

MARKLE

HEALTH IN A NETWORKED LIFE

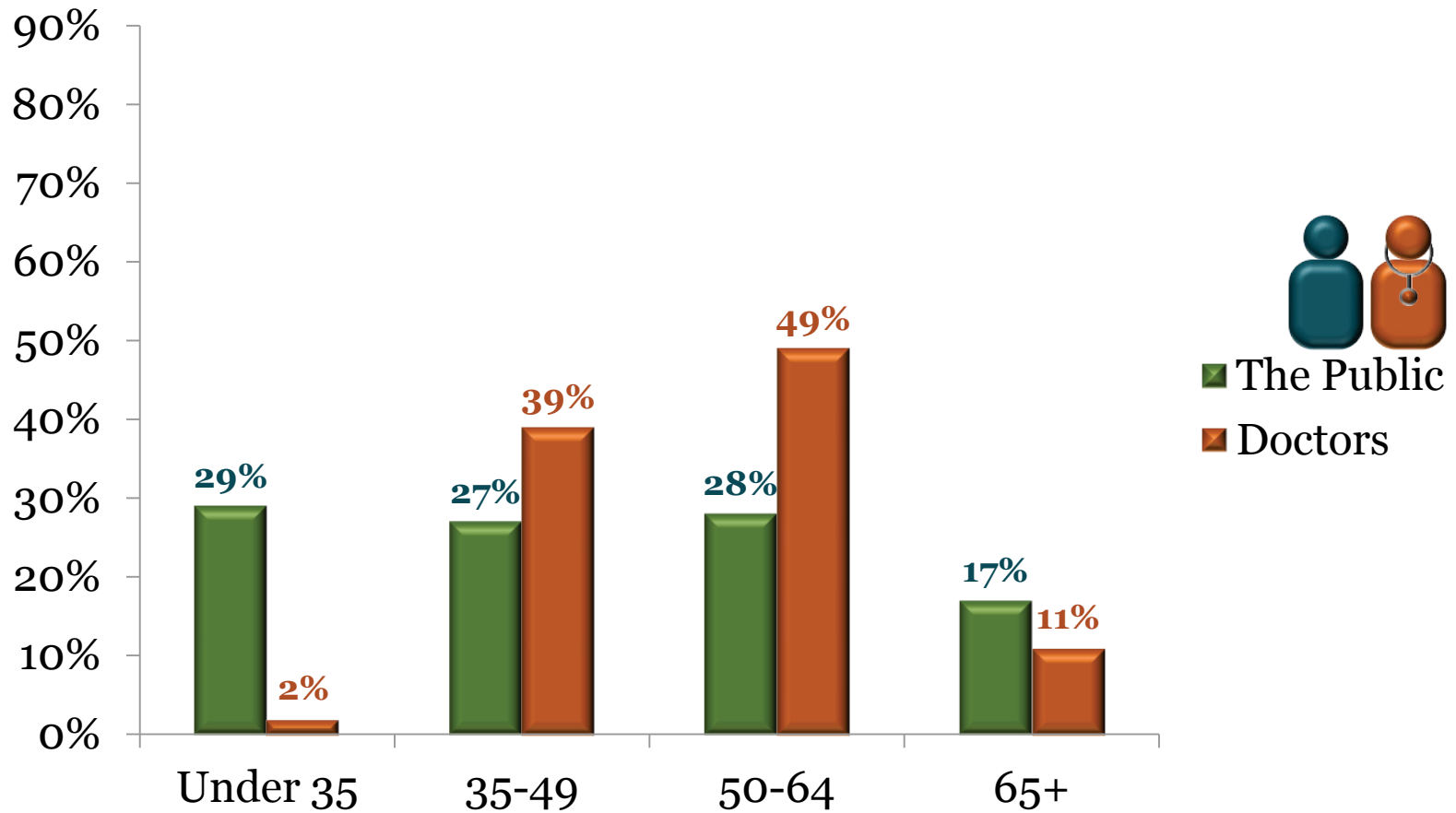
Markle Survey: Demographics of Public and Doctors Surveyed

January 2011

Markle Survey on Health In a Networked Life

General Comparisons Between the Public and Doctors Surveyed

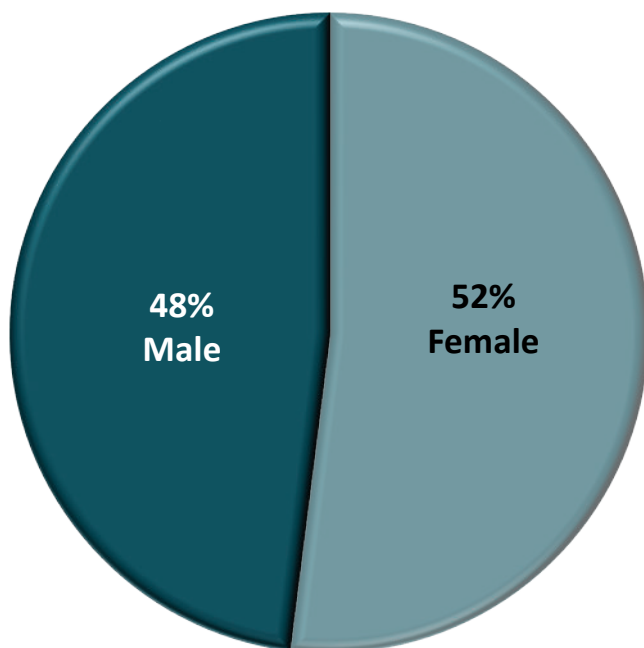
Age : The Public | Doctors



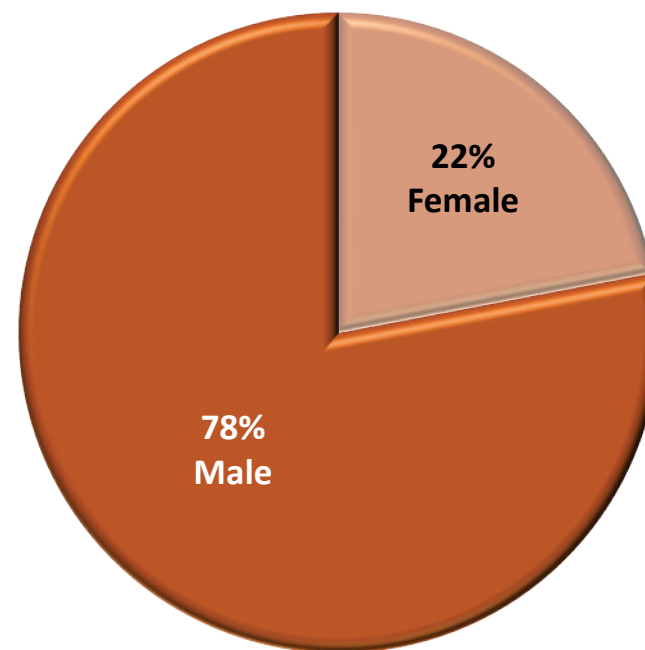
General Comparisons Between the Public and Doctors Surveyed

