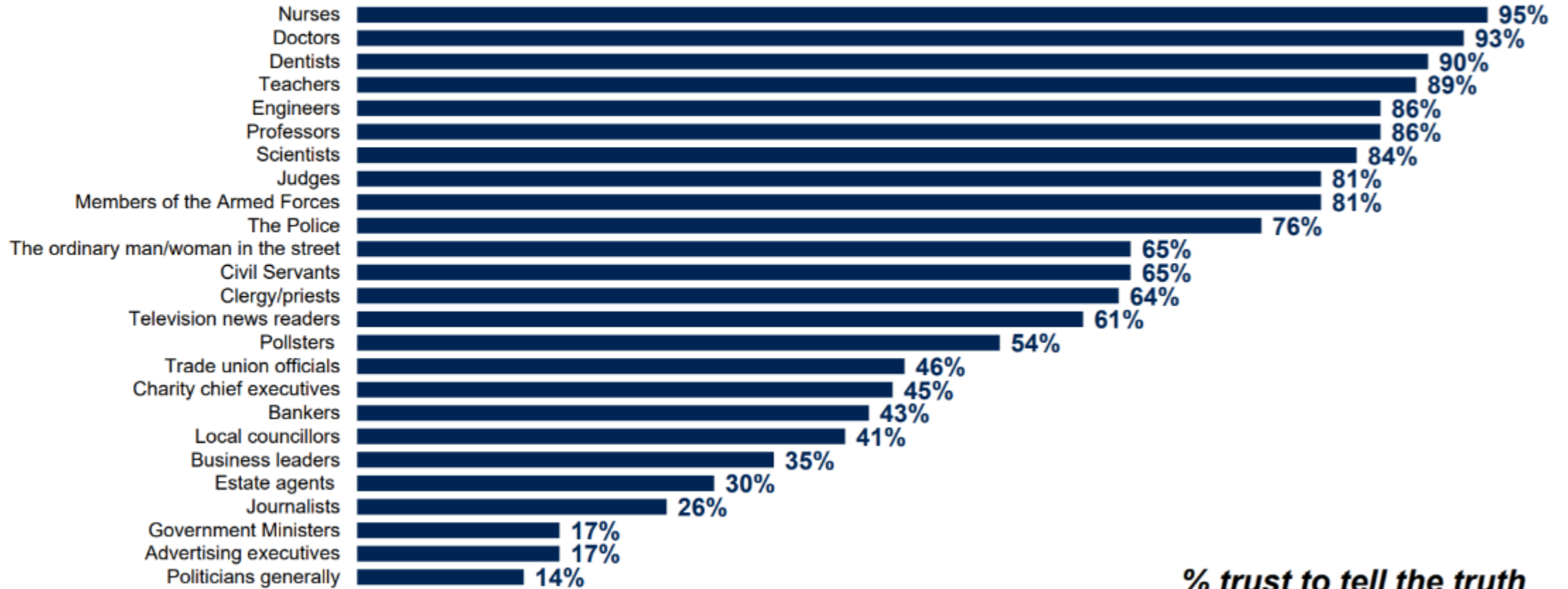


Trust and confidence in professions and their regulators – now and in the future

Rachel Lopata and Richard Marchant

Veracity Index 2019 – all professions

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”



