



FOR IMMEDIATE RELEASE

AFFIRM Joins National Effort to Build Trust in Healthcare
Sharing best practices is an essential first step toward better care.

WILLIAMSTOWN, MA, May 21, 2021 - Today, AFFIRM announced a partnership with the American Board of Internal Medicine Foundation (ABIM Foundation) to strengthen relationships and build trust among healthcare stakeholders by breaking silos between healthcare systems and communities regarding firearm injury prevention, ultimately improving patient care and outcomes.

As a member of the ABIM Foundation's Trust Practices Network, AFFIRM submitted best practices designed to build trust in healthcare by fostering collaboration between healthcare workers and firearms stakeholders through careful and nonjudgmental listening and communication—a key aspect of trust. Sharing AFFIRM's insights as part of this national effort will help start conversations and build momentum for positive change.

“Every day, traditional authority figures like physicians and nurses are forced to compete with less credible but potentially more trusted sources of information, negatively impacting patients and health care,” said Dr. Chris Barsotti, CEO of AFFIRM. “The first step toward building trust is sharing information about what works. We hope people learn from our experience, and we will certainly learn from other organizations.”

Through AFFIRM's “Reframe” methodology, communities of interest are developed through respectful relationships among diverse stakeholders inside and outside healthcare (e.g., law enforcement, firefighters, community leaders). Many of these stakeholders have felt excluded from the conversations and solutions - but share a common interest in reducing firearm injury and death and view it as a preventable health problem.

Declining trust is impacting nearly every facet of society, and healthcare is no exception. AFFIRM's participation in the ABIM Foundation's Trust Practices Network is one component of a broader, multi-year, multi-stakeholder initiative called *Building Trust*, which the ABIM Foundation launched today. The program seeks to improve relationships between healthcare stakeholders, ultimately bolstering clinical outcomes and medical professionalism.

“Building trust requires engaged and proactive partners across the healthcare spectrum to better identify what's happening and share best practices to increase trust between different parties,” said Daniel Wolfson, Executive Vice President and Chief Operating



Officer of the ABIM Foundation. “We’re thrilled that AFFIRM has joined the Trust Practices Network to help us rethink how to elevate trust in healthcare.”

About AFFIRM:

AFFIRM is the nation's leading non-profit dedicated to ending the American firearm injury epidemic using the public health approach. We are a nonpartisan network of healthcare professionals, public health experts, and researchers who aim to prevent firearm injury through research, innovation, and evidence-based practice. We are gun owners and non-gun owners committed to reducing the rate of firearm injuries and deaths. Since our founding in 2017, AFFIRM enables and funds transformative, high-impact innovations to reduce firearm injury in the United States. For more information, please visit www.affirmresearch.org.

About the ABIM Foundation

The mission of the ABIM Foundation is to advance medical professionalism to improve the healthcare system. We achieve this by collaborating with physicians and physician leaders, medical trainees, health care delivery systems, payers, policymakers, consumer organizations, and patients to foster a shared understanding of professionalism and how they can adopt the tenets of professionalism in practice. To learn more about the ABIM Foundation, visit www.abimfoundation.org, connect with us on Facebook, or follow us on Twitter.

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