Public trust in health care has been shaped and strained by forces both within and beyond the profession. In recent decades, corporatization, structural inequities, administrative burden, workforce shortages, medical misinformation, political polarization, and emerging technologies such as artificial intelligence have altered how care is delivered and how professional judgment is exercised. These pressures often constrain clinicians' agency and erode trusted relationships in care delivery.

In response, medical professionalism must continue to evolve, adapting to today's realities while remaining firmly grounded in the values that sustain trust, integrity, and accountability and that honor medicine's enduring compact with patients and society.

The ABIM Foundation – co-authors of *Medical Professionalism in the New Millennium: A Physician Charter,* a foundational resource that has helped define medical professionalism – has updated this work and now defines medical professionalism as the practice of individuals, teams, and systems to foster trust, humility, respect and excellence in service of equitable, compassionate and humanistic care. Central to this understanding are several core beliefs:
- Caring for the person in front of us still matters.
- Trust is both the foundation and outcome of professionalism.
- Individuals, teams, and organizations are responsible for earning the trust they seek.

Prompt: Reflect on a moment when **medical professionalism helped you respond to or overcome a structural or systemic challenge in a way that built or strengthened trust or improved care**. This experience may come from clinical care, education, teamwork, advocacy, or community engagement.

In your essay, describe **how professionalism showed up not only as a personal value but as a shared practice** – one that influenced how you or others took responsibility, worked together, or acted with purpose to serve patients, communities, or the public good. Your example doesn't need to be extraordinary; we're interested in moments that reveal how professionalism operates in real-world settings.

You may wish to reflect on experiences such as caring for patients who were wary of medical recommendations, working in communities with longstanding mistrust of health care systems, or adapting care delivery to better reflect patients' lived experiences. Examples might include changes in communication, team composition, community partnership, or other deliberate strategies that helped improve engagement, understanding, or outcomes.

Consider these questions to guide your reflection:
- *What specific actions, practices, or decisions helped build or restore trust and improve care in this situation?*
- *How did this experience shape your understanding of medical professionalism as a responsibility to patients, communities, and the public?*
- *In what ways did professionalism function as a collective or systemic practice, rather than solely an individual one?*
- *Were there moments when professionalism fell short, and what did that reveal about the limits of individual action within broader systems or structures?*
- *How did this experience clarify what medical professionals owe one another, particularly when working as part of a team?*
- *What lessons, strategies, or approaches from this experience could others apply when working in settings where trust is low or contested?*