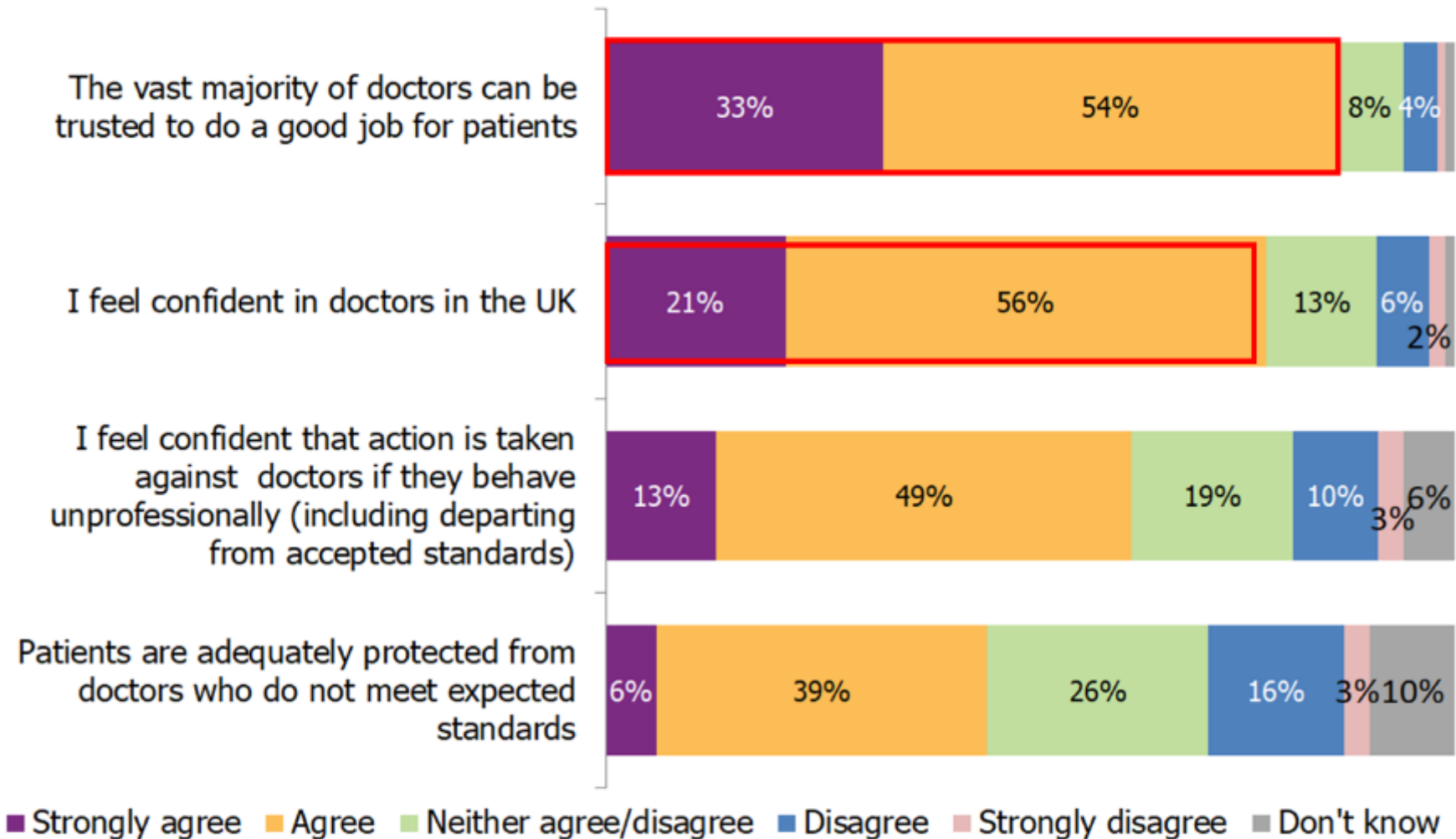
% trust to tell the truth

Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

© Ipsos | Veracity Index 2019 | November 2019 | Version 1 | Public

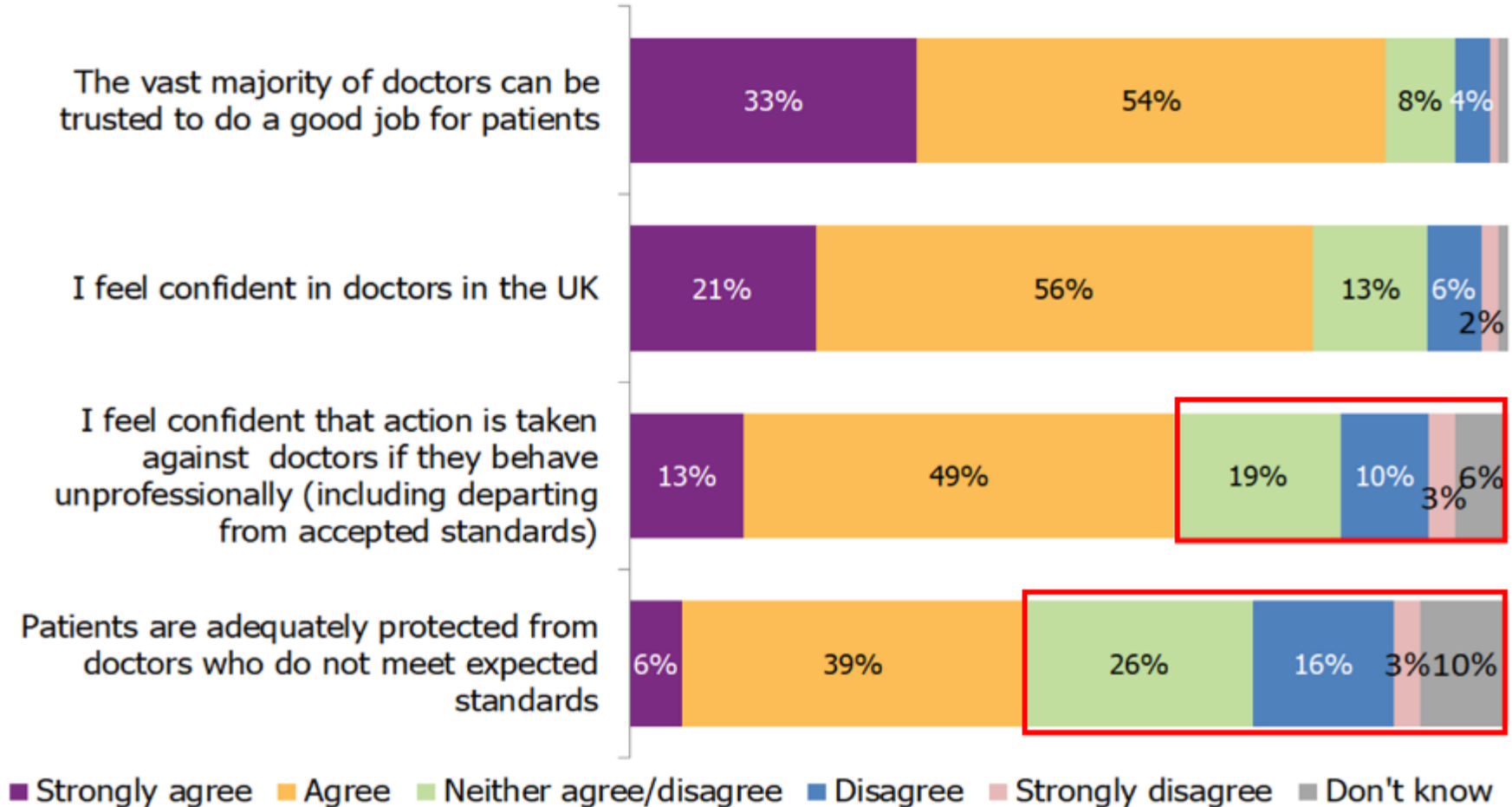


Our research for the GMC confirmed trust and confidence in the medical profession is high



Base: 2,074 UK adults aged 18+

But there is much less certainty that action is taken against below standard doctors



Base: 2,074 UK adults aged 18+

Trust vs. Confidence?