Gender : The Public | Doctors

The Public

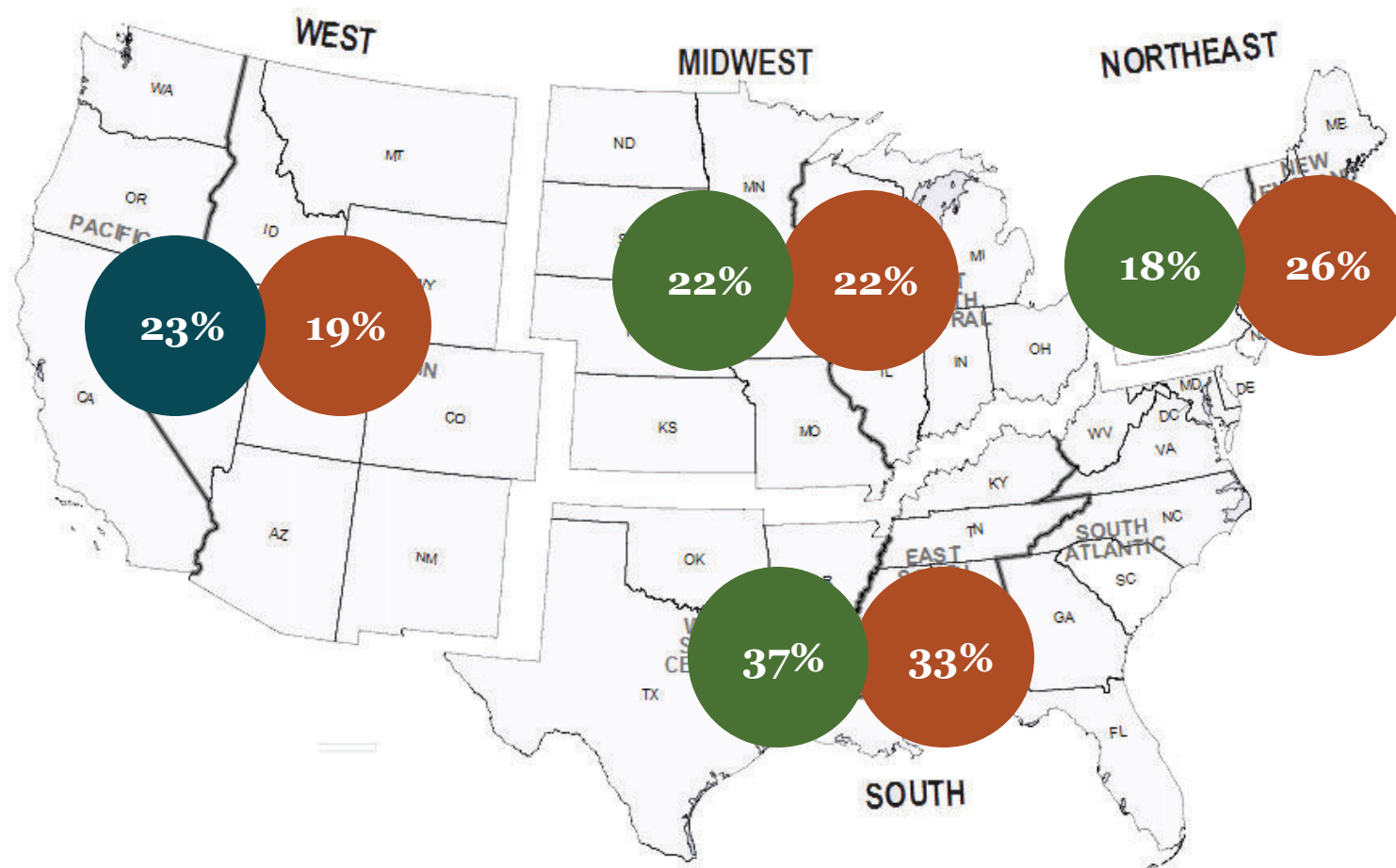


Doctors



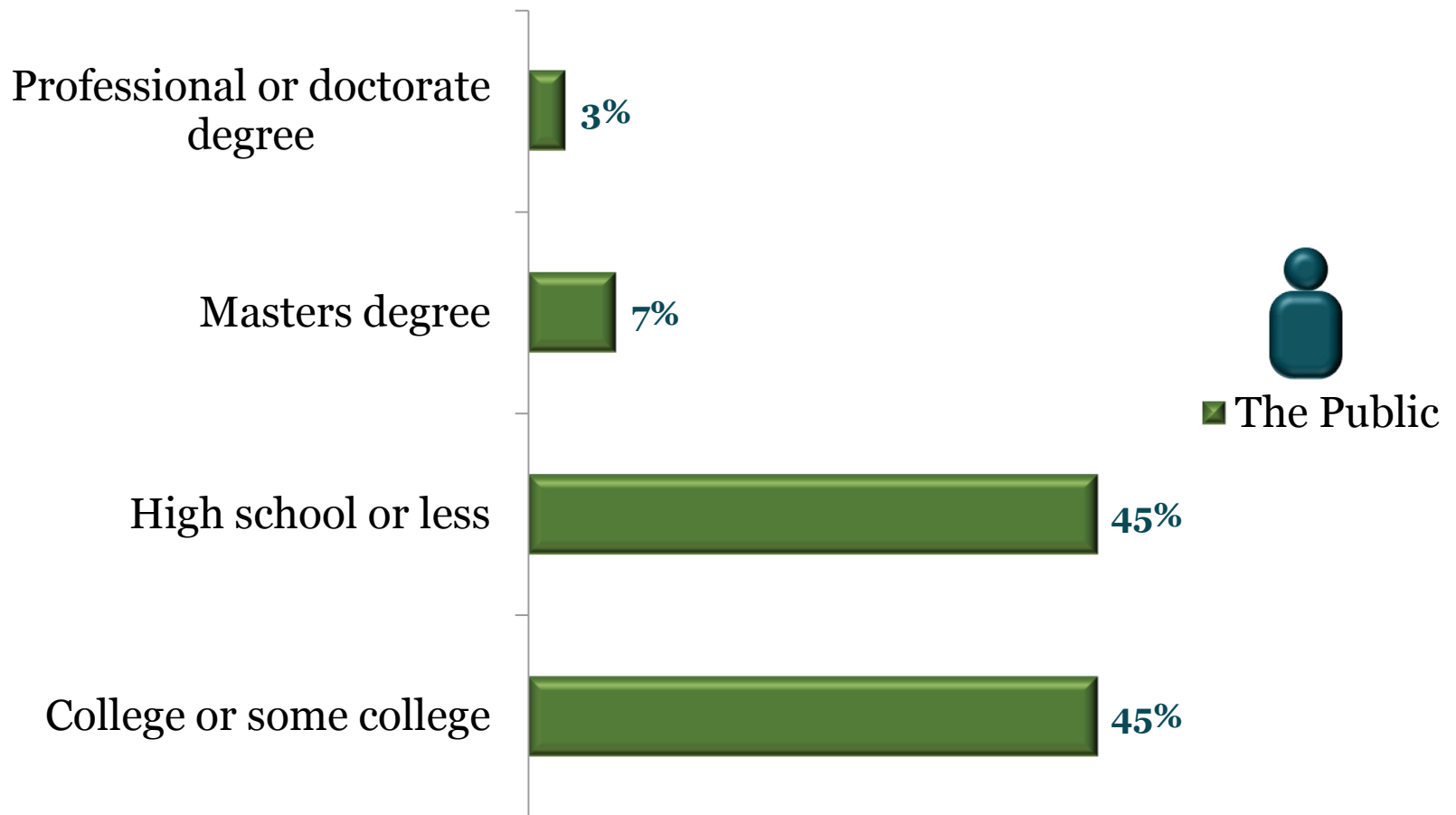
General Comparisons Between the Public and Doctors Surveyed

