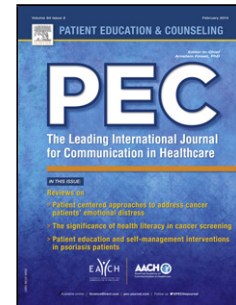


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# Perceived Organizational Affiliation and Its Effects on Patient Trust: Role Modeling with Embodied Conversational Agents

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## Highlights

- Aligning with patients fosters trust in the health provider
- Aligning with patients increases satisfaction with the consent experience
- Aligning with patients promotes willingness to enroll in a research study

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