

The logo for Markle, featuring the word "MARKLE" in a bold, white, sans-serif font against a dark teal background. To the right of the text is a faint, stylized geometric pattern consisting of various triangles and lines.

Advancing Health in a Connected World

# **Markle Survey:** The Public Expects Benefits from Health IT

## Public and Doctors Agree on Importance of Specific Privacy Safeguards

DECEMBER 3, 2010

**ROUNDTABLE**  
PERSONAL HEALTH RECORDS  
UNDERSTANDING THE EVOLVING LANDSCAPE

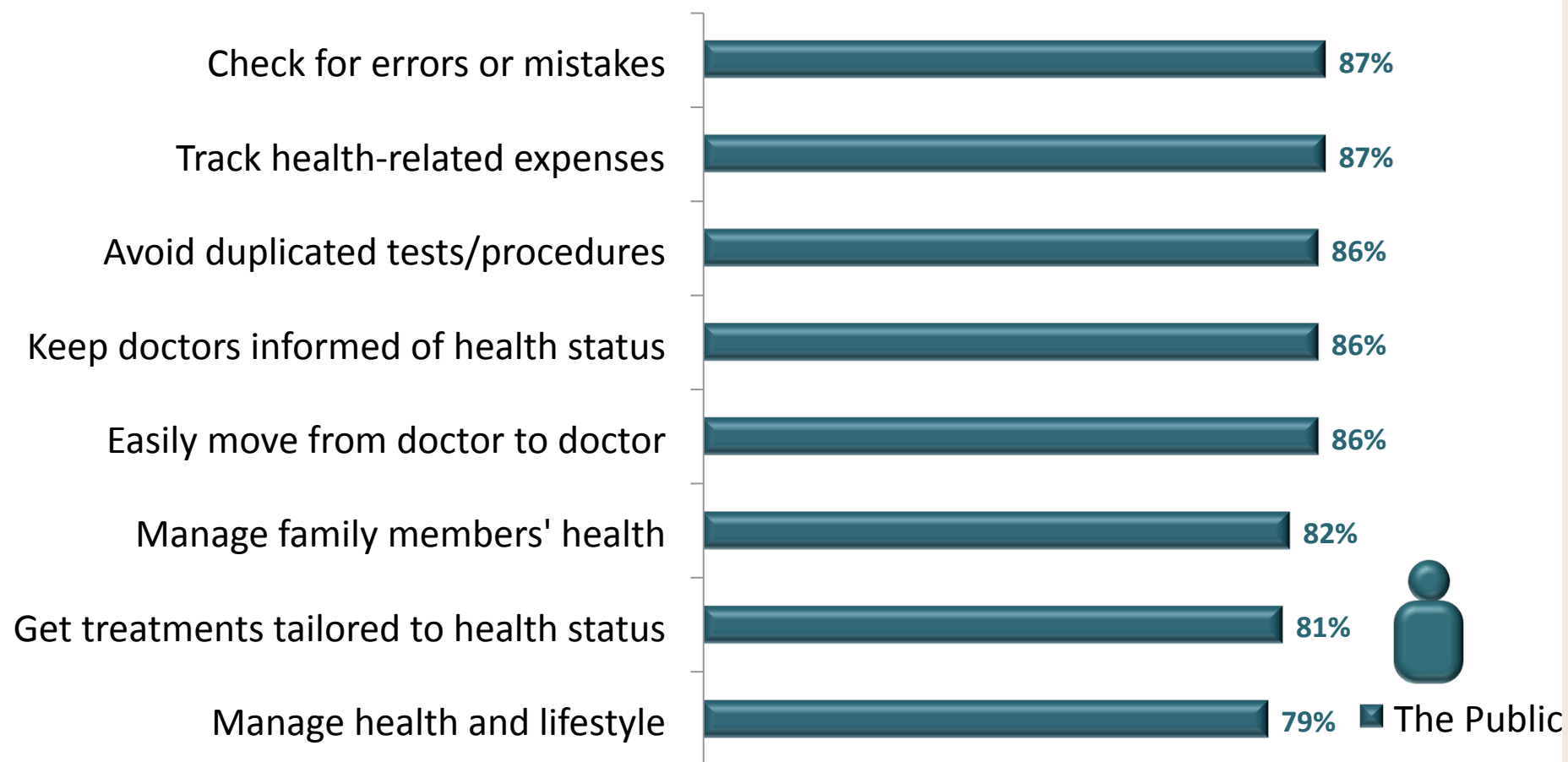
**SNAPSHOT: MARKLE SURVEY ON HEALTH IN A NETWORKED LIFE 2010**

**MARKLE** CONNECTING FOR HEALTH

## Background

- Six nationwide surveys to date by Markle have consistently found that majorities of the public:
  - Expect that electronic personal health records (PHRs) would be beneficial in helping them manage their health and health care.
  - Consider privacy safeguards important to all health information technology efforts.