Region : The Public | Doctors



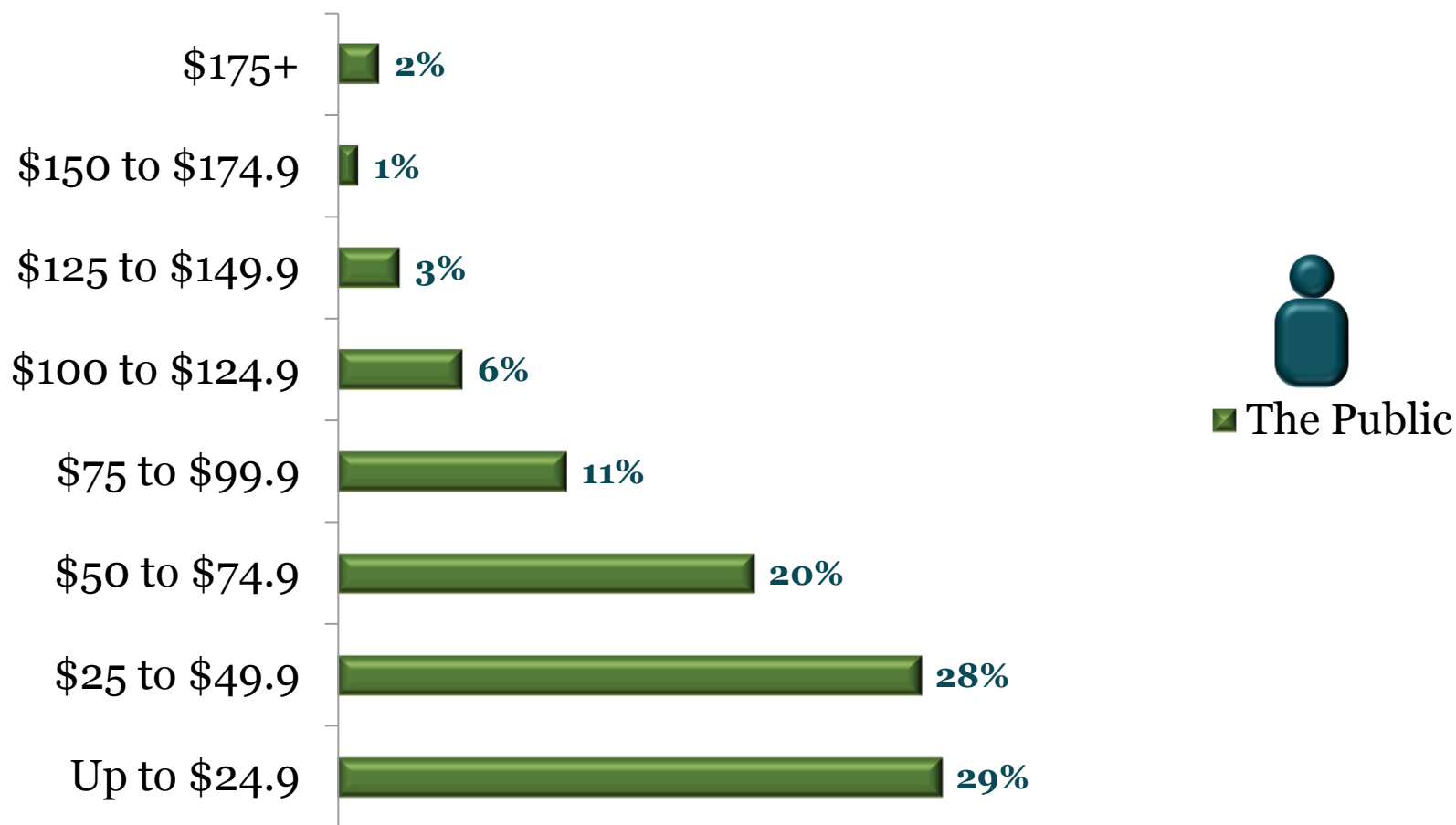
General Information on the Public Surveyed

