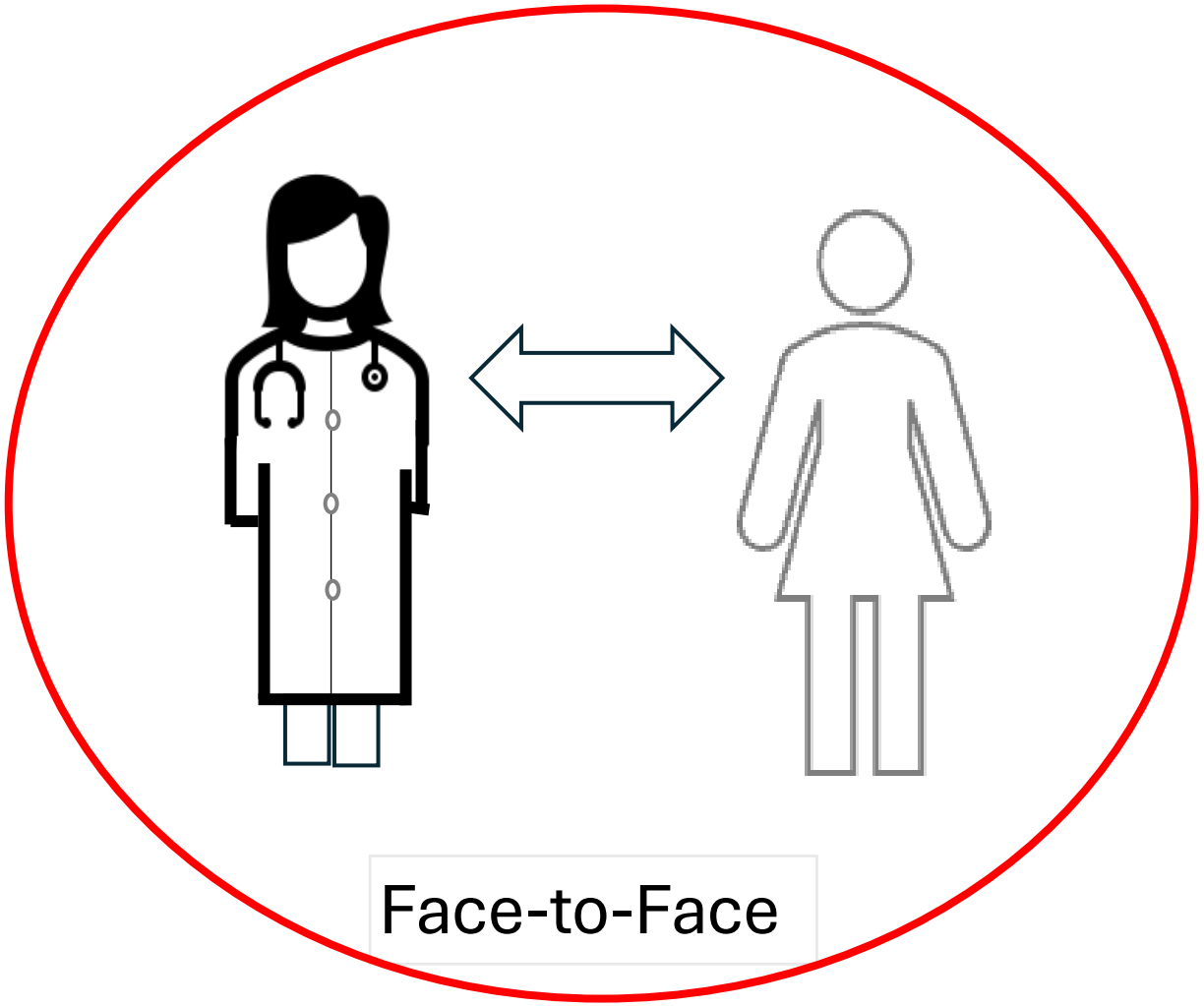
~~Data~~

~~Fear~~

How our training fails us


Reactive
Closed
Defensive
Guarded
Suspicious
Mistrustful
Wary
Bioactive
Receptive
Open
Curious
Relaxed
Believing
Trustful
Willing