## PHRs would improve your ability to...



## 2010 Survey Methodology

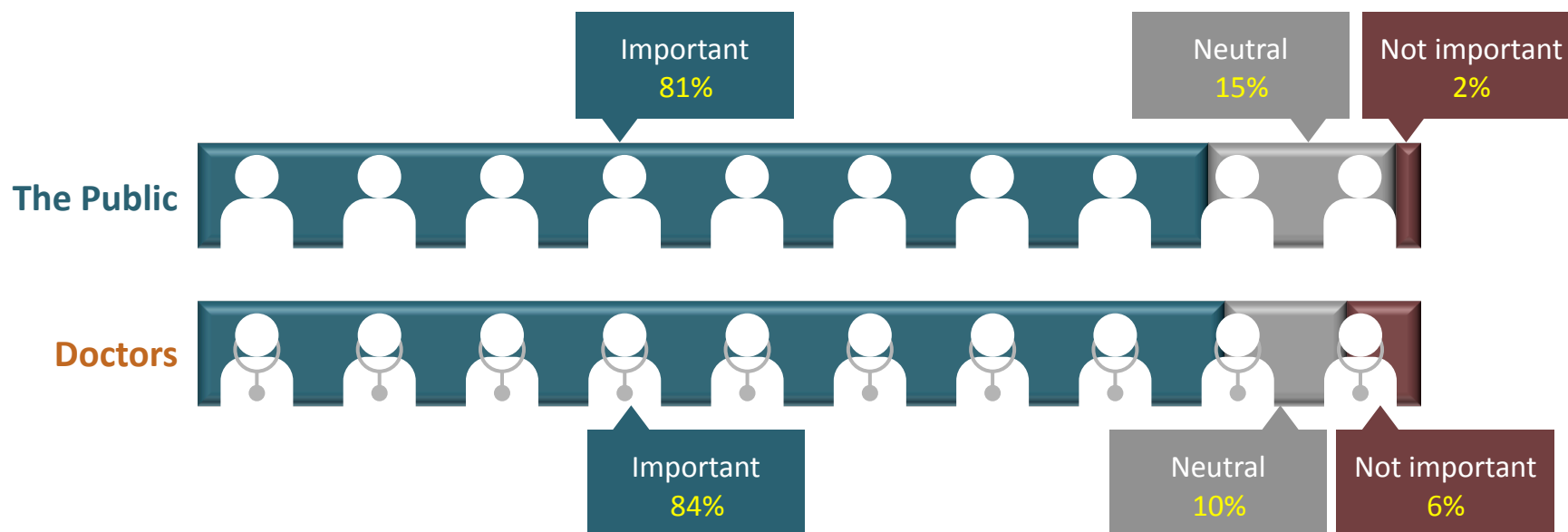
- Markle commissioned two separate but coordinated surveys with largely parallel questions to be conducted independently by Knowledge Networks (KN).
- **General Population Sample:** An initial sample of 2,463 people were drawn randomly from KN's KnowledgePanel, a probability-based web panel designed 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 63.4 percent. The survey was conducted Aug. 10 through Aug. 24, 2010.
- **Physician sample:** 779 physicians, sampled 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. The completion rate was 27 percent for the physician survey, conducted Aug. 10 through Aug. 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.

## 2010 Survey Key Findings: Privacy Policies

- When asked about requirements necessary to make sure that federal incentive money for health IT would be well-spent, more than 80 percent of both the individuals and doctors surveyed say privacy safeguards were important.
- Both groups express the significant importance of specific privacy policies including breach notification, audit trail, informed choices, and ability to request corrections.
- The public support for these practices is very high and consistent over time in our surveys.