They have always made me better

Take an oath to do no harm/belief that they enter the profession to do good

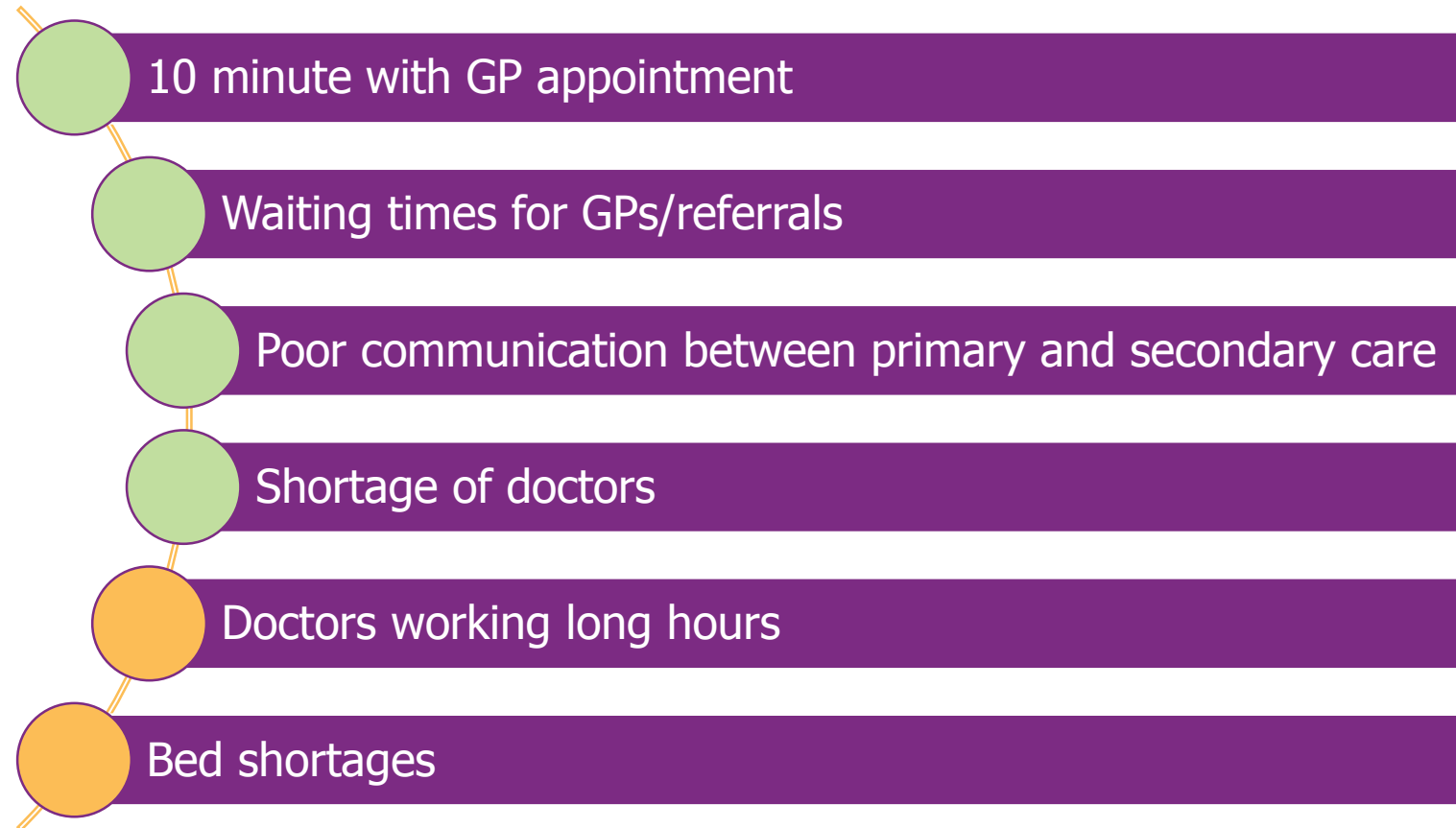
Years of training

Awareness that medical profession is 'licensed'

A (historic) culture of trust in professions

"I didn't know who they [GMC] were till this study... so I'd say I wouldn't know if they were or weren't maintaining public confidence in doctors... Personally I trust my doctor... and trust the system that trained them. It's a bonus knowing there is the GMC and how it operates so my confidence is more or less the same." (Carer)

System pressures threaten confidence much more than individual cases of wrong doing