Two Different, and Essential, Communication Settings

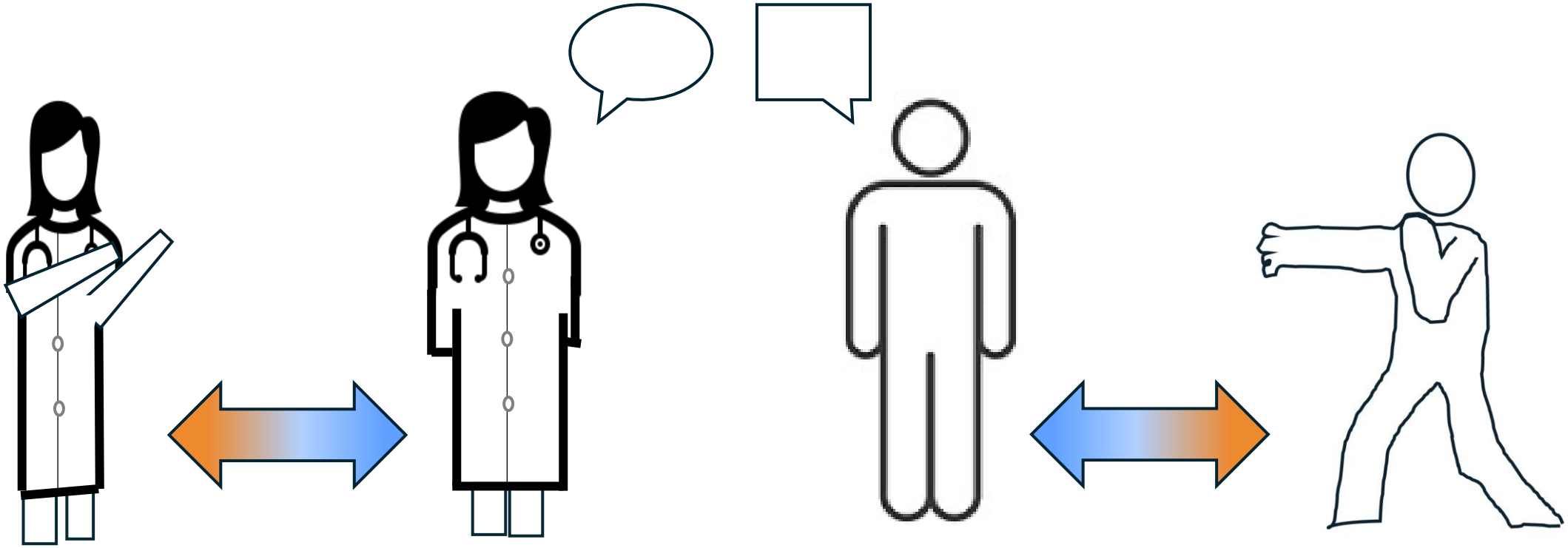


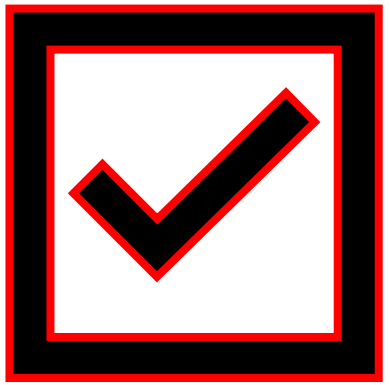
Face-to-Face



Digital

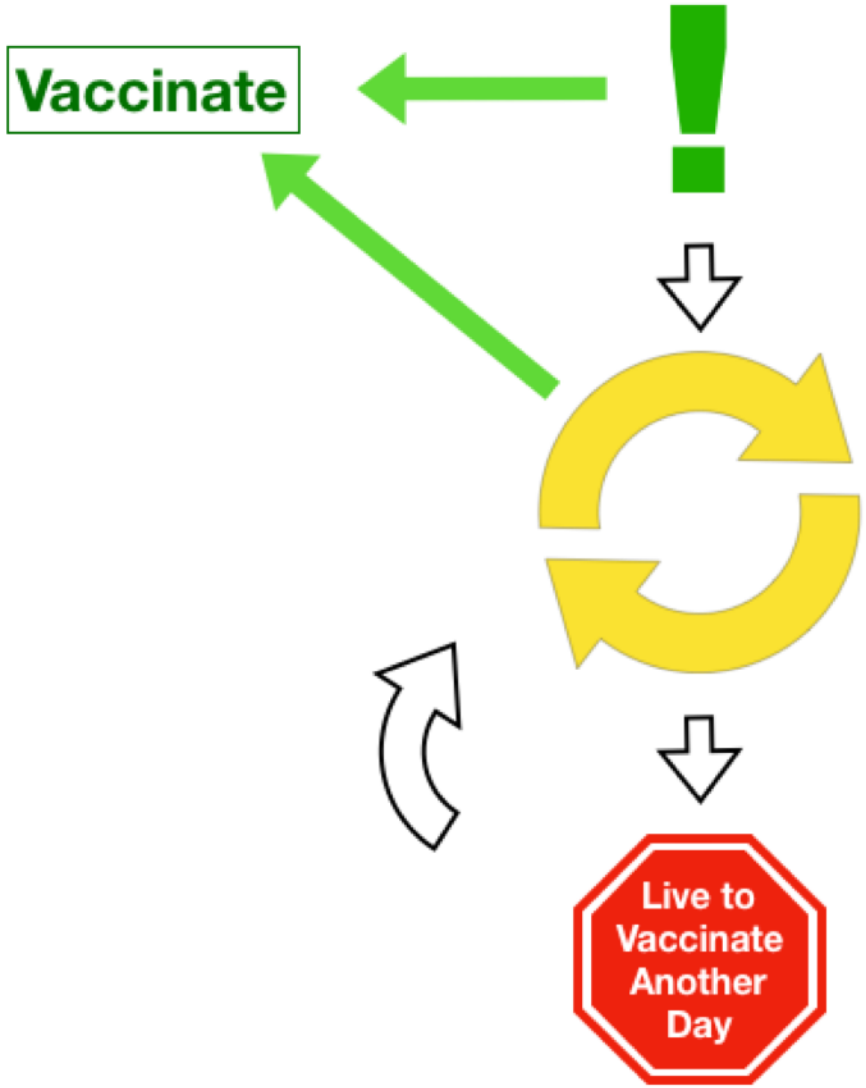
When your recommendation isn't immediately accepted…





Motivational Interviewing

AIMS: How to Address & Overcome Resistance



Announce

Inquire

Mirror

Secure

Supporting Pt/Family Health Decisions

Face-to-Face

Example AIMS Conversations



Presumptive

A

HCP: Mrs. Jones, Suzy's 11yr visit is fine. She is due for her Tdap, HPV & Meningitis vaccines. Let's get those done today.

