

MARKLE

HEALTH IN A NETWORKED LIFE

Markle Survey: The Public and Physicians Largely Unfamiliar with Details of Health IT Incentives Program

January 2011

Markle Survey on Health In a Networked Life

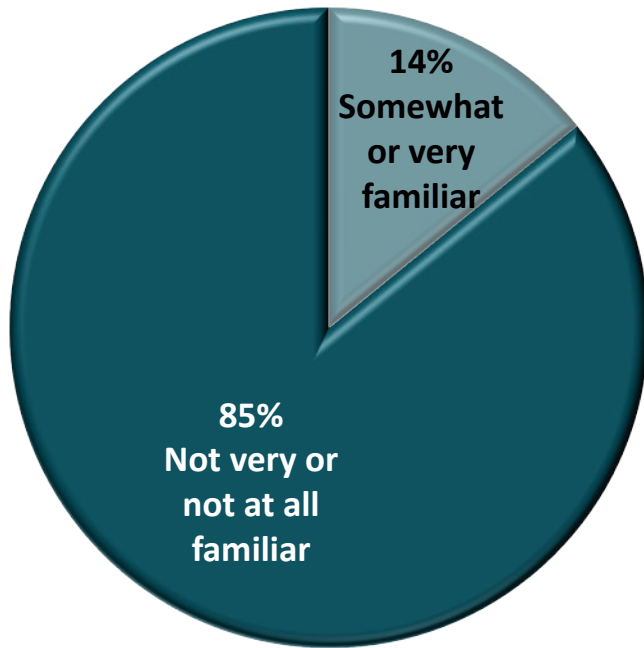
Key Findings

- The public and doctors are largely unfamiliar with key health IT and privacy aspects of the Recovery Act.

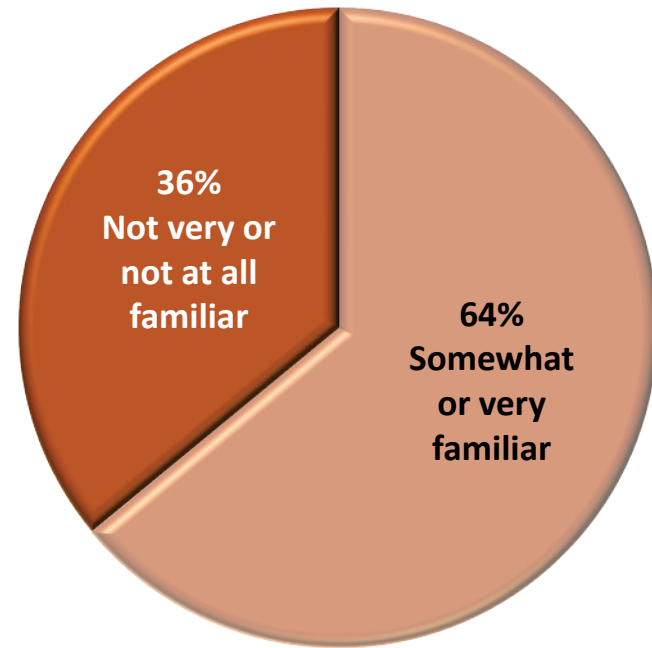
Familiarity With Health IT Incentives Program

How familiar are you with this new health information technology incentives program for doctors and hospitals?

