
Consumer Trust Building Checklist

Consumer scrutiny about the safety of post-acute care increased across the Covid-19 pandemic. Despite these worries, post-acute care is a crucial part of our health care system and provides vital care to patients. As such, post-acute providers need to rebuild trust with their patients and families. This checklist is designed as a guide to help you ensure you're doing everything you can to gain the trust of hesitant patients and families.

Guidance for using this checklist

This checklist is divided into two broad steps to build consumer trust. Under each step are a number of options to accomplish each goal. First, identify which actions you have already taken. Then, assess which additional ideas to incorporate. You do not need to check the box on every item, but you should consider which strategies are needed to accomplish your goal. In addition, there is space at the bottom of each step to write in more ideas.

1. Maintain open lines of communication between patients/families and your organization

- Send email updates** on Covid-19 vaccination and cases, current visitation guidelines, and other important info.
- Check in, by phone or in person**, with patients and family members at a standardized interval during the patient's stay. This time should be used to answer questions, address Covid-19 updates, and make sure they feel safe and supported.
- Host town halls** for patients, families, and staff to provide important updates and answer frequently asked questions. Consider hosting these meetings virtually once a quarter and sourcing questions and concerns in advance so you can address them head-on.
- Create safety scripting** for staff to explain infection prevention protocols to patients and families.
- Partner with referral sources to clearly set expectations** about lifestyle and care delivery for incoming patients and families.
Resource: View [What To Expect From Post-Acute Care](#) for ready-to-use patient education documents.
- Establish an easy way for patients and families to share feedback**—positive and negative—with leadership. Don't stop at sourcing feedback, be prepared to address concerns with affected consumers..
Example: Send a survey around to patients and families midway through a patient's treatment, or biannually for residents.
Example: Leave time during town halls for patients and families to ask questions.

Other ways my organization is communicating with patients/families:

2. Leverage digital media strategy to build trust

- Share patient testimonials** that highlight key factors—like quicker recovery or patient comfort—which are most meaningful to your target audience.

Resource: See [5 Tips to Build Consumer Trust with Patient Storytelling](#) for a guide to choosing testimonials.

- Post pictures of staff and residents getting vaccinated**, or participating in activities that improve Covid-19 safety.

- Create branded Covid-19 infographics and updates.** These should include safety measures currently in place, visitation policy, percent of vaccinated staff and patients, and number of cases in the facility, if any.

- Create branded patient education resources.** Resources about what to expect from post-acute care, and guidance on choosing a post-acute facility can position your organization as an expert in the field, increasing consumer trust.

Example: Episcopal Retirement Services shares branded resources about post-acute and senior care for consumers at all stages of the decision making process, which can be viewed [on their website](#). After implementing this strategy, their website views and leads per year both increased by 50%.

Resource: View [What To Expect From Post-Acute Care](#) for ready-to-use patient education documents.

Platforms to share content through:

- Social media
- Your organization's website
- SEO¹ investments

Other ways my organization is building trust with consumers through digital media:

1. Search engine optimization.

Source: Episcopal Retirement Services, Cincinnati, OH; Advisory Board interviews and analysis.



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