Fam: She needs her Tdap & Meningitis vaccines for school so I'd just like her to get those two today.

Active Listening

Confirm

Empathy

Ask permission

Genuine Real

Shared Concern

Data

Genuine Real

Thanks

AIMS

Announce – Inquire – Mirror – Secure

is **designed to build trust**, not force acceptance of an HCP recommendation

is **evidence-based communication** applicable to any HCP recommendation

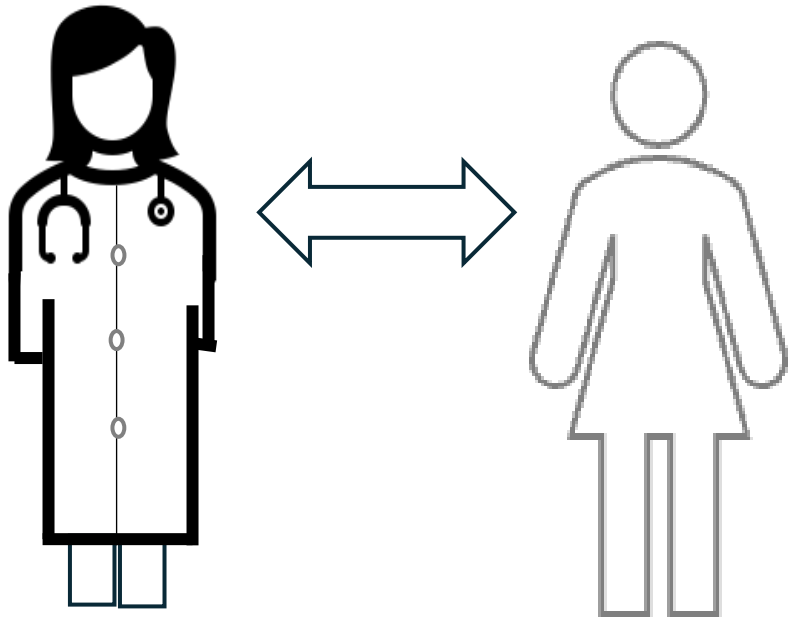
provides a path for HCPs to demonstrate **active listening** and to express **empathy**