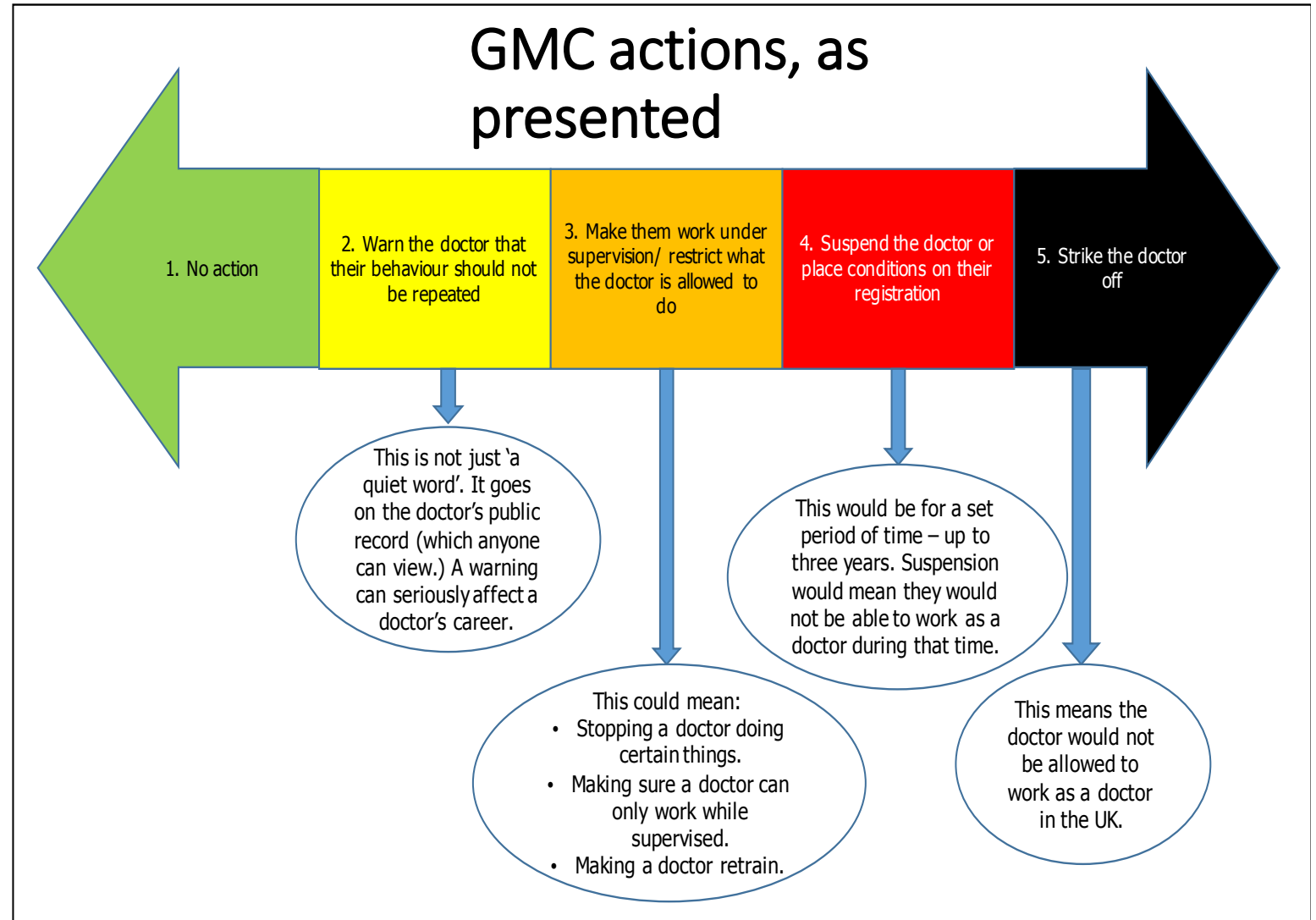


Only 3 out of 122 participants in focus groups were aware of the Bawa-Garba case – none by name

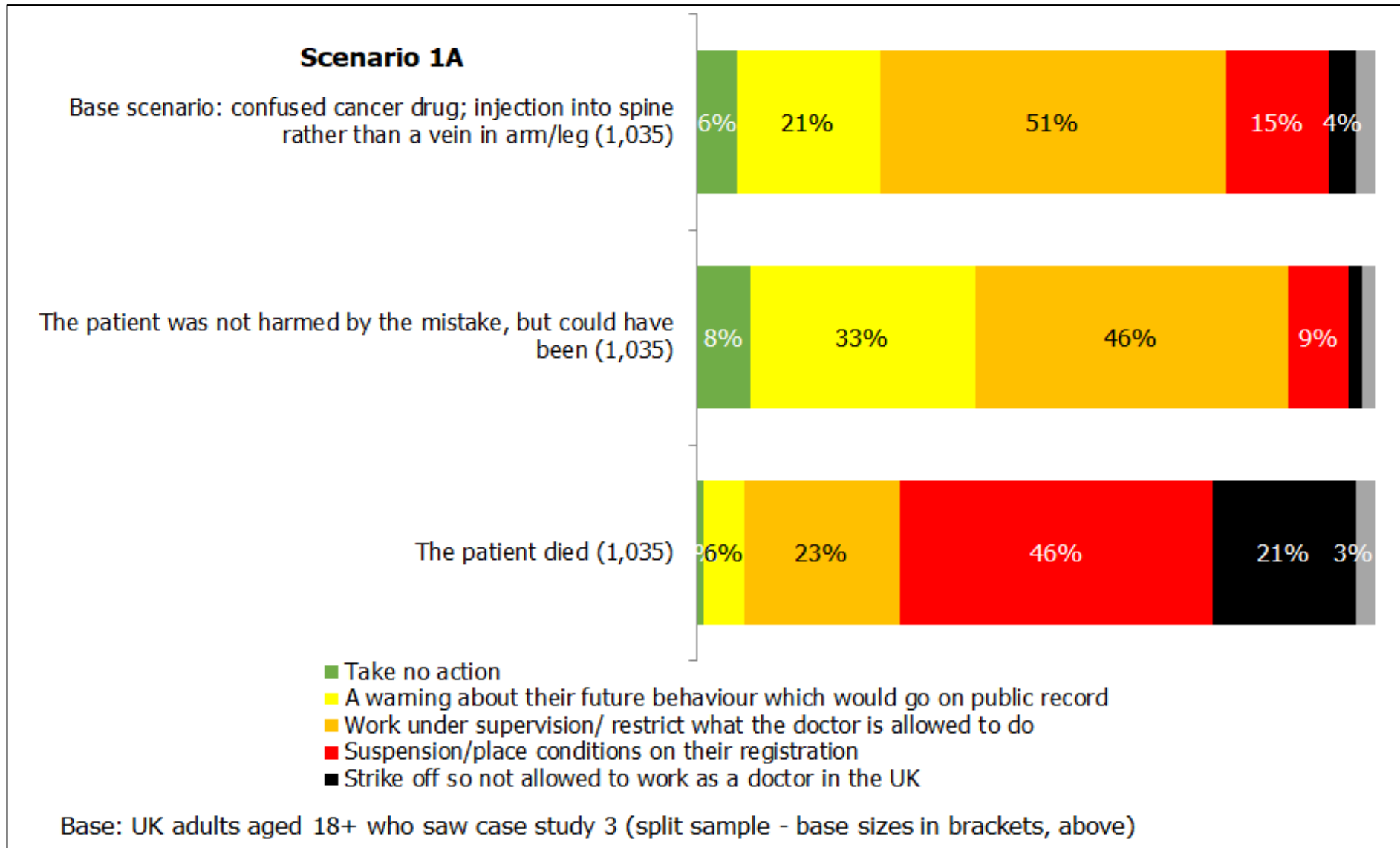
But we also got a good steer on public expectations in cases of wrong-doing

