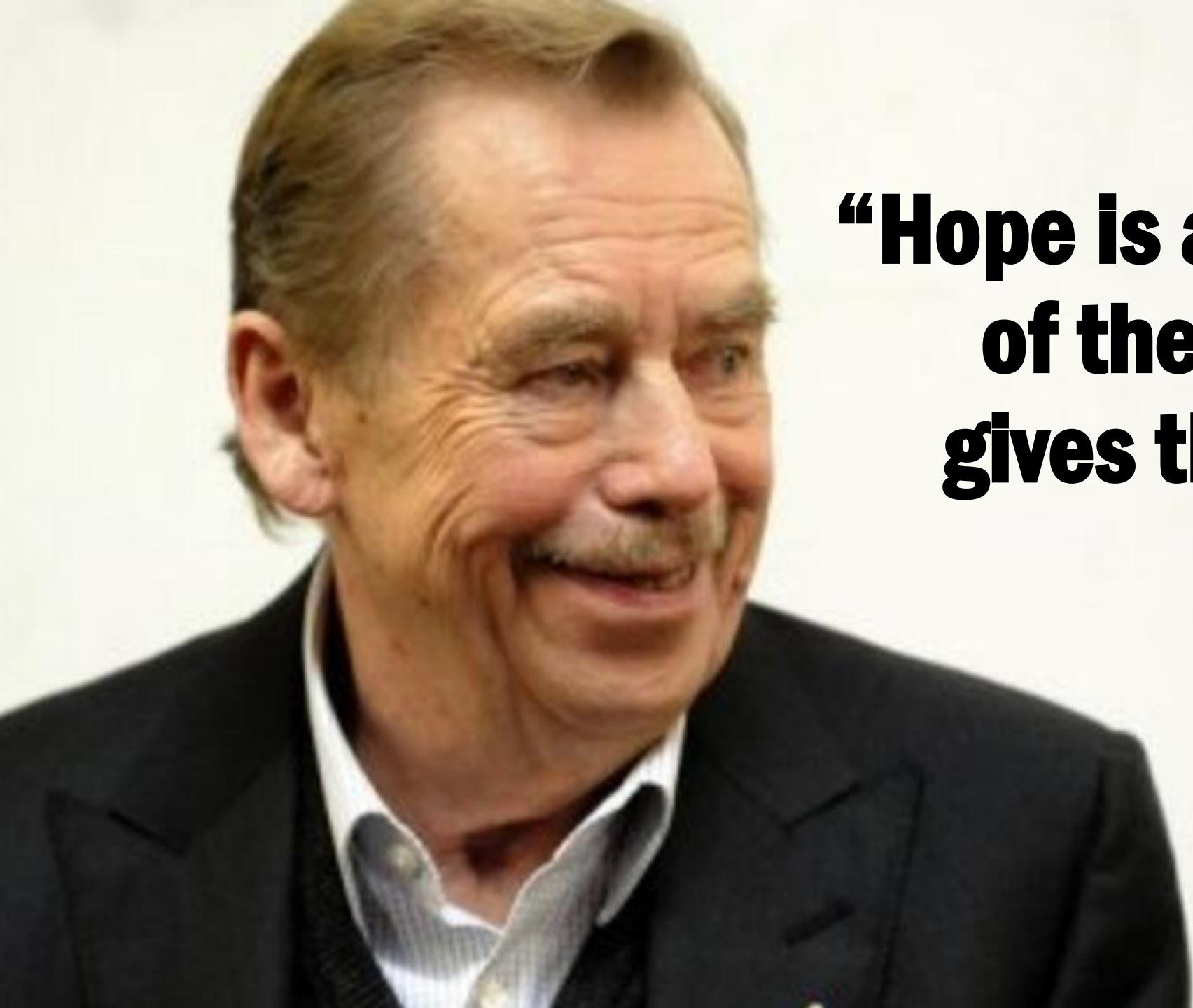




# Hope, Prognosis, & Trust: Why the ground is shifting

Anthony Back MD  
University of Washington





**“Hope is an orientation  
of the spirit...which  
gives the strength to  
live...”**

**Vaclav Havel**

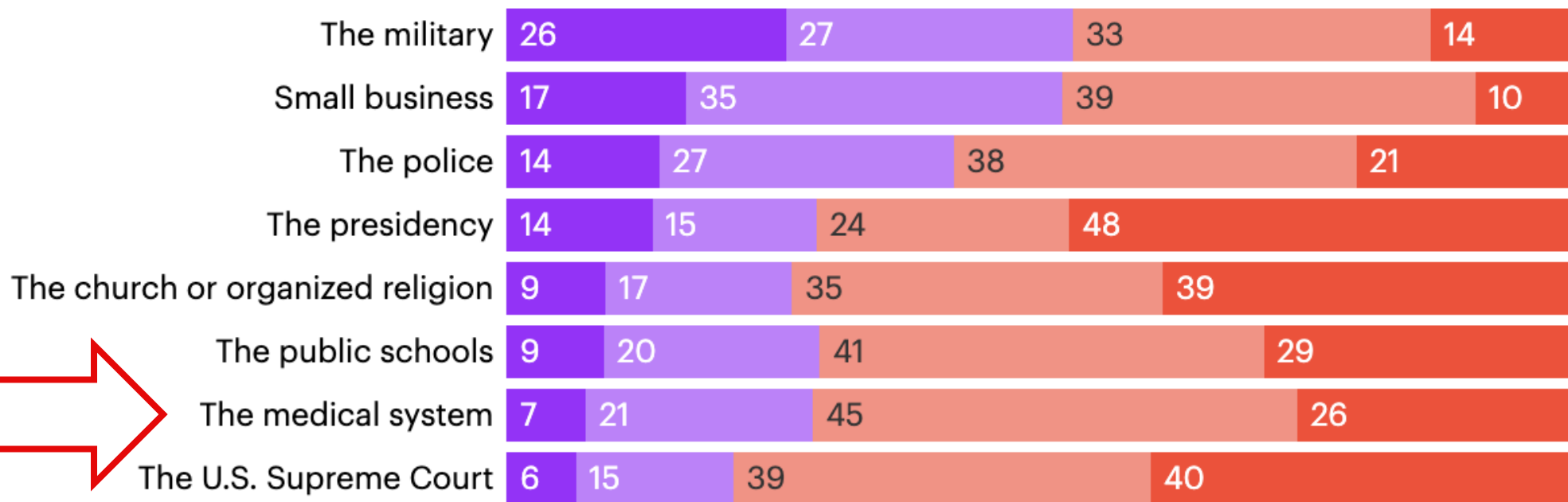


**Trust is fragmenting.**

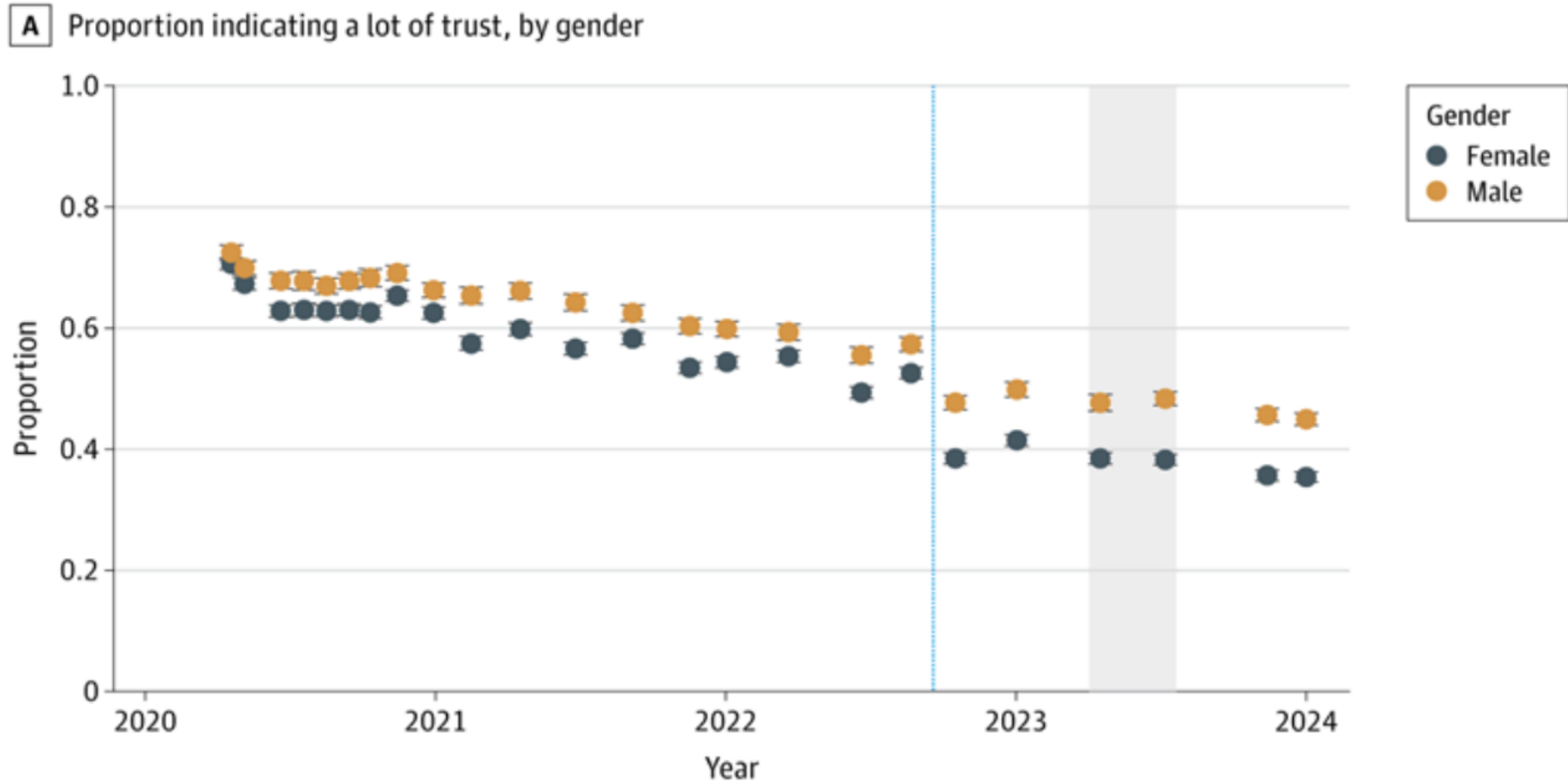
## How much trust do Americans have in institutions?

How much confidence do you have in each of the following institutions in American society? (% of U.S. adult citizens)

■ A great deal
 ■ Quite a lot
 ■ Some
 ■ Very little



**Figure 1. Trust in Physicians and Hospitals Over Time, Stratified by Gender, Race and Ethnicity, and Age**







# Purdue Pharma secures litigation cease-fire after US Supreme Court ruling



[nature](#) > [news](#) > article

NEWS | 29 August 2025

# Trump called for ‘gold-standard science’: how the NIH, NSF and others are answering



**Some researchers say that US-agency policies provide opportunities for political interference.**

By [Dan Garisto](#), [Jeff Tollefson](#) & [Max Kozlov](#)





# MAKE AMERICA HEALTHY AGAIN

## Building a healthier, stronger America

Under the leadership of Secretary Robert F. Kennedy, Jr., HHS is taking bold, decisive action to reform America's food, health, and scientific systems to identify the root causes of the chronic disease epidemic and Make America Healthy Again.