builds trust even when a recommendation is refused

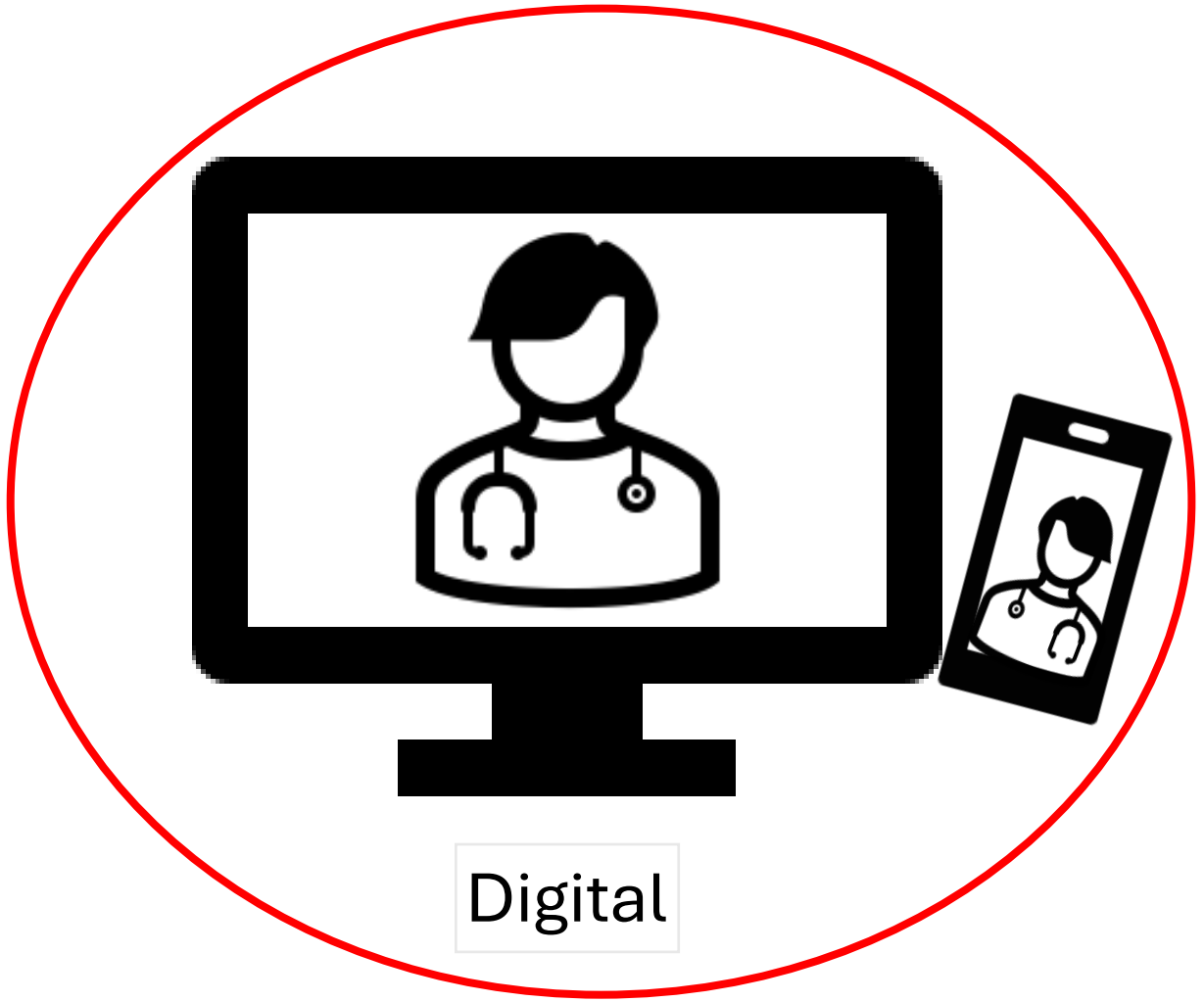
helps to enhance **HCP confidence** and **patient/family satisfaction**

can be **learned quickly**, is **easily implemented**, and **improves with practice**