The Public

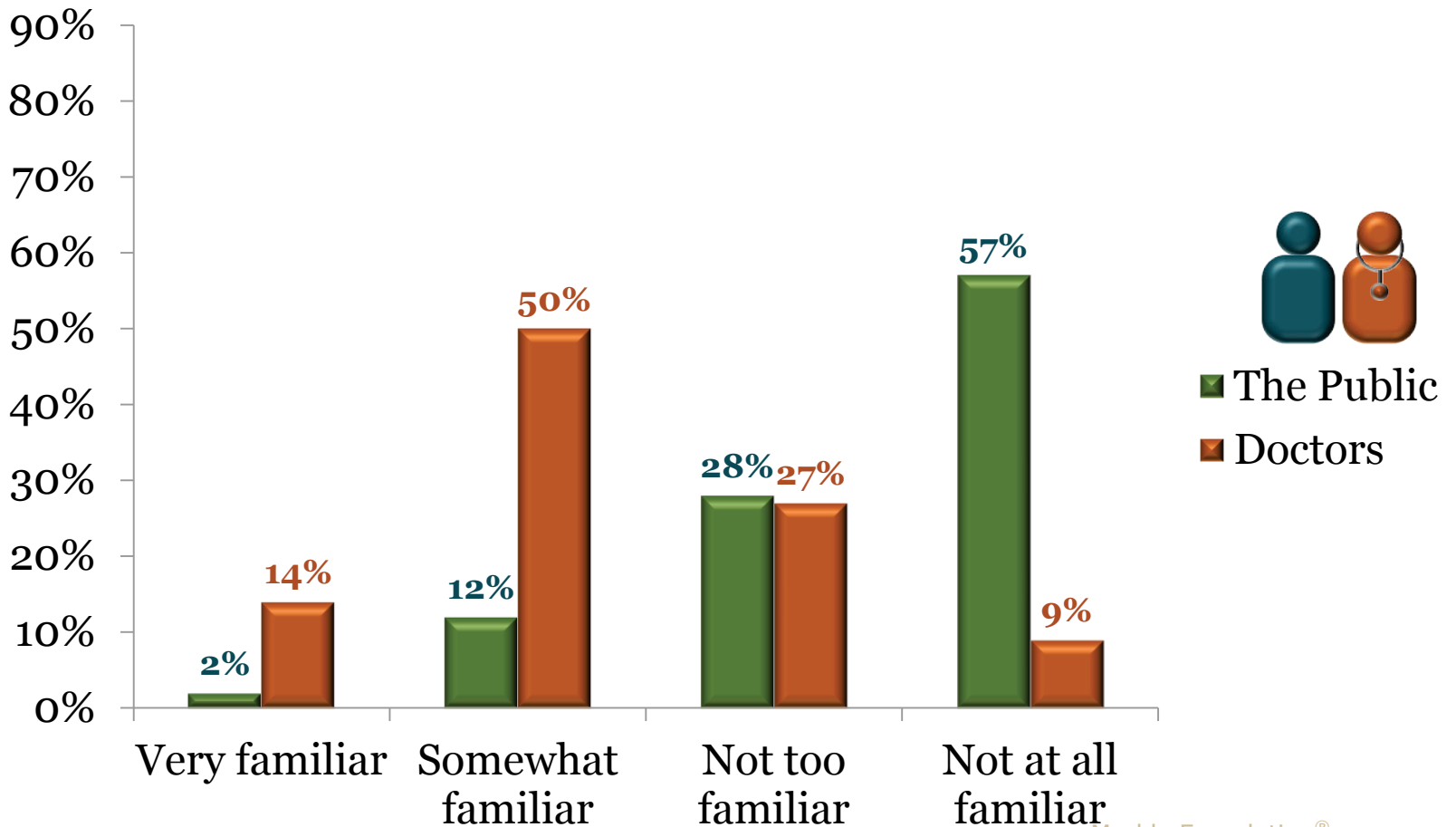


Doctors



Familiarity With Health IT Incentives Program – Detailed Findings

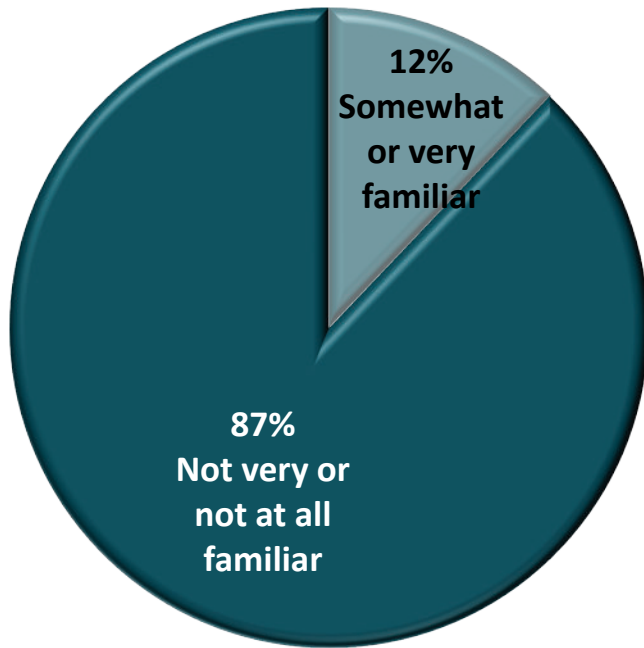
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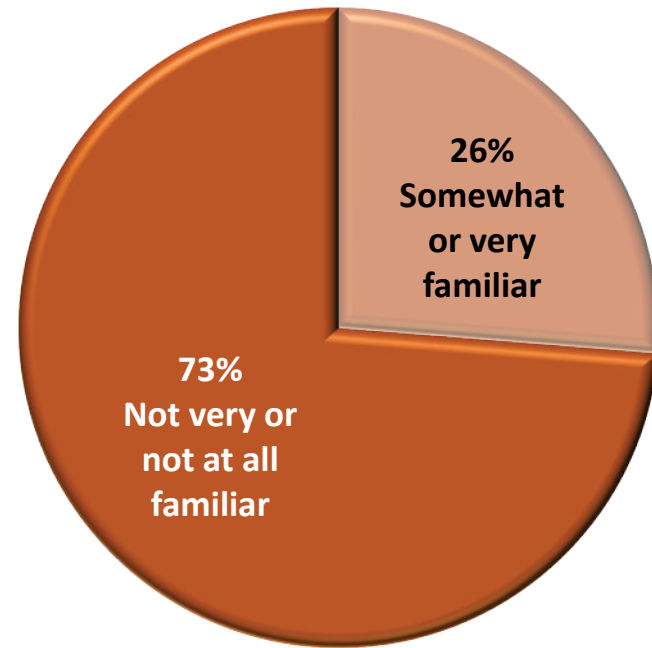
Familiarity With Electronic Copies Provision