### HEALTH CRISIS BY THE NUMBERS

6 in 10

Americans have at least  
one chronic disease

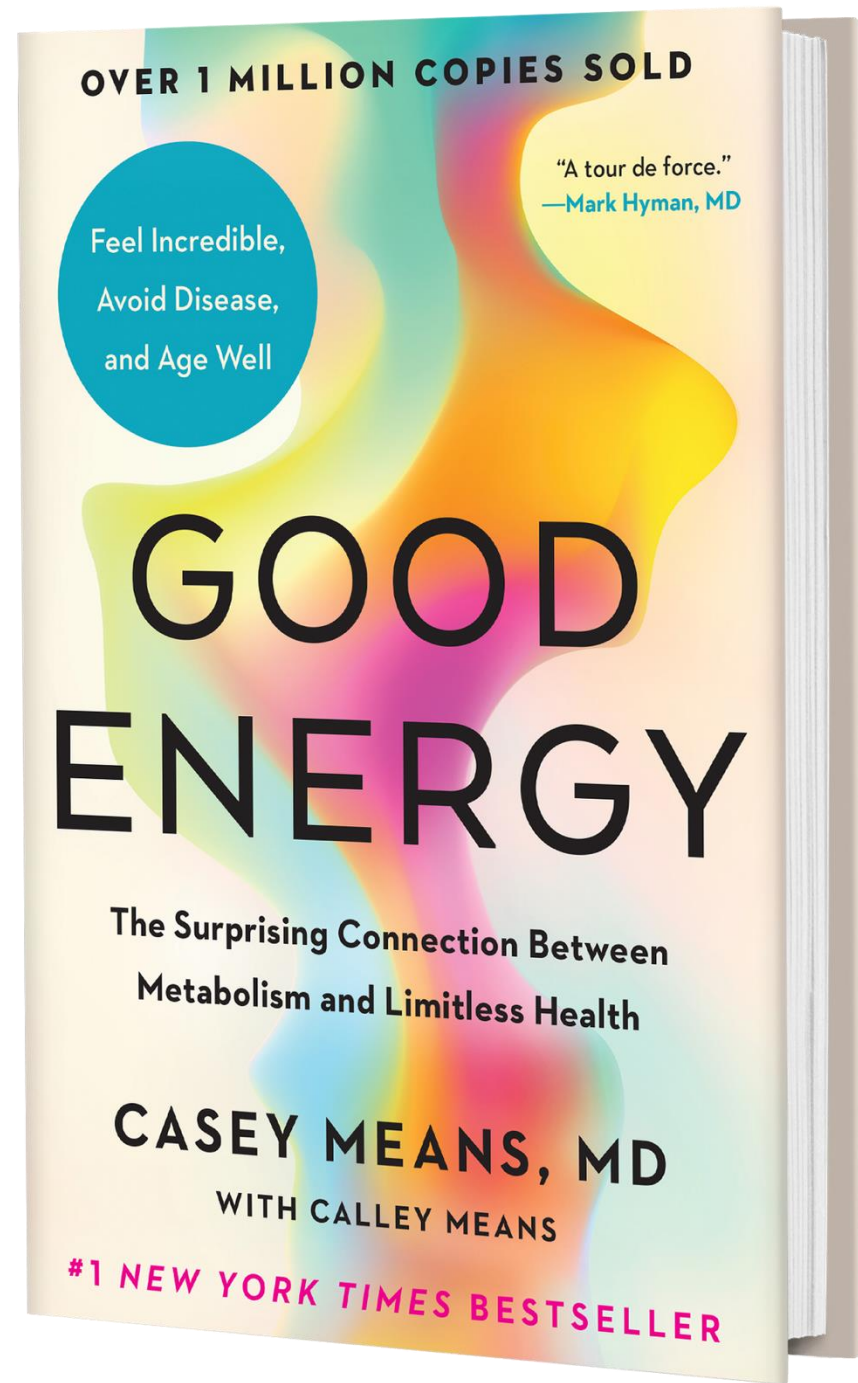
1 in 4

American children  
suffer from allergies

40%

of Americans are  
diabetic or prediabetic





OVER 1 MILLION COPIES SOLD

Feel Incredible,  
Avoid Disease,  
and Age Well

"A tour de force."  
—Mark Hyman, MD


# GOOD ENERGY

The Surprising Connection Between  
Metabolism and Limitless Health

CASEY MEANS, MD  
WITH CALLEY MEANS

#1 NEW YORK TIMES BESTSELLER

**Information now: algorithmic extremes**

A close-up photograph of a woman with blonde hair tied back, wearing a white long-sleeved top. She is holding a light-colored bowl filled with a colorful salad of quinoa, tomatoes, and other vegetables. She has a neutral, slightly somber expression.