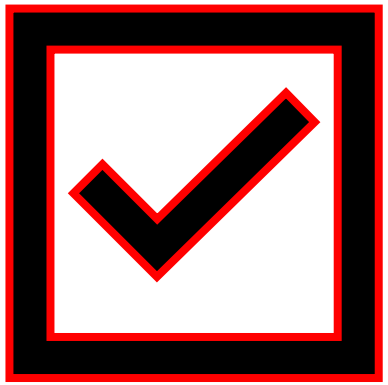
Two Different, and Essential, Communication Settings

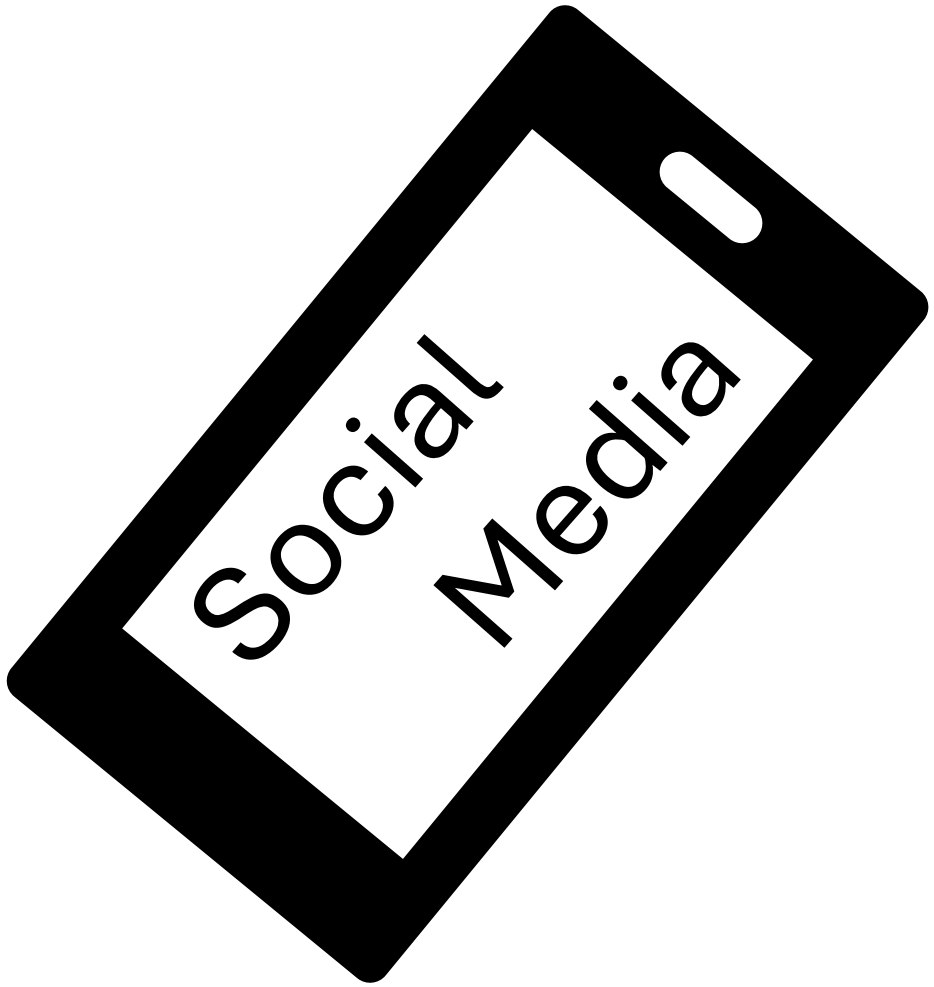


Face-to-Face

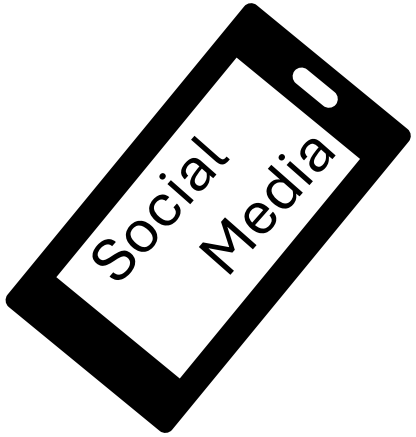


Digital




Social
Media

Social Media



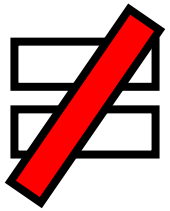




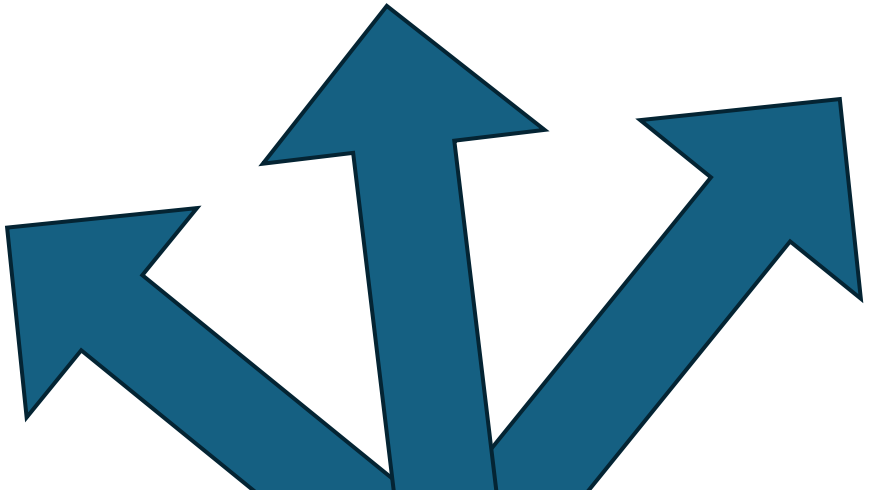
TRUST is LOCAL

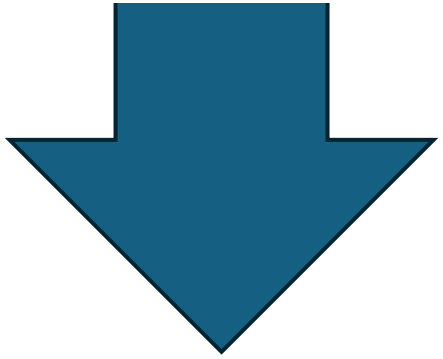


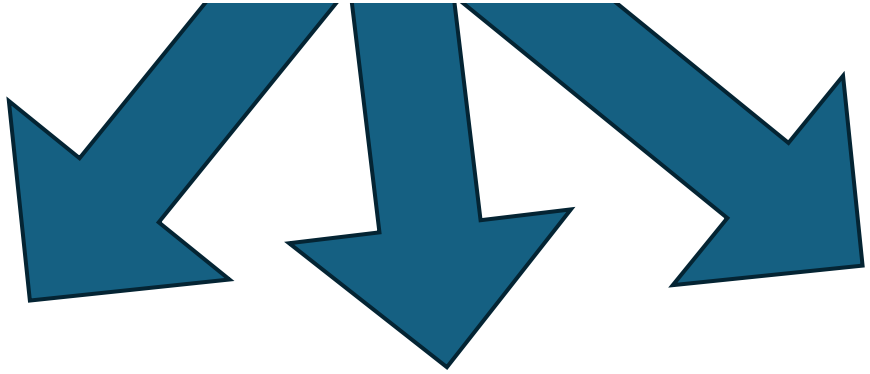
Marketing



Communication







Marketing is for patients you DON’T have.
Communication is for patients you DO have.

Good Communication is Essential to Good HealthCare

People view **HCPs as Trusted Messengers**

HCP Communication can **change health beha**...

...**HCPs are NOT trained** in communication.

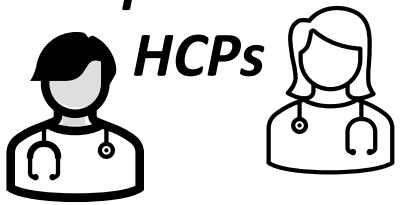
HCP Communication must be **optimized in-person & online**