How familiar are you with the part of the new law that says patients should receive copies of their health information in electronic form if they ask for it?

The Public

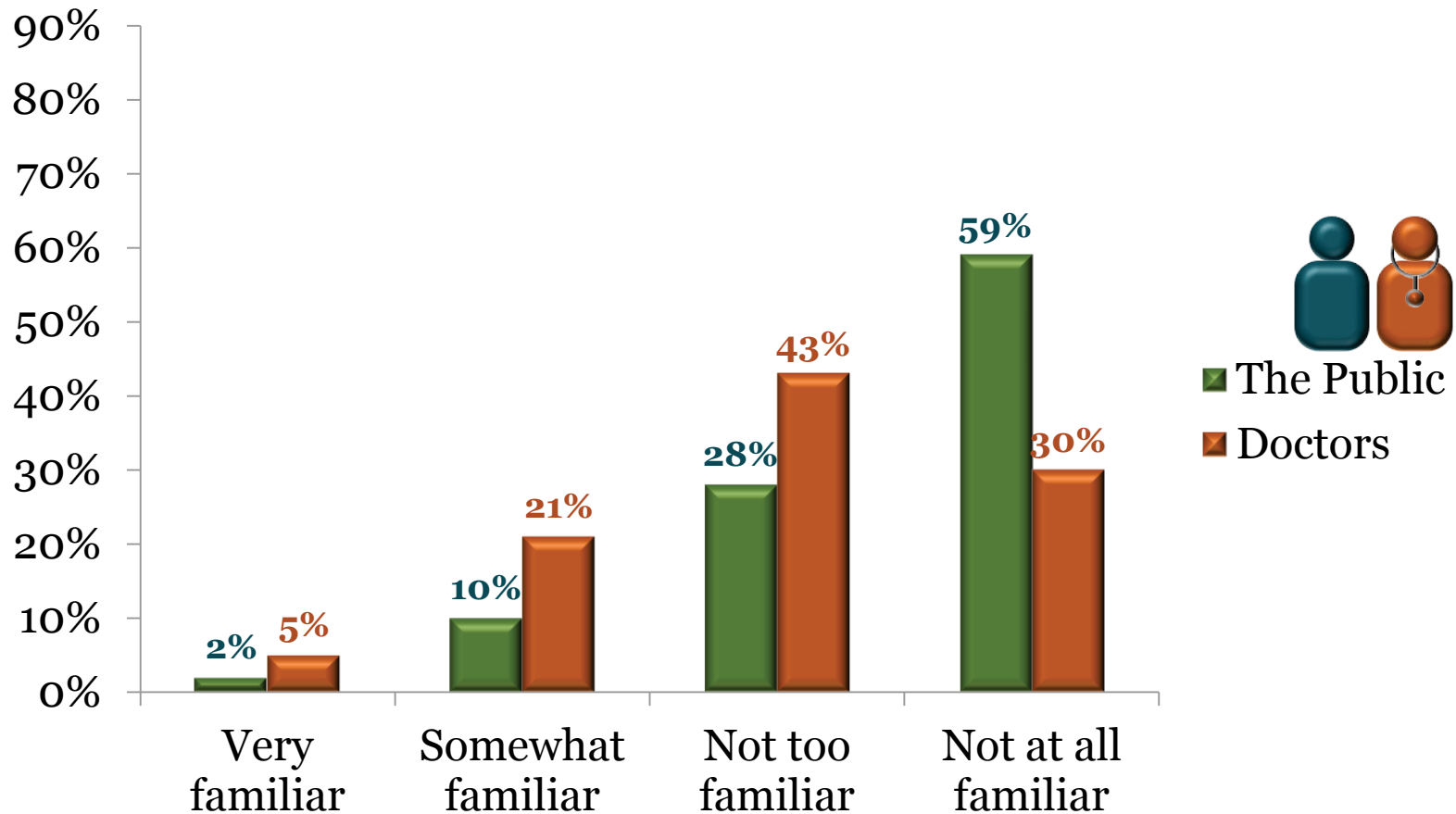


Doctors



Familiarity With Electronic Copies Provision – Detailed Findings

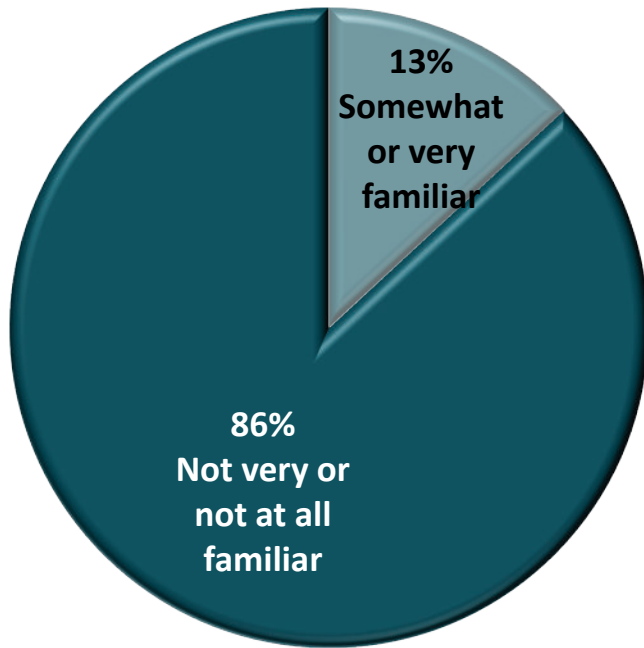