Education level



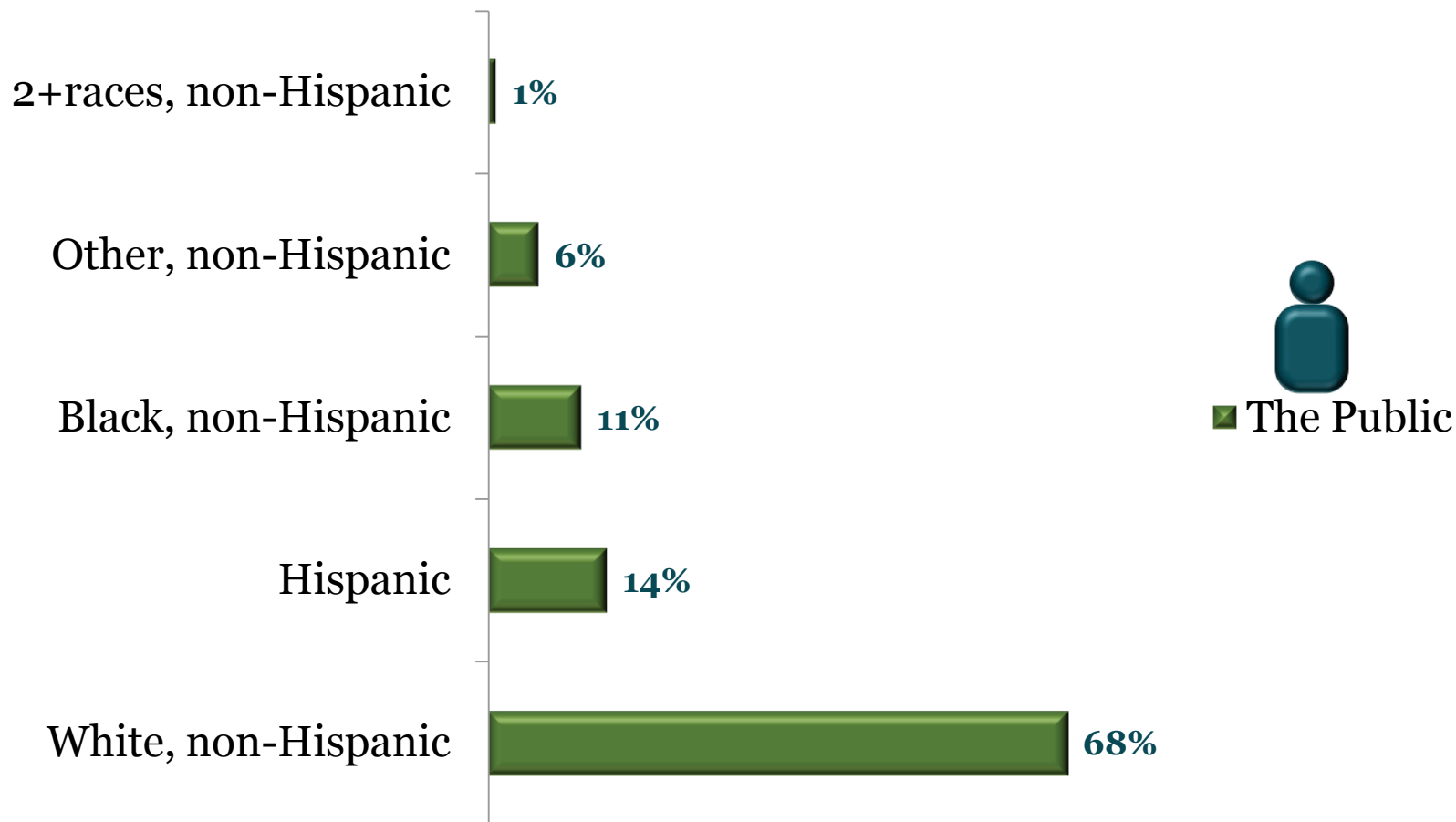
General Information on the Public Surveyed

Income level



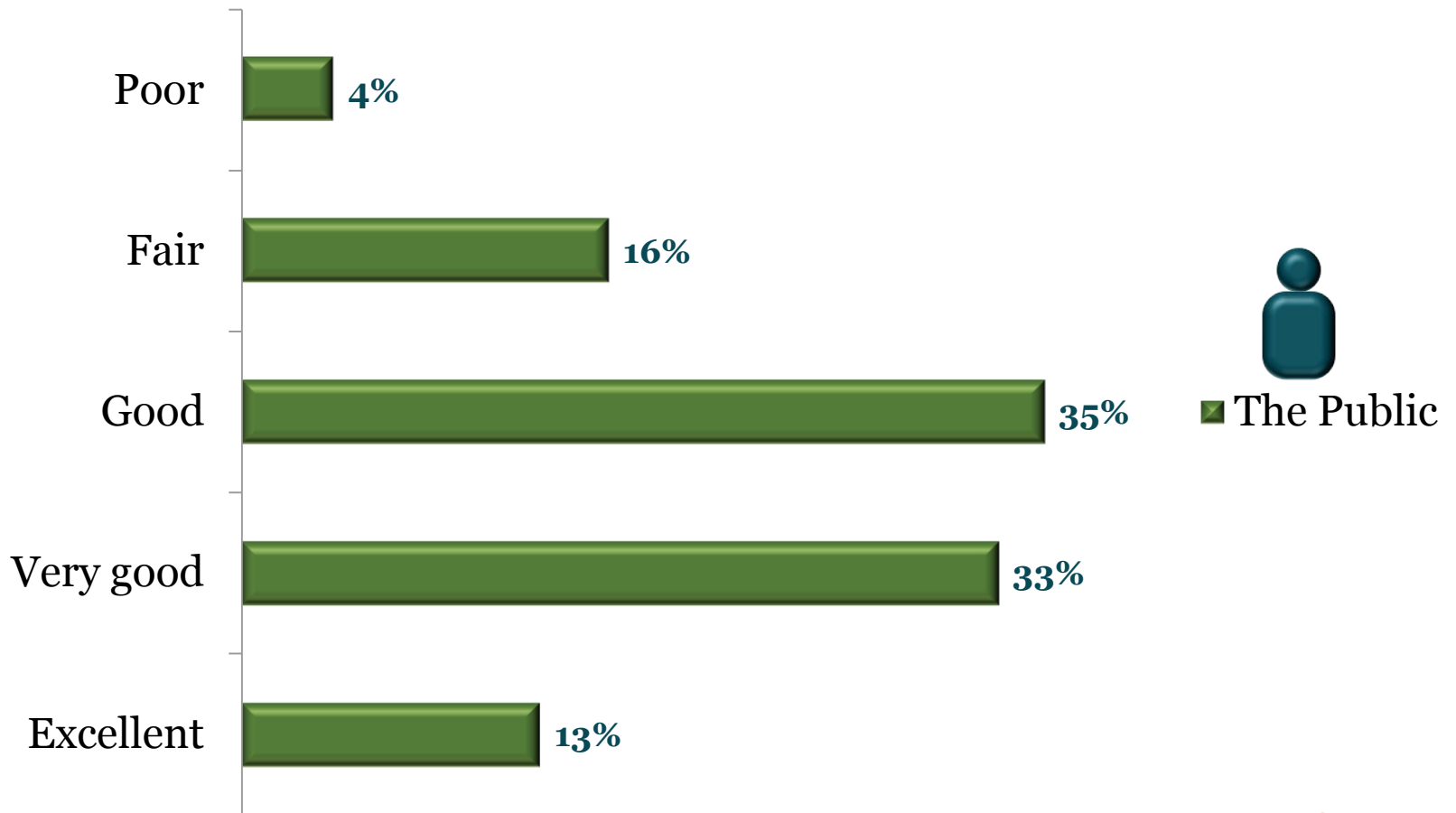
General Information on the Public Surveyed