Improving **communication improves quality**

HCP Employers, Health Systems & Pharmacies should realize t

Evidence-Based Healthcare via Value-Based Communication

Empowered HCPs



Health Team Satisfaction

↓Burnout

↓ Turnover

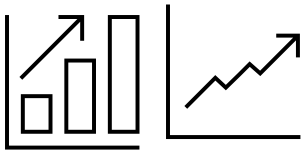
↓ Utilization

↓ Rumors

Staff Teamwork Practice Culture



Value-Based Care Success

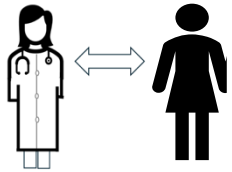


↑ Gap Closure ↑ Pop. Health

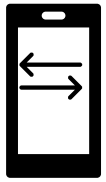
↑ Revenue

↑ Sustainable +ROI

↑ Efficient & Effective Trusted Healthcare



Accessible.Trusted Bidirectional.Information





↑Patient & Family Satisfaction

↑Patients & Families Feel Heard & Respected Educated & Empowered

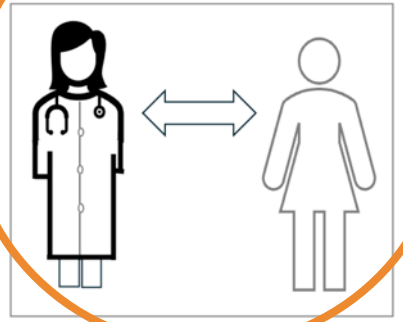




Extreme Left Center Right *Extreme*

Effective & Resilient Healthcare Communication Ecosystem

Face-to-Face



Shared Trust

Collateral

Cards/Signs/Posters

Phone

Social Listening

Podcast

Webcast

Live Stream

Text

SMS

Email

Mail

Reputation Management

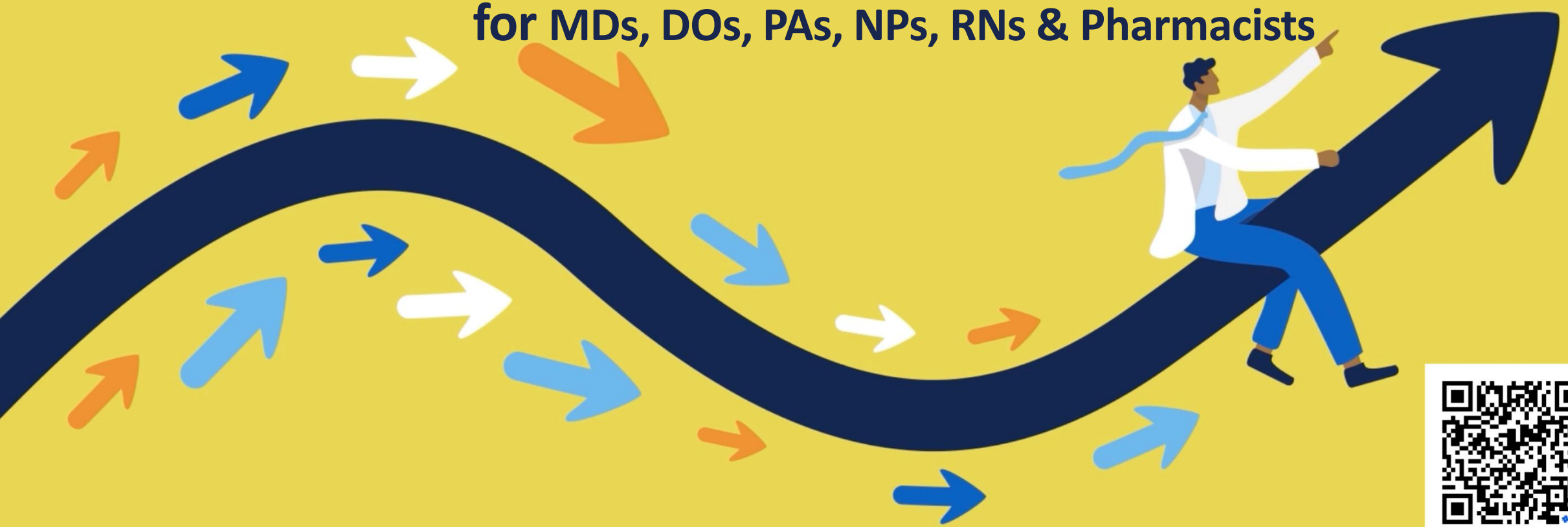
★★★★★



Website/Social

Porta

Free CME : AIMS, Presumptive Recommendation & more for MDs, DOs, PAs, NPs, RNs & Pharmacists



TRAINING MODULE #1

Trusted Messenger Program

MAXIMIZING TRUST & REDUCING RESISTANCE

Trusted Messenger Program

trustedmessengerprogram.org

Train - the - Trainer



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bitly

give us your feedback!

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- Insights
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- Shout outs
- Updates

Trusted Messenger Podcast