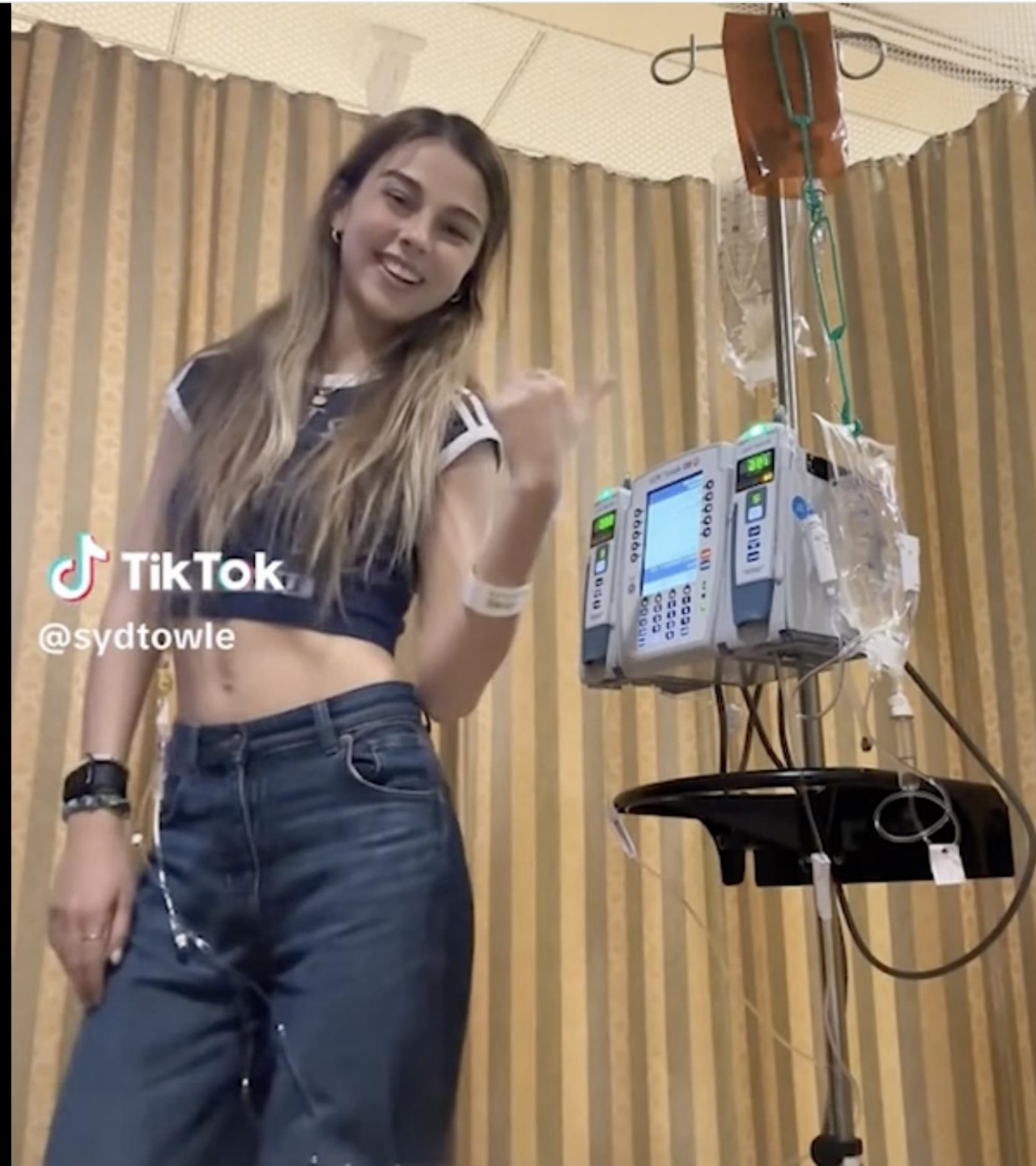
**This influencer lied  
about having cancer**






# *'I Have Cancer,' the TikTok Star Said. Then Came the Torrent of Hate.*

Sydney Towle's videos have drawn an enormous audience on TikTok, where her followers praise and support her. On Reddit, an army of skeptics was determined to paint her as a fraud.