Race/ethnicity



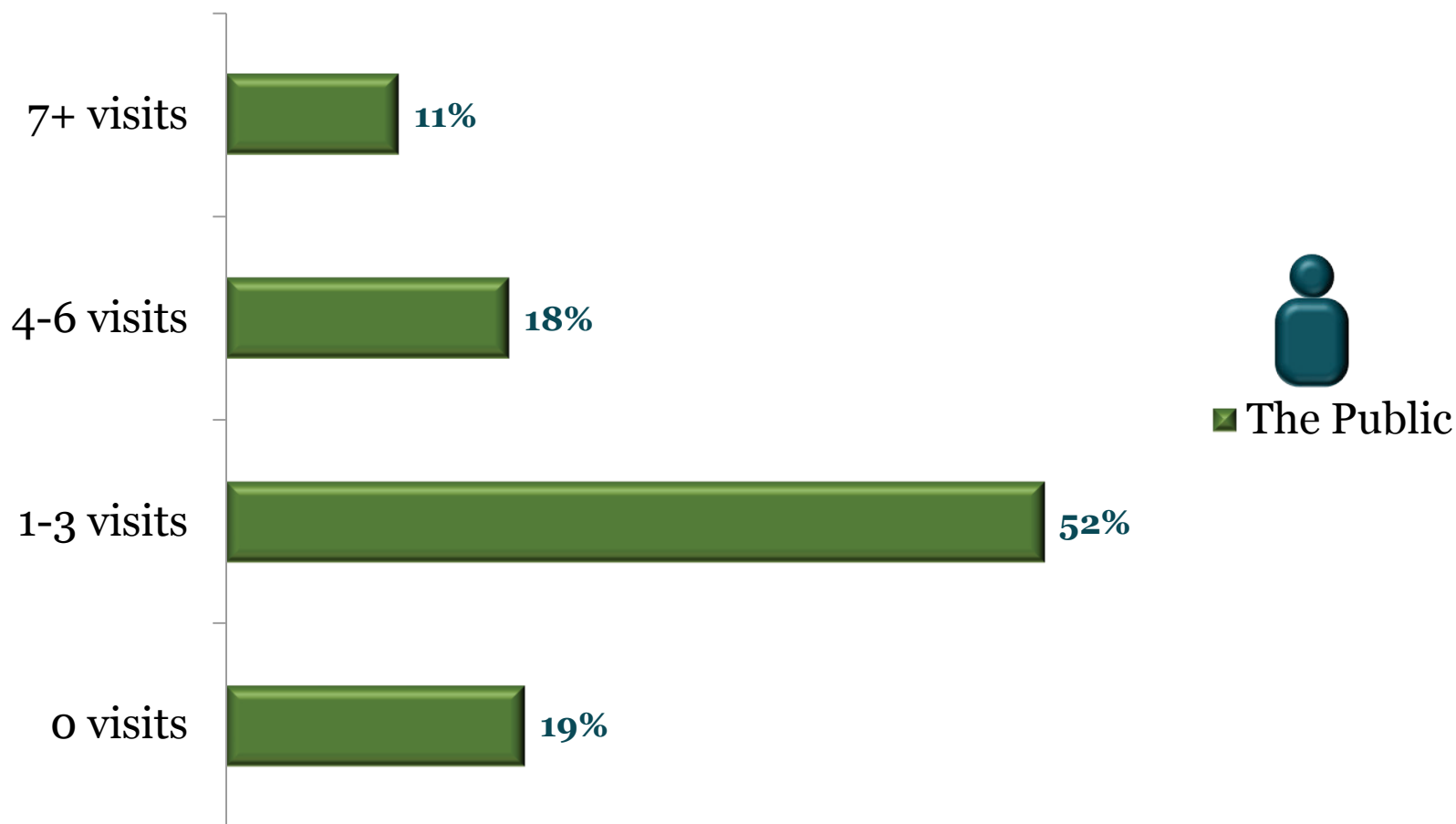
Self-Described Health of the Public Surveyed

Would you say that in general your health is excellent, very good, good, fair, or poor?



Self-Described Health of the Public Surveyed

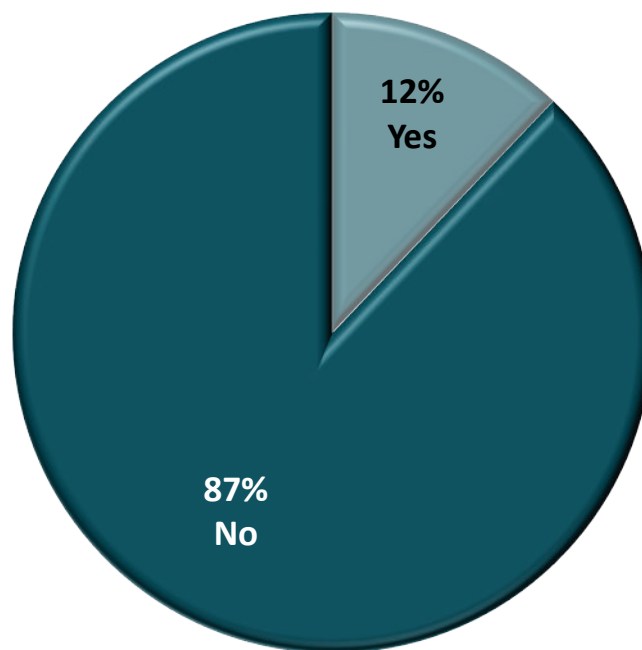
How many times have you been to a doctor in the past 12 months?



Self-Described Health of the Public Surveyed

Have you had a serious illness such as a heart attack, stroke or cancer?