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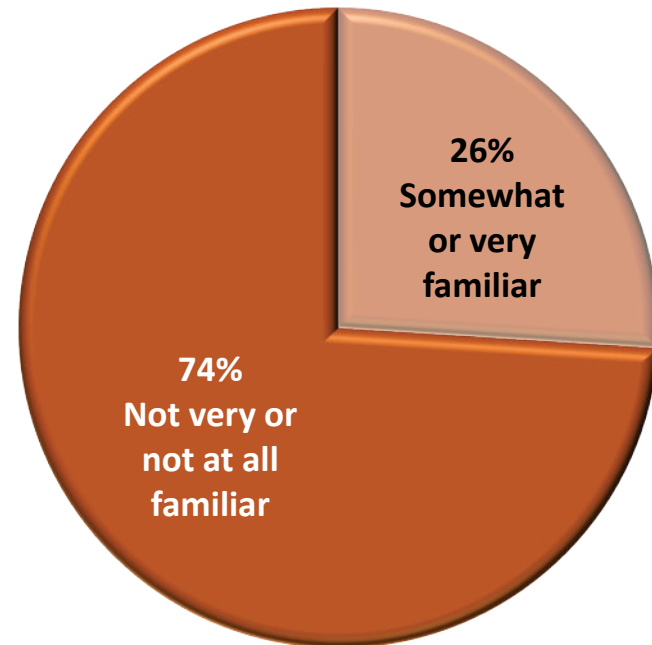
Familiarity With Privacy Provision

How familiar are you with the several new patient privacy provisions that Congress approved at the same time it passed the health information technology incentives program?

