

HCPs = Trust ... but we squander it every day

AIMS

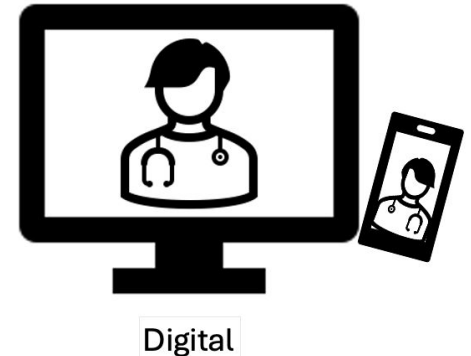
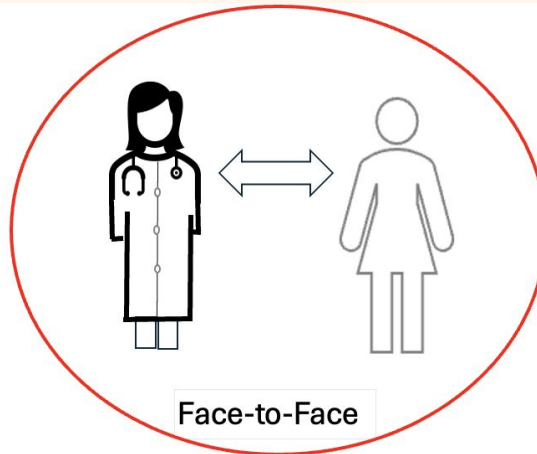
Announce

Inquire

Mirror

Secure

Training - Support - Resources



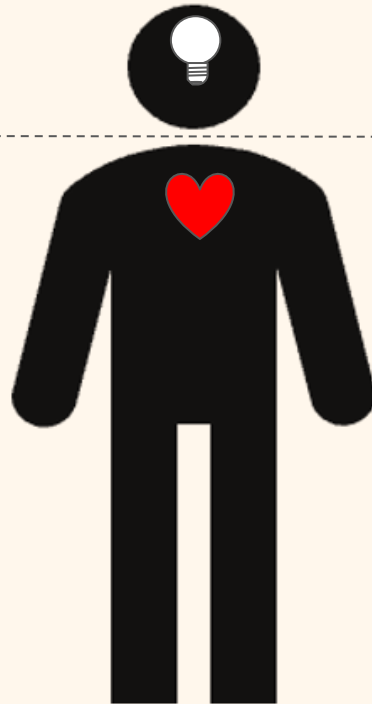
How People Make (Health Care) Decisions

ETHOS
HCPs =
Trusted



LOGOS

PATHOS



THINK

FEEL

Trust is Local!

**Communication
Changes
Behavior**