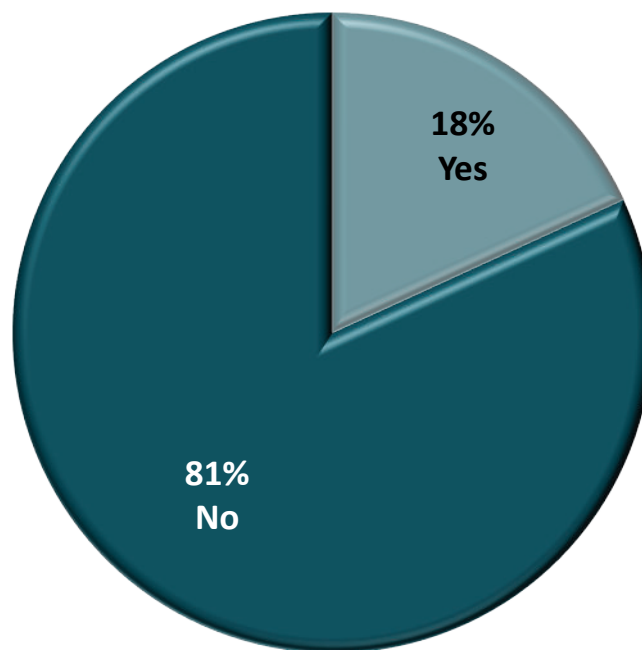
The Public



Self-Described Health of the Public Surveyed

Have you had a long-term medical condition such as diabetes or epilepsy?

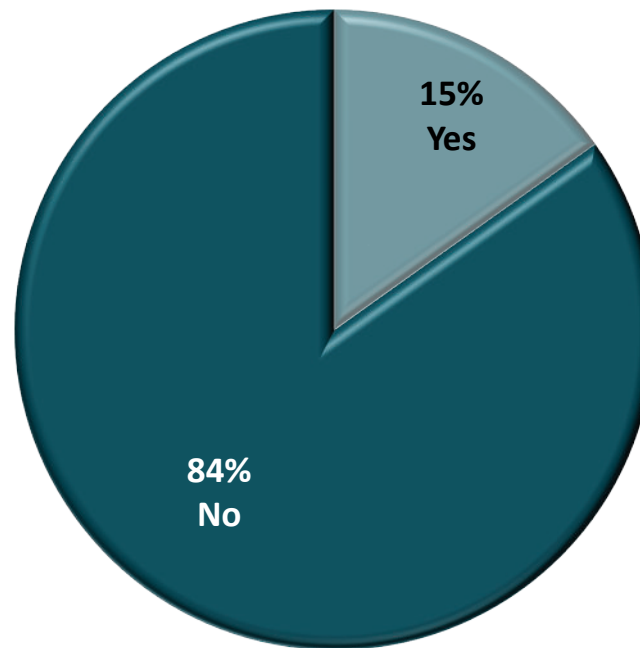
The Public



Self-Described Health of the Public Surveyed

Have you had any major physical or mental disabilities?

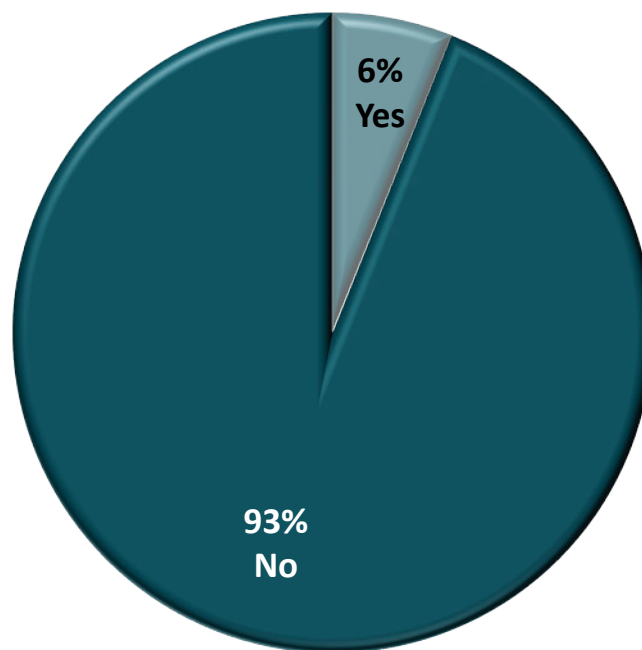
The Public



Self-Described Health of the Public Surveyed

Are you now a caregiver for a family member with a chronic or serious health condition?

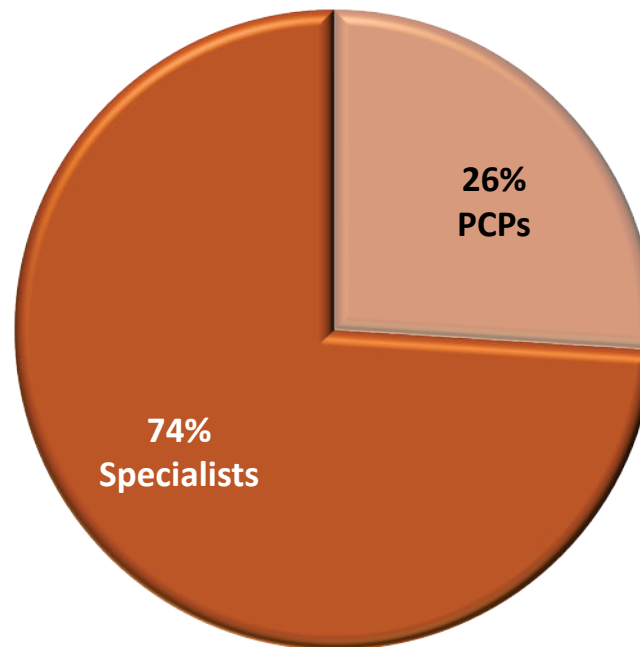
The Public



Profile Information on Doctors Surveyed

Primary care physician or specialist?