 TikTok  
@sydtowle



NEW YORK TIMES BESTSELLER

# ELIZABETH GILBERT

Author of *EAT PRAY LOVE* and *BIG MAGIC*

Oprah's  
Book Club  
2025

# ALL THE WAY TO THE RIVER



Love, Loss, and Liberation

**Trust is now relational capital  
--not professional capital.**

## *Palliative and Supportive Care*

# The fragility of trust between patients and oncologists: A multiple case study

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Thomas Fracheboud, M.D.<sup>1</sup>, Friedrich Stiefel, M.D.<sup>2</sup>  and Céline Bourquin, PH.D.<sup>2</sup> 

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<sup>1</sup>Faculty of Biology and Medicine, University of Lausanne, Lausanne, Switzerland and <sup>2</sup>Psychiatric Liaison Service, Lausanne University Hospital and Lausanne University, Lausanne, Switzerland

*”What is striking is that patients and physicians did not explicitly address trust or distrust.”*

CANCER SUSPECTED

TRUST SHAKEN IN  
ONESELF LIFE UNIVERSE

STRIVING FOR (NEW) NORMAL

DESIRE TO SURVIVE

ENTERING THE MACHINERY

TRUST IN ...  
... SYSTEM  
... INSTITUTIONAL PROCESSES  
... PROFESSIONALS

CONTEXT

EXPERTISE

PERSON-  
CENTERED-  
NESS

SCRUTINIZE /  
CONTROL

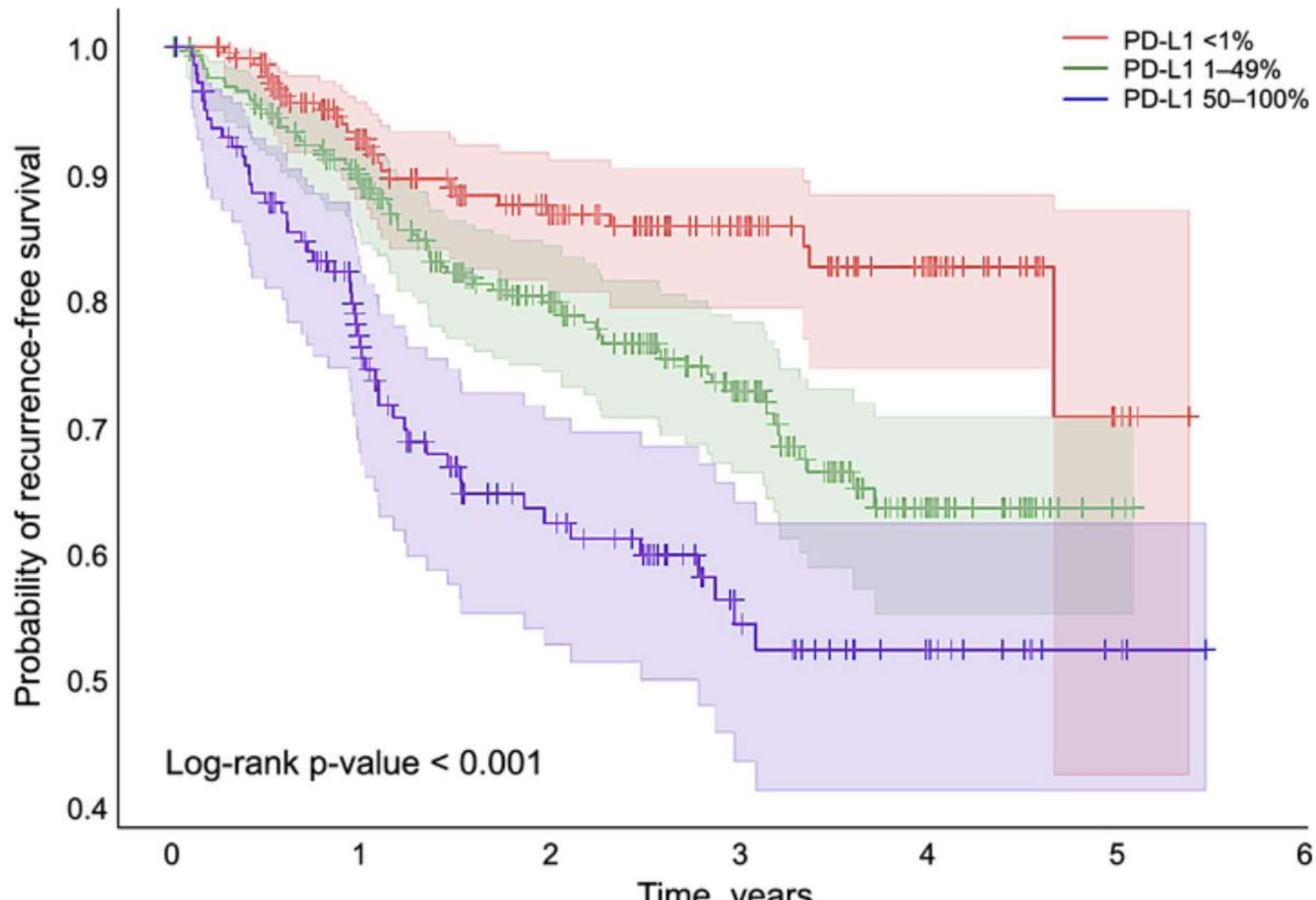
RESIGN /  
SURRENDER

CHANGE

GET INFORMED  
AND ACT

POSITIVE  
THINKING

ACCEPT /



# I'M FORCED TO GO PLACES THAT HAVE NEVER SUPPORTED PEOPLE LIKE ME

“We don't go to the hospital. We **have to be dying** before they **drag us up in there.**” -  
*Lonnie G, Black, Patient*

“You've **lost a part of your life** while being **confined** in the hospital room.”  
- *Asma, Asian, Patient*

“It's so difficult to navigate healthcare systems. They feel **lost like little sheeps.**” -  
*Eva, Hispanic, CL*





**THIS IS HOW REFERRING CLINICIANS THINK OF PALLIATIVE CARE.  
WHAT DO YOU SEE?**





# Participants [N = 52]

Age, mean 53 (26, 80)

Female 32 (61%)

Type of cancer

*Breast* 16 (30%)

*Gyn* 10 (19%)

*GI* 8 (15%)

*GU* 6 (12%)

*Lung* 3 (6%)

*Other* 9 (17%)

Time since dx, months 36 (5, 176)