Scenario 1A

Dr C instructed a doctor in training to inject an anti-cancer drug into a patient's lower spine. The drug should have been injected into a vein in the arm or leg but Dr C confused this drug with another that is given at the same time, which is injected into the spine. Within a few minutes. Dr C realised they had made a mistake and was visibly shaken.



Outcome of patient death has a significant impact on expected response



How will trust change?...our key Gen Z conclusions, in summary...

Scandals
may get
missed

Media consumption patterns are very different. Major issues of concern may get missed because some are not consuming mainstream media

Self serve
transparency
is prized

They (claim to) want access to raw data they can interrogate (e.g. Blockchain – will they be the users of end to end traceability?)

Peers vs.
experts

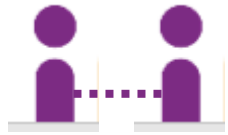
Gen Z expect involvement in 'co-creating' the truth. They trust more when they (& others like them) have input into judgements, rather than taking the expert's view. They value dialogue.

Reviews and
ratings are a
'go to'
foundation of
trust in almost
anything

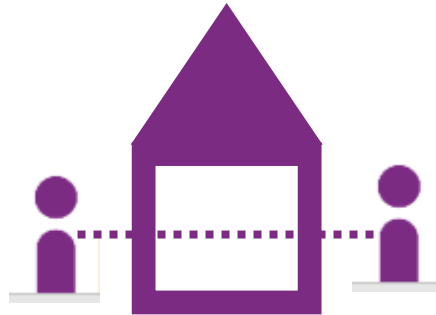
Reviewer's
reliability more
important than
expertise
/independence

The foundations of trust are changing for us all (not just Gen Z)