Doctors



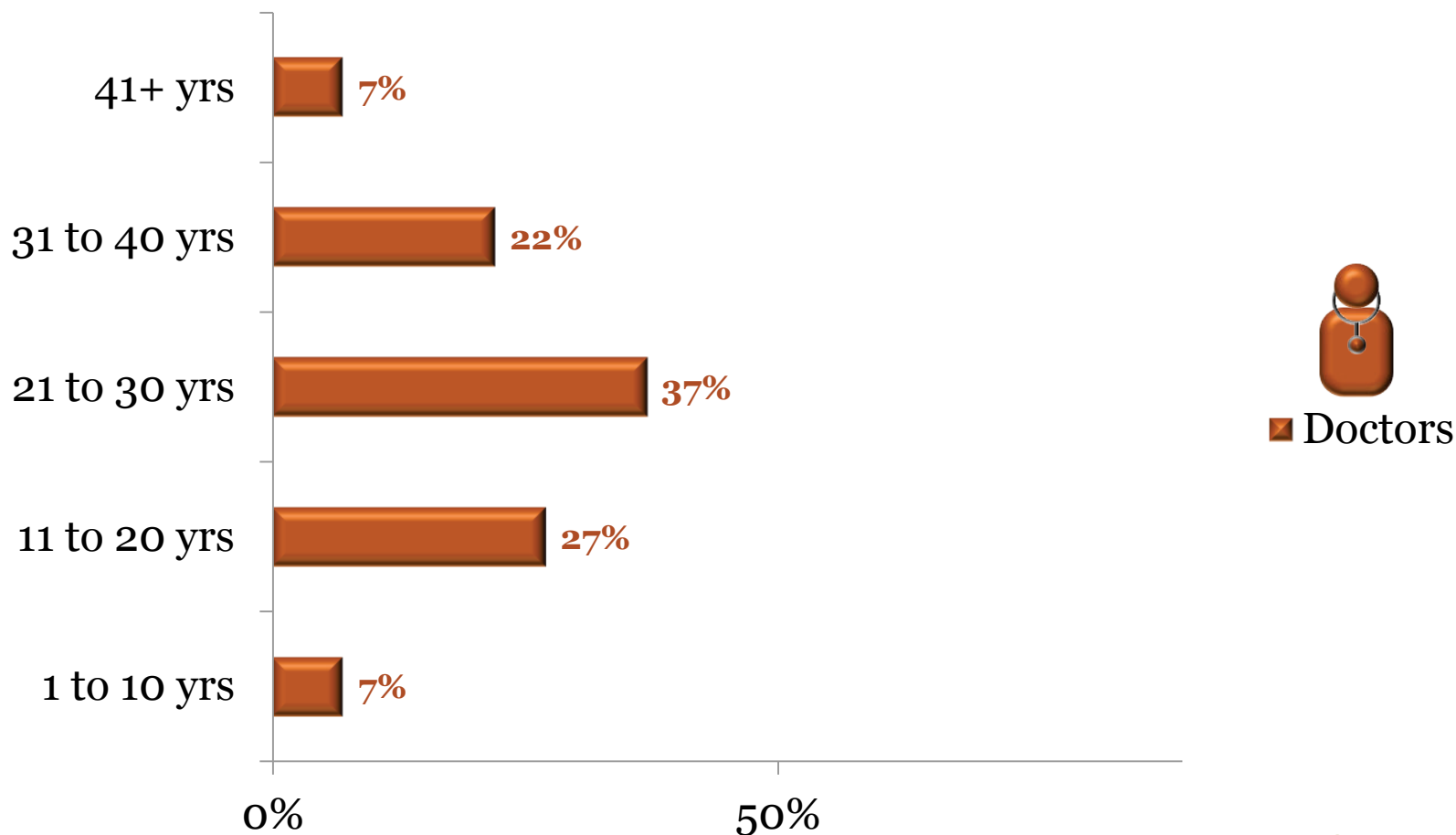
Profile Information on Doctors Surveyed

Specialties

Specialty	Percent
Allergy and Immunology	.1
Anesthesiology	4.4
Cardiology	4.9
Dermatology	4.9
Endocrinology, Diabetes & Metabolism	.3
Emergency Medicine	2.6
Family Practice/General Practice	11.2
Geriatrics	.1
Internal Medicine	14.5
Neurology	5.3
Obstetrics & Gynecology	7.1
Oncology-Cancer	1.9
Ophthalmology	2.3
Orthopedics	1.7
Otolaryngology	2.1
Pediatrics	12.8
Physical Medicine & Rehabilitation	.1
Plastic Surgery	3.6
Psychiatry	9.5
Surgery	2.1
Urology	5.4
Other	3.3
Total	100.0