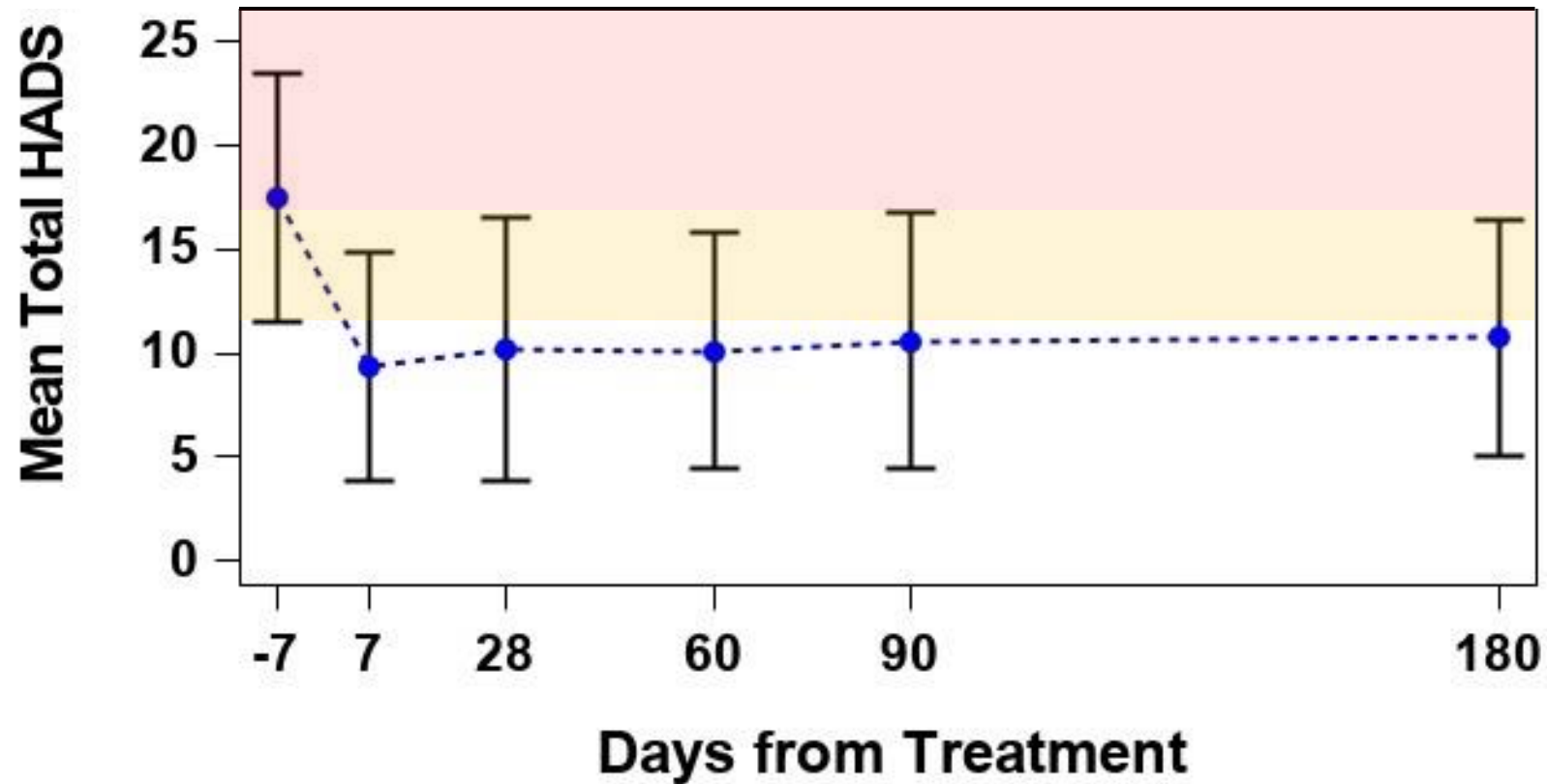
Current anticancer rx 46 (88%)

Antidepressant taper 18 (35%)

Employed 23 (44%)



# A Phase 1/2 Study of Group Retreat Psilocybin: Efficacy Outcome HADS



$p < .0001$

N=52, metastatic cancer

# End of life care: 9 deaths in HICOR area

<i>Quality measure</i>	<i>(n=9)</i>	<i>HICOR (9,314)</i>	<i>p value</i>
<b>Chemo</b> in last 14 d	0/9	5.5%	.62
<b>&gt;1 ED visit</b> last 30 d	0/9	18.4%	.16
<b>ICU d</b> in last 30 d	0/9	27.1%	.05
<b>Hospice</b> $\geq$ 3 d	8/9	59.3%	.95

**1.**

**Every conversation can be  
an act of trust building or repair.**

**2.**

**We need to build & curate  
ecosystems of trust.**

**3.**  
**Our task is no longer to transmit knowledge  
but to co-curate meaning  
in a noisy information environment.**

**4.**

**We can't out-compete misinformation.**

**We have to out-relate it.**