Crisis is the crucible in which leadership is tested and trust is the foundation upon which organizational culture is built. Except in a minority of organizations, the healthcare workforce has struggled to work within the current business framework of care, and the challenges are being magnified by the current crisis. “The time to renegotiate the contract of American healthcare is not in the midst of a global pandemic. But the time to reestablish the societal contract and human commitment between institutions, their employees, and their communities is absolutely right now. If we cannot manage that, the aftermath of the pandemic will require rebuilding from the foundation of trust up, and that may take a generation.”