The Public

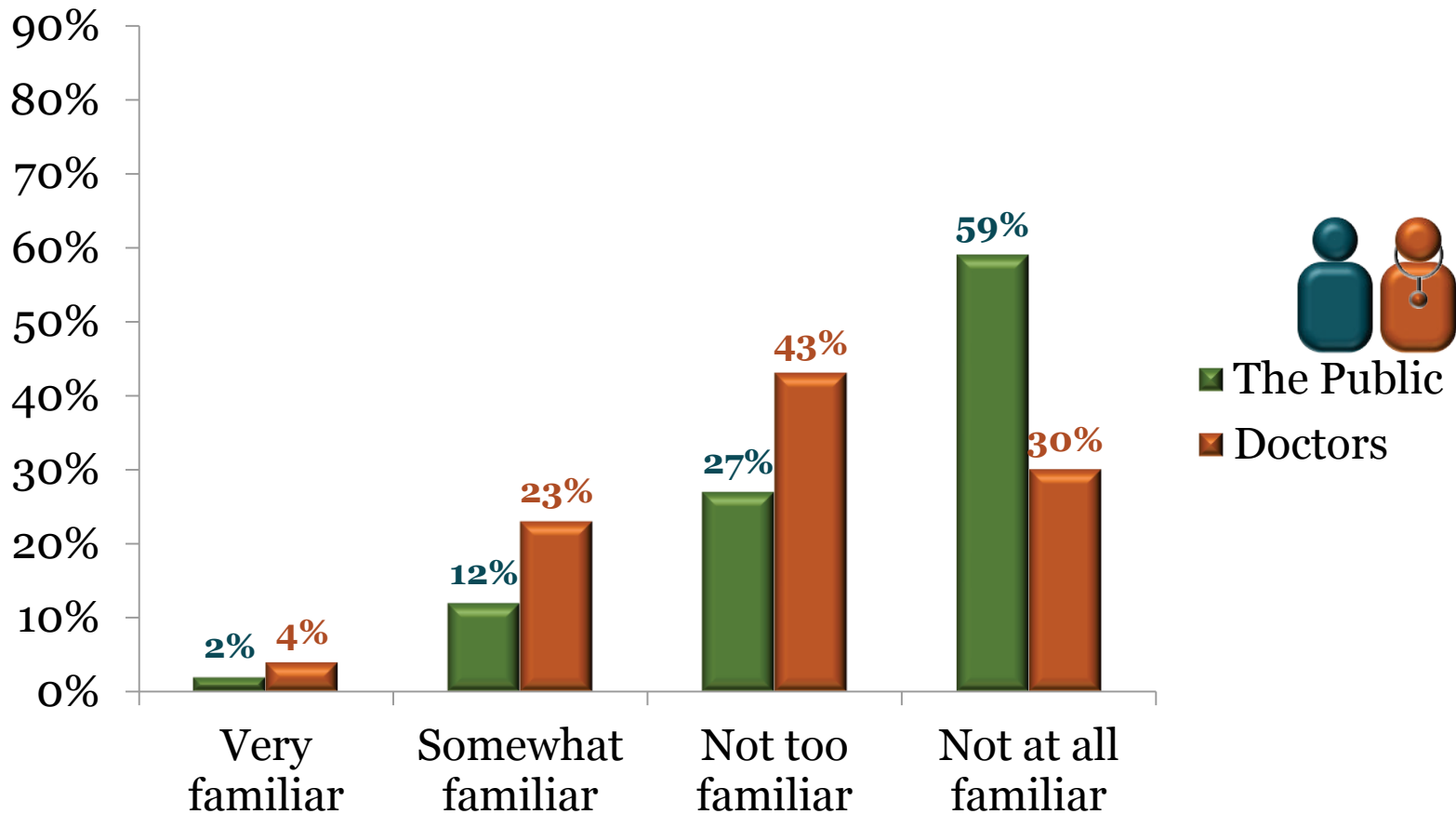


Doctors



Familiarity With Privacy Provisions – Detailed Findings

How familiar are you with the several new patient privacy provisions that Congress approved at the same time it passed the health information technology incentives program?



Observations

- There are high levels of public and physician agreement on what the priorities should be for the health IT investments—but low levels of familiarity with the actual program elements
- This suggests an opportunity for greater communication with both the public and providers.

Methodology

- Markle commissioned two separate but coordinated surveys with largely parallel questions to be conducted independently by Knowledge Networks (KN).
- **General Population Sample:** An initial sample of 2,493 people was drawn randomly from KN's KnowledgePanel, a probability-based web panel designed to be representative of the U.S. non-institutionalized population age 18 and up, including both online and offline households (households are provided access to the Internet and hardware if needed). From the initial sample, 1,582 responded to this online survey—a completion rate of 63 percent. The survey was conducted August 10 through August 24, 2010.
- **Physician sample:** An initial sample of 2,867 physicians was drawn from Knowledge Networks Physicians Consulting Network, an online opt-in convenience panel consisting of physician members invited to join from reputable listed samples such as the AMA Masterfile and prescriber lists. From the initial sample, 779 physicians responded to this online survey—a completion rate of 27 percent. The physician survey was conducted August 10 through August 26, 2010. The panel generally reflects the U.S. physician population on known demographics, although it somewhat under-represents younger physicians and hospital-based physicians. The study sample consisted of 26 percent primary care doctors (defined as internal medicine, general practice or family practice) and 74 percent specialists.
- The general population sample can validly be projected to the U.S. population, with margin of error of +/- 3.0 percent. Although we believe the physician sample is a highly defensible reflection of U.S. physicians, because it was not drawn entirely by random we are not as comfortable projecting its results to all U.S. physicians. Because the sample is based on those who were invited to join from multiple sources without known probabilities of selection, estimates of theoretical sampling error cannot be calculated.