

MED ZED



TRUST CONNECTS US ALL
BY: SCOTT SCHNELL

REBUILDING **TRUST:**

A Patient Success Story

Restoring Trust in Healthcare. One member at a time.



HOW TRUST ENABLES BETTER CARE
BY: DR. NEIL A. SOLOMON



CLIENT SUCCESS TEAM SPOTLIGHT





Why Trust Matters

The Deloitte Center for Health Solutions conducted research to gain insights into the “current state” of trust in health care with focus groups consisting of 525 individuals in the United States who identify as Black, Hispanic, Asian, or Native American (Korenda, 2021).

- 55%** of patients reported a negative experience where they lost trust in a health care provider.
- 36%** of patients have skipped or avoided care because they did not like the way the health care provider or their staff treated them.
- 4/5** patients who lost trust stated that there was nothing that the provider/health system could do to make them return to the same provider or health system.

MedZed is restoring trust in healthcare. One member at a time.

Rebuilding Trust: A Patient Success Story

Ms. Sandy (real name redacted) is a graduated member of our House Call program. When we met Ms. Sandy, she was frail, wheelchair-bound, hypertensive, and oxygen-dependent with COPD, chronic respiratory failure, chronic kidney disease, and a history of nicotine and cocaine abuse. After years of trauma living on the streets and now permanently housed in an SRO (single-room occupancy), she had accumulated a lifetime of mistrust of the medical community due to her perceived neglect and maltreatment.



In fact, in our first meeting, she made it very clear how much she distrusted the medical industry: she would not let us get a word in edgewise, let alone take her vital signs. Overcoming the trust barrier was difficult but vital to building a productive relationship and closing her medical gaps. It took over 400 organizational touches within a year. We utilized appointments, texts, phone calls, and medical equipment to address her physical needs and her social determinants of health. During that time we overcame obstacles such as bed bugs and lost communication due to stolen mobile phones, but we persisted when others gave up. Because of the trust the nurse had established, we could reconnect Ms. Sandy to her primary care, get her the medical equipment she needed, and restore her faith in the medical community.

Building trust and a bridge to better health for Ms. Sandy was an arduous process but has had lasting impact. Ms. Sandy has since graduated from the House Call program because she is more self-sufficient and well-connected to her PCP. She still texts our nurse occasionally with a warm greeting, and we are happy to know that our efforts to restore her trust in the medical community have led her to healthier outcomes.

Contact your Client Success Manager for more information.



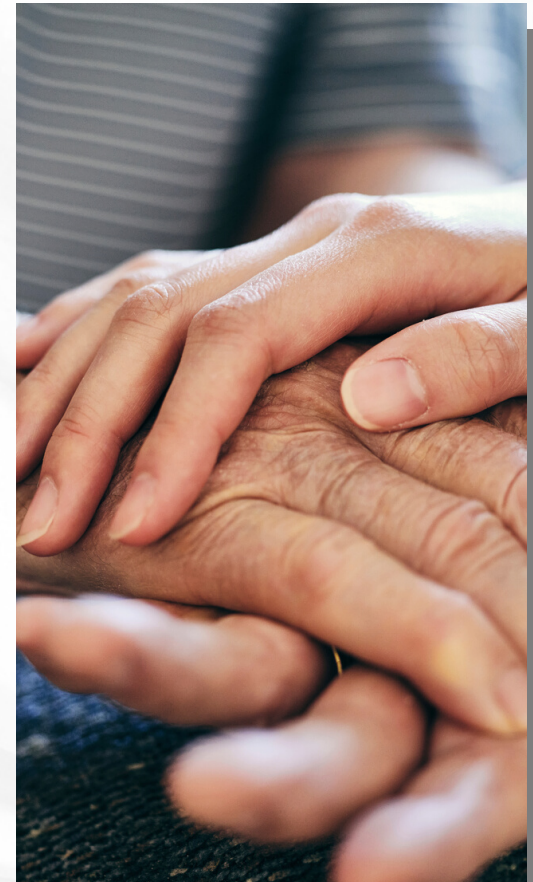
How Trust Enables Better Care - Dr. Neil A. Solomon



Physicians often wonder why patients don't follow through on their recommendations. This observation may be especially true among Medicaid patients, where medication adherence is low and missed appointments are common. The typical response is to place the fault on the patient.