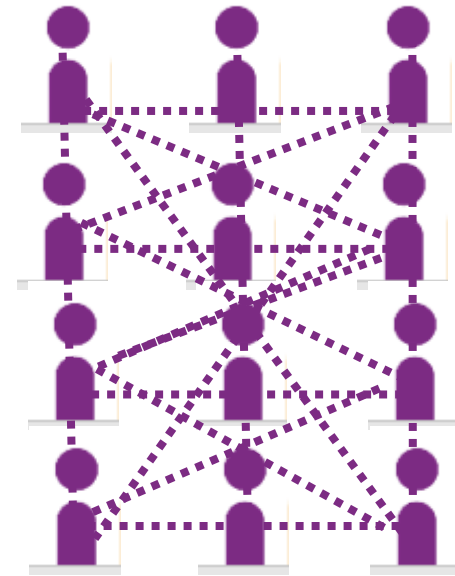
TRUST



Local

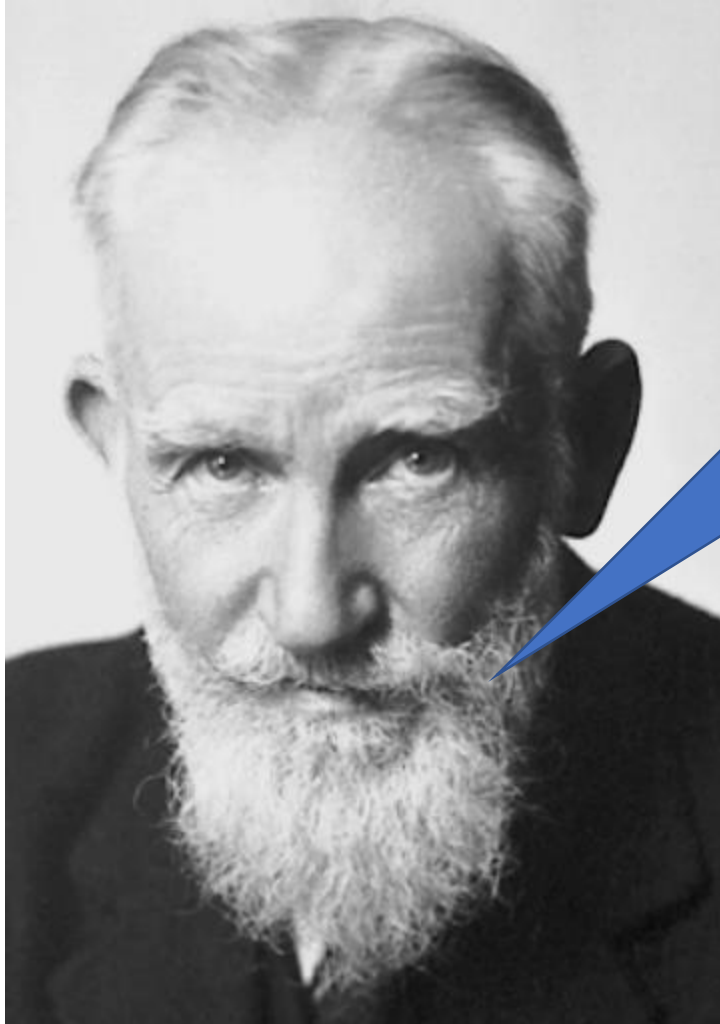


Institutional



Distributed

Implications for regulators



‘Certainly not, but we have transferred it from God to the General Medical Council.’

