

Trust in Transformation – Webinar February 27, 2025

Speakers:

Anca del Rio WHO Europe, Felix Gille University of Zürich, Rune Puggaard Nordic Healthcare Group, Alejandro Medrano Gil GravitareHealth, Gitonga Miriam LinkedTrust, Amanda Bok and Vincent Raske The Synergist.
Lars Münster and Nina Sønderberg facilitated.

Programme

15.00 - The nature of trust and strategies for progress?

Anca del Rio, WHO Regional Office for Europe

Felix Gille, Universität Zürich

Rune Puggaard, Nordic Healthcare Group

15.30 - Technology for trust

Alejandro Medrano Gil, Universidad Politécnica de Madrid

Gitonga Miriam, LinkedTrust

16.00 - Delivering on trust in collaborations

Amanda Bok and Vincent Raske, The Synergist

Videos

The webinar was recorded and edited into three sessions:

Trust session 1 - <https://youtu.be/CtswLhWkh4>

Trust session 2 - <https://youtu.be/2BCFwjJ3FE>

Trust session 3 - <https://youtu.be/36RKLGMdwAg>

Quick recap

The meeting centered on the importance of trust in various contexts, and element from company performance, financial stability, employee engagement, and healthcare was discussed.

A digital platform for trusted and regulated health information, a digital HR tech solution for talent and verification management, and the need for a framework to ensure the integrity and trustworthiness of digital health information were also discussed.

The conversation ended with a discussion on the role of trust in various sectors and industries, and the need for both theoretical research and practical applications to understand trust.

Summary

The Role of Trust in Healthcare

Anca del Rio underlined the fundamental challenge of trust in our time, especially related to the introduction of AI systems as decision support tools. Working with WHO to advance AI in public health, specifically addressing health and care workforce mental health with a focus on burnout reduction through a data-driven digital lens, this issue is the centrepiece of most barriers and enablers. Felix Gille highlighted the growing emphasis on trust in healthcare policy and discourse, noting its role in reducing complexity and fostering adoption of digital health technologies. Rune Puggaard stressed the economic and societal benefits of trust, citing improved cost-effectiveness in high-trust societies and better performance of trust-building companies.

All speakers agreed on the critical role of trust in enabling successful healthcare partnerships, innovation, and improved outcomes, particularly in the context of increasing digitalization and system complexity.

Rune Puggaard discussed the importance of trust in various contexts, emphasizing its role in company performance, financial stability, and employee engagement. He argued that trust is crucial for innovation and collaboration in healthcare, which are necessary to improve outcomes and make healthcare more accessible and affordable. Rune Puggaard suggested that trust can also be built through joint action and partnerships, rather than just being a prerequisite. He also notes that measuring trust across sectors and partnerships is challenging, and more research is needed in this area.

Gravitate Health Platform and Trust Framework

In the meeting, Alejandro Medrano Gil presented a research project called Gravitate Health, which aims to provide a digital platform for trusted and regulated health information. The platform focuses on personalization and adaptation of information to the user's context, needs, and preferences. Alejandro Medrano Gil also discussed the importance of trust in digital health information, highlighting the need for a framework to ensure the integrity, provenance, and trustworthiness of the information. He proposed a Content Trust Framework that includes components such as digital certification, provenance tracking, and a trust function. The framework is designed to be modular and adaptable to different use cases in healthcare. Gitonga Miriam was also expected to present a digital solution, but the details were not provided in the transcript.

Link Trust and Building Business Trust

Gitonga Miriam Miram, CEO of LinkedTrust, discussed the importance of trust in business and society, highlighting the challenges posed by AI-generated resumes and the need for human-verified credentials. Gitonga Miriam introduced Link Claims, a digital HR tech solution for talent and verification management, which allows users to create credentials that are certified by a human and portable. The solution aims to improve trust in the hiring process and prevent unfair competition. Gitonga Miriam also mentioned LinkedTrust's investment model and its open-source collaborations.

Building Trust for Collective Action

This discussion was followed by a question from Lars Münter, who asked Amanda Bok and Vincent Raske to present techniques for building trust in their work.

Amanda Bok discussed the importance of trust in achieving collective action and solving complex societal problems. She emphasized the need for a shared purpose, collaboration, and collective intelligence to achieve impactful results. Amanda Bok also highlighted the importance of neutrality, vulnerability, collectivity, and motion in building trust. She explained that trust is an intangible force that only works in action and requires a collective mindset.

Amanda Bok also mentioned their manifesto, which outlines their methodologies for building and working with trust. Lars Münter asked about how they consider these principles in their work, to which Amanda Bok and Vincent Raske responded that they focus on leading from behind, engaging with groups, and ensuring that contributions are valued and integrated into the process. They also mentioned the importance of formalization steps and public recognition of contributions to build trust.

Trust in Various Contexts Discussed

Lars Münter initiated a discussion on the importance of trust in various contexts, using metaphors such as bicycle teams and mycelium to illustrate its role in binding and communication. Felix Gille agreed, emphasizing the need for continuous effort and resources to maintain trust, even in high trust societies. Alejandro Medrano Gil shared his perspective, noting that trust is a feeling difficult to quantify or describe mathematically, and that engineers often struggle with uncertainty. He also drew parallels between trust and cybersecurity, suggesting that defining trust in the digital world may face similar challenges as those in cybersecurity. The team agreed to continue exploring these ideas further.

Building Trust in Different Industries

Lars Münter introduced perspectives from with Gitonga Miriam, Amanda Bok, Vincent Raske, and Felix Gille. They discussed the importance of trust in various sectors and industries. Gitonga Miriam emphasized the need for system and mechanism to build trust, using AI as an example. Amanda Bok highlighted the need for cross-sectoral trust and valued Gitonga Miriam's contribution on AI. Felix Gille agreed that both theoretical research and practical applications contribute to understanding trust. The speakers appreciated the discussion and the insights provided.

New opportunities for knowledge sharing

Felix Gille shared details about the research call and book opportunity with the speakers:

CALL FOR BOOK CHAPTERS

A Global Perspective on Trust in Health Systems

We invite chapter contributions for an upcoming book proposal to be submitted to **Policy Press, Bristol University Press**, focusing on **trust in health systems from a global perspective**. This volume will explore how trust is built, maintained, and evaluated across diverse health systems, offering both evidence-based (quantitative and qualitative) case studies and practical insights for policymakers, practitioners, and researchers. We do not accept purely theoretical contributions.

Chapter Topics

We welcome contributions on (not limited to):

- *Case Studies*: Country-specific, comparative, or in-depth analyses.
- *Governance & Policy*: Trust in system design, policy evaluation, and decision-making.
- *Global & Supranational Perspectives*: The role of international organizations (e.g., UN, WHO) in shaping trust.
- *Practical Tools*: Strategies for measuring, building, and communicating trust in health systems.
- *Economics*: The impact of trust on healthcare financing, equity, and system resilience.

Editors



Dr Felix Gille
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Torrens University
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Submission Guidelines

Send your submission in a single .pdf document to felix.gille@uzh.ch by **April 7th, 2025, at 23:59 CET**, including:

- Name, affiliation, and email address of the lead author
- Abstract (maximum 300 words)
- A brief statement (maximum 5 sentences) outlining the unique contribution of your chapter

Next Steps

We will review the submissions and inform you of the outcome in a timely manner. Following this, we will prepare the book proposal for Policy Press, Bristol University Press.

We look forward to your contributions!