At MedZed we considered other explanations for these frustrations, including the issue of trust. Many of our patients have not had positive experiences in the health care system. As we all know, the medical system can be complicated to navigate, slow to react, and with its share of human error. In addition, many of our patients have faced hardships in life that make it difficult to place trust in individuals and institutions, including those in health care.

Healing relationships rely on trust. When patients don't trust their providers they do not reveal important parts of their complicated stories. We don't hear why things keep failing apart. We cannot help patients to start to explore and address their barriers to healthier and more successful lives. In addition to opening up, when patients build trust with their health care team they begin to feel optimism and purpose. They start to want to get better. They lean into their care.



MedZed has a "superpower" - it is our ability to build deep, trusting therapeutic relationships with our patients.

Our success with relationship-building is no lucky accident. We invest significant energy in this aspect of our programs. We hire people from the communities we serve, many of whom have similar life experiences to our patients. They speak the same languages, come from the same places, laugh at the same jokes. These individuals are passionate about help and serving their communities.

We train and coach our staff to listen openly, be patient and understanding when patients are not ready to connect or trust yet, avoid judgmental words, and explain and demonstrate the empathy they are feeling inside. Building trust with patients is a very important and sometimes difficult aspect of the work we do. And it is often overlooked by health care providers, but we consider it central to the work we do.

Trust Connects Us All - Scott Schnell CEO



One of the things I set time aside to do—no matter what—is spend an hour at each new employee orientation talking about the history, mission, culture and values of MedZed. I try to get to know every single person at least a little bit and get a sense of what makes them tick. I learn all sorts of different and fascinating things about their backgrounds and the passions and talents they bring. One question I always ask is “Why do you do what you do?” It’s almost always because of a personal experience. I’ll never forget when a new employee mentioned ‘I wish my grandmother had MedZed’ in their interview. Our team is innately connected to the people we serve – almost every employee has a story to share.

Our team is also deeply connected to one another, and I work to build strong relationships among us. Our work is both demanding and rewarding, and I believe that we need to be able to care for and trust one another to be able to do the same for our members. Trust enables us to count on each other and our members to count on us.

Of course, much of my work as CEO has to do with strategy, operations, growing the business, and performance, but I can never forget the people who make it all work. The foundation of this business is built on trust, whether it is with partners, members, or our employees. The trust we establish between our employees and partners is projected onto our members, and when our staff feels seen, heard, and understood, we produce a better service from which our members and partners can benefit.



Client Success Team Spotlight



- James Valerio, Client Success Manager
- Started with MedZed as an LVN in San Francisco in 2020
- Practiced as an LVN for 11 years
- Moved to the Client Success team in 2022

- “Purple Squirrel”: “That’s what Scott (Schnell) called me when he interviewed me—I guess because I had a rare combination of both clinical experience as a nurse, and business experience as a marketer. I had never heard it before and thought it was pretty funny. My family did too, so now it’s the name of our family group chat.”
- James says building trust with members is about “building rapport through common ground and showing them that we’re here to help. I once had a member who would not let my partner and I speak at her initial appointment because she distrusted the medical community. I looked around her room, saw a tambourine with the Prince symbol, and asked her to tell me her favorite song. Her eyes lit up, and she opened up after I shared my favorite Prince song. She would play Prince and 90’s RnB when I entered her room for every appointment after, and we began to see her health improve. Treating our members as humans and establishing a connection has helped me break down barriers, establish trust, and allowed me to transfer that trust to providers.