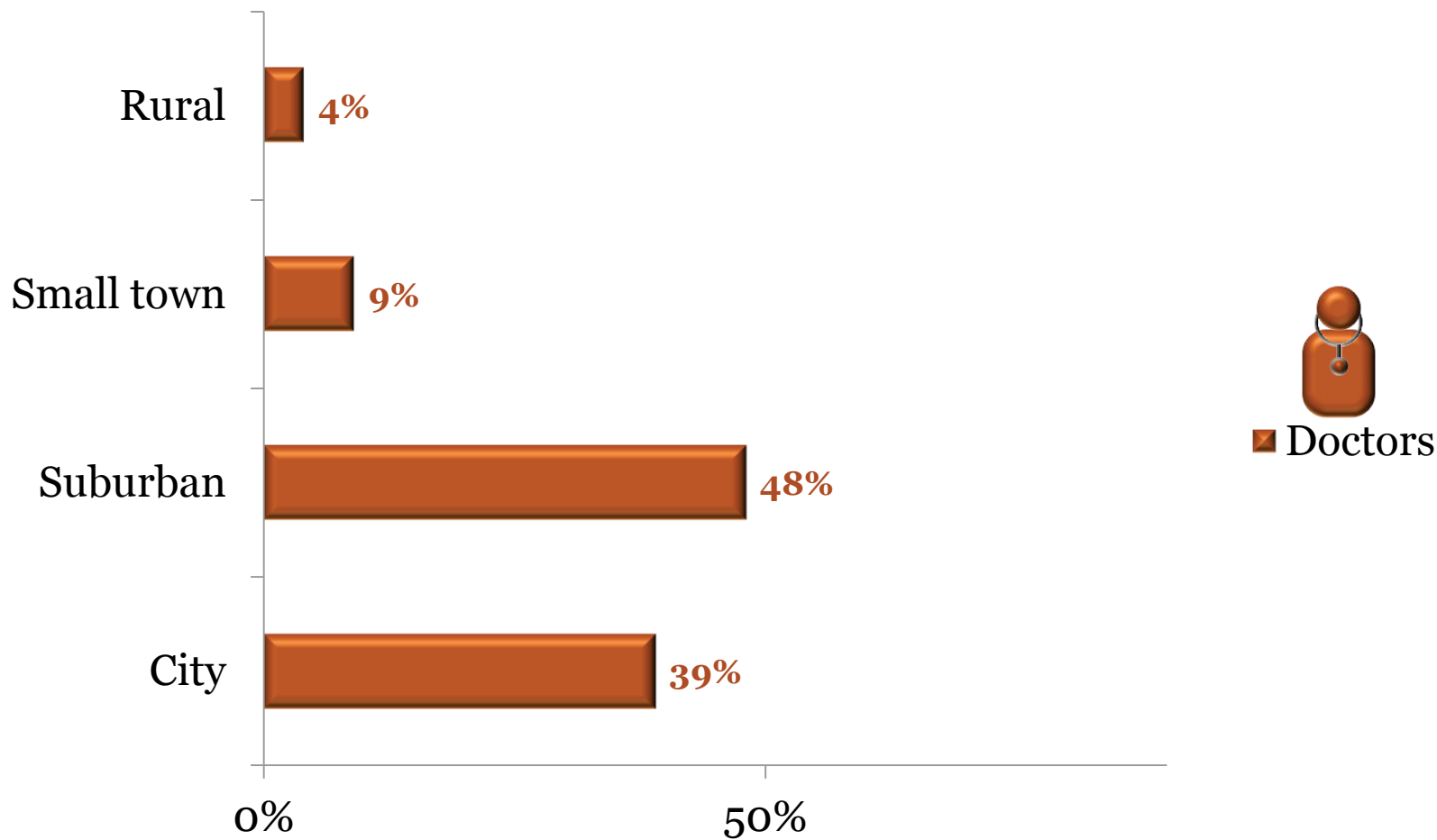
Profile Information on Doctors Surveyed

Number of years in practice



Profile Information on Doctors Surveyed

Practice Setting



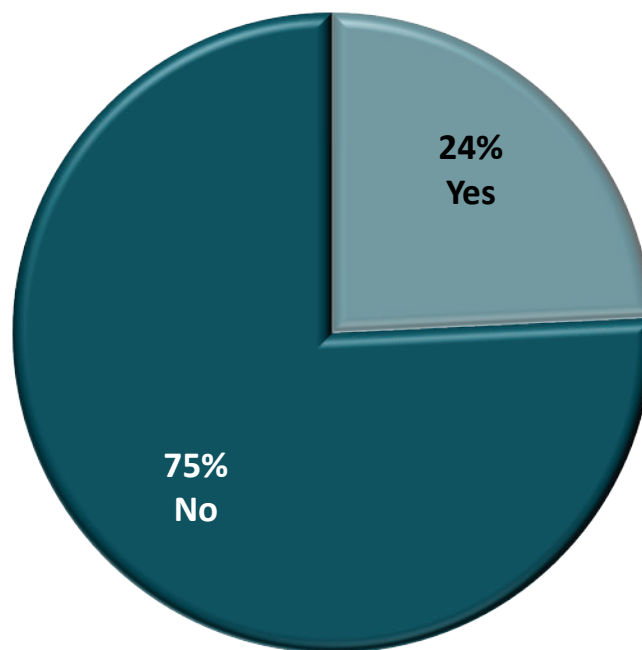
The Public and Doctors on Medical Bills, Privacy

- Nearly one-quarter of the public say they've had trouble paying medical bills.
- Very few report privacy as a reason to pay own expenses or avoid care.

Trouble Paying Medical Bills

In the past 12 months, have you had trouble paying family medical bills?

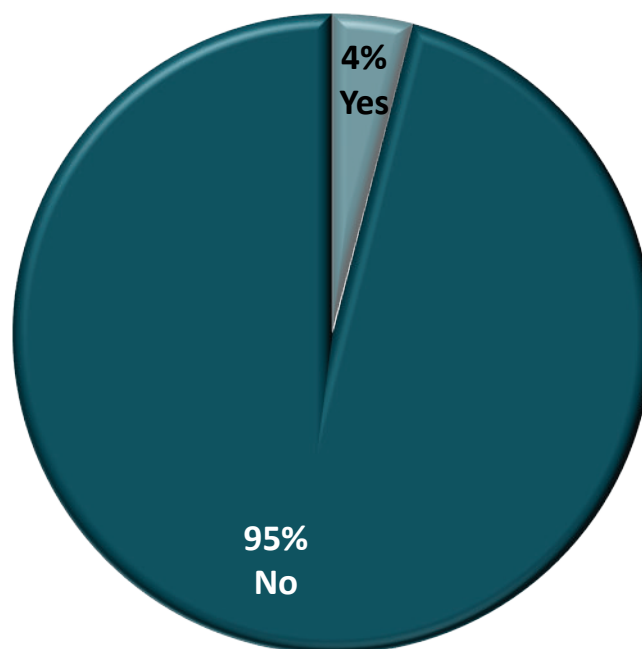
The Public



Privacy Concerns: Avoiding Needed Medical Care

In the past 12 months, have you avoided needed medical care or filling prescriptions due to concerns about privacy?

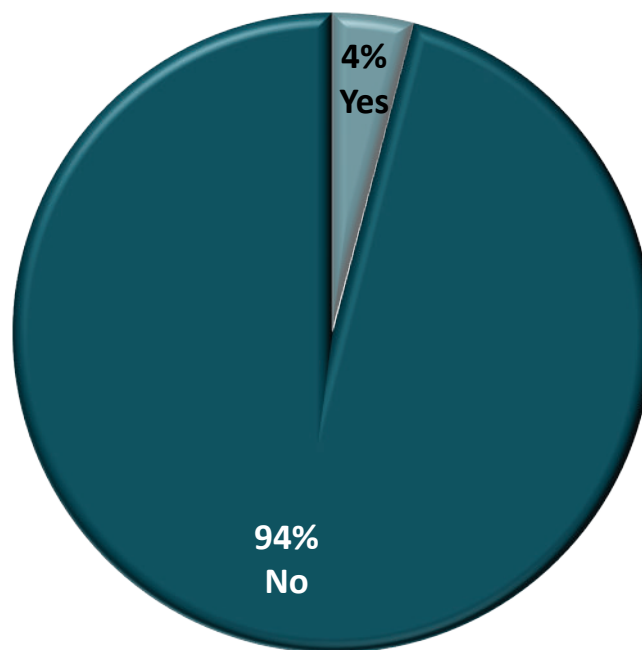
The Public



Privacy Concerns: Paying Out of Pocket Instead of Using Insurance

In the past 12 months, have you decided to pay your own expenses for medical care or prescriptions (instead of using health insurance) due to concerns about privacy?

The Public



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.