

Compliance Today – December 2023



Nakis Urfi ([linkedin.com/in/nurfi/](https://www.linkedin.com/in/nurfi/)) was Compliance Officer & ESG Leader at Babylon Health U.S. headquarters based in Austin, TX.

Building trust as the end goal

by Nakis Urfi

Why do consumers spend money and use certain healthcare products and services over others?

Conventional factors include recommendations, referrals, price, convenience, quality, and brand reputation. As the healthcare industry experiences more rapid rates of change with technology, product innovation, and consolidation, organizations have the capability to more quickly match their competitors' offerings and prices. What will drive consumers to continue using certain organizations' services over others?

As the capability to replicate work and product offerings becomes easier through technological advances, vendors, and mergers and acquisitions, the future of organizations' sustainability will depend more and more on its trust capital with its stakeholders. There are reasons why people feel good associating themselves with brands they trust, for example, Patagonia or Costco. They trust that the services and goods are of high quality and that the companies are doing things that are sustainable and ethical for their members, employees, and shareholders in the long term.

This document is only available to members. Please log in or become a member.

[Become a Member Login](#)