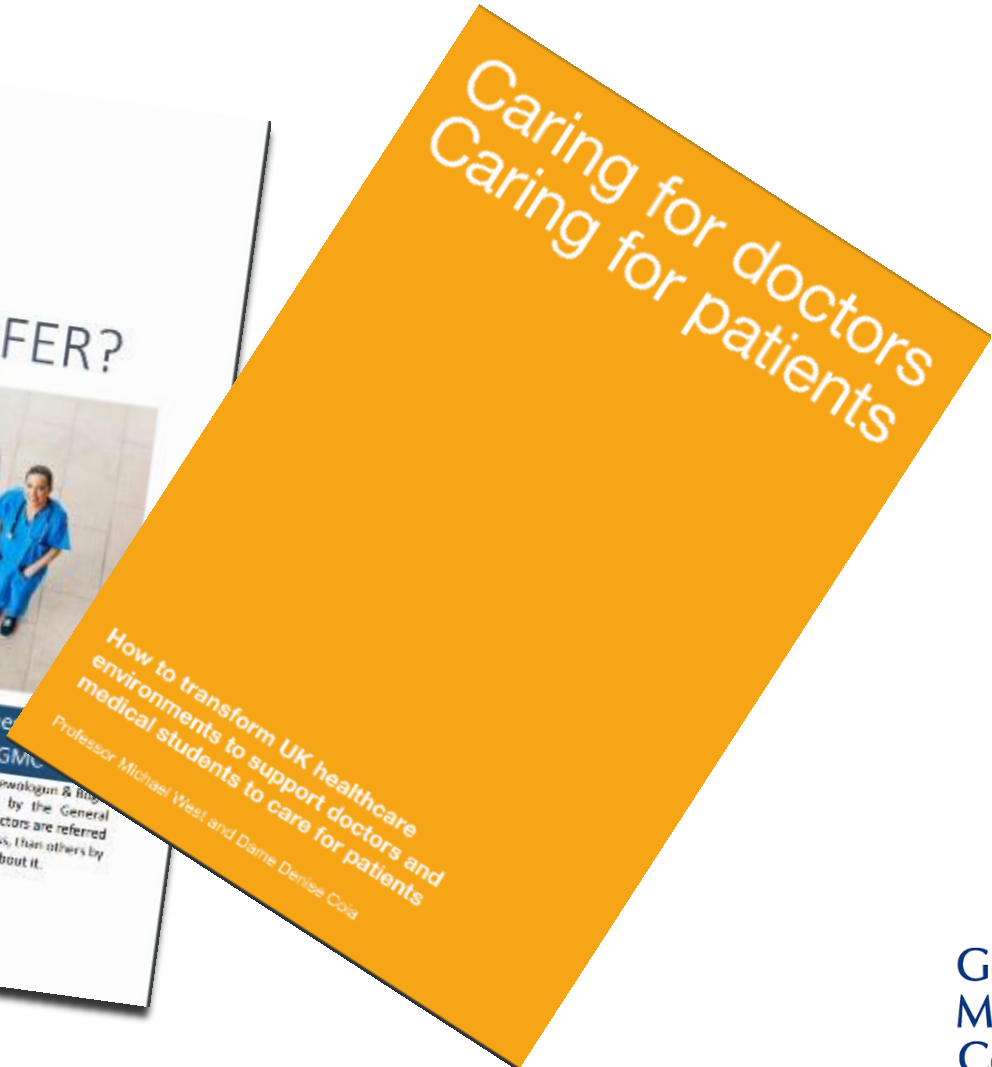
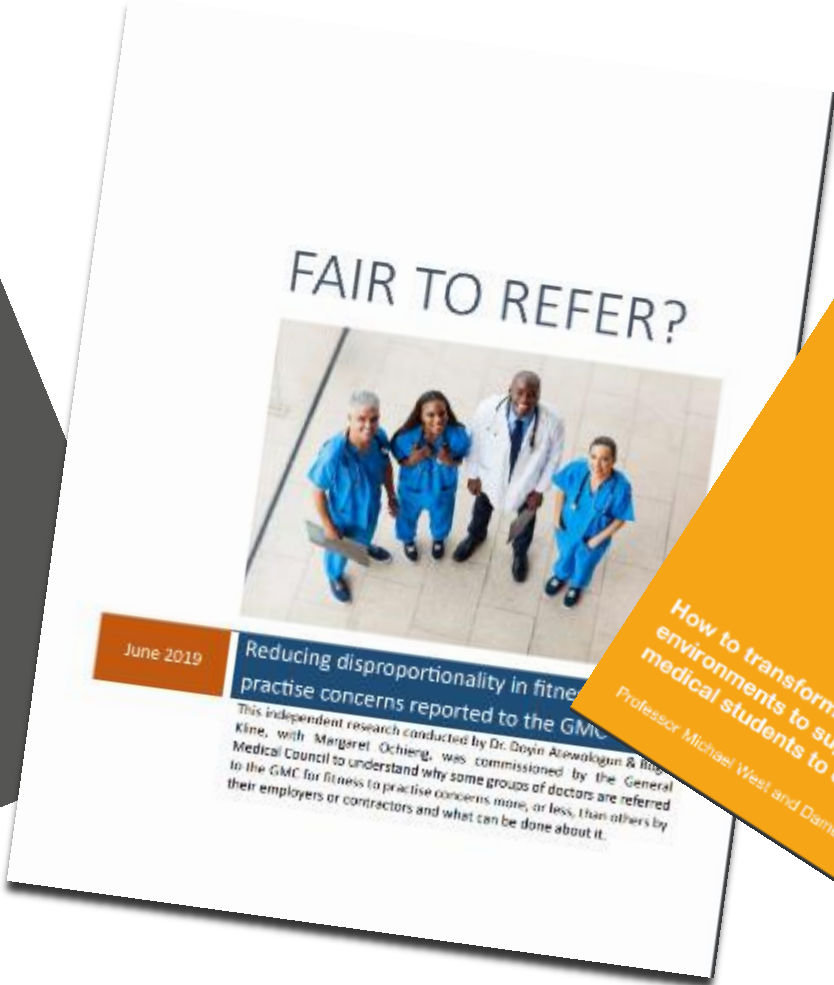
Trust in what or whom?

Promote and maintain 'public confidence'
in the professions we regulate

Balancing different trusts



Moving regulation upstream: supporting professionals under pressure



Public expectations and regulatory purpose: a just culture for whom?

Public expectation that the GMC should erase or suspend a doctor involved in a one-off clinical error rose from 19%-67% when told that the error led to the patient's death.



Transparency, openness and involvement



SHOW ME THE DATA!