## For the Billions of Dollars in Health IT Subsidies To Be Well-spent ...

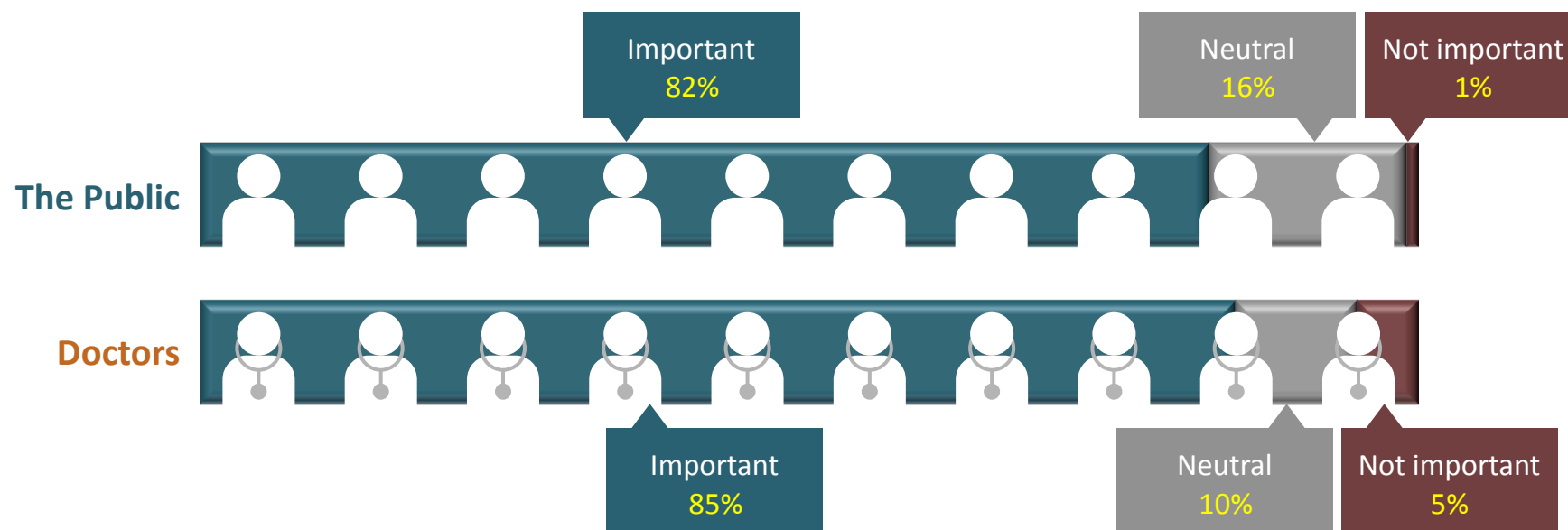
**Requiring protections and safeguards for patient privacy is ...**





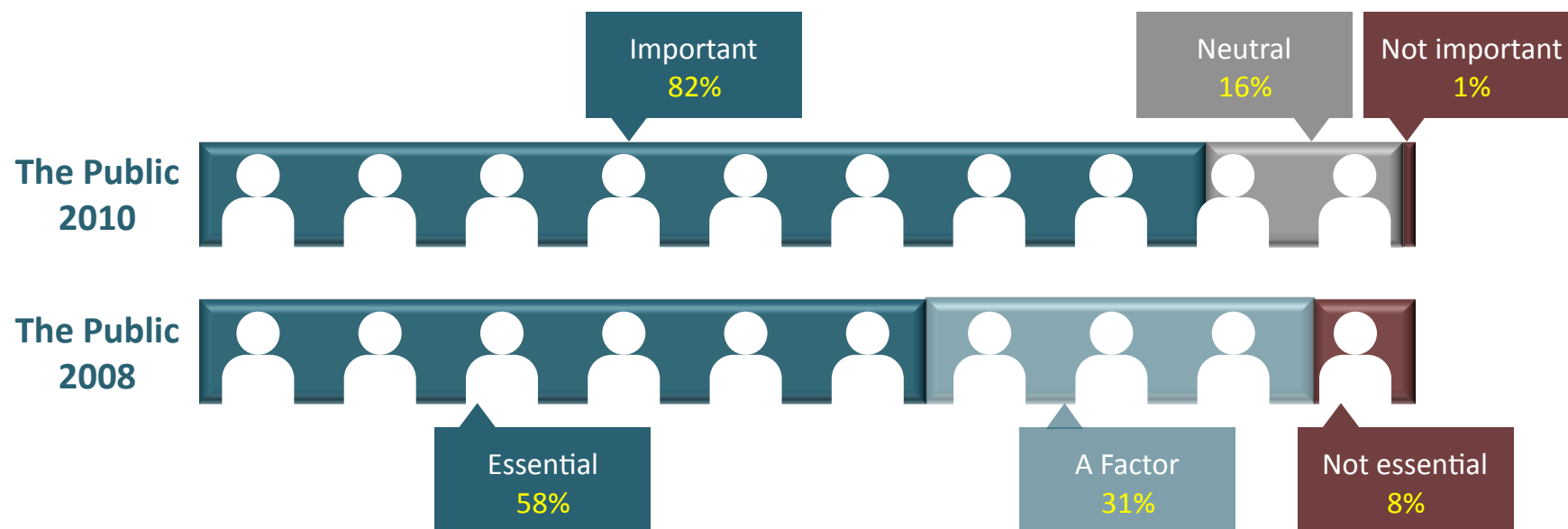
# The Importance of Specific Policies: Breach Notification

**A policy that individual patients be notified if their information falls into unauthorized hands in a way that could compromise their identity or expose their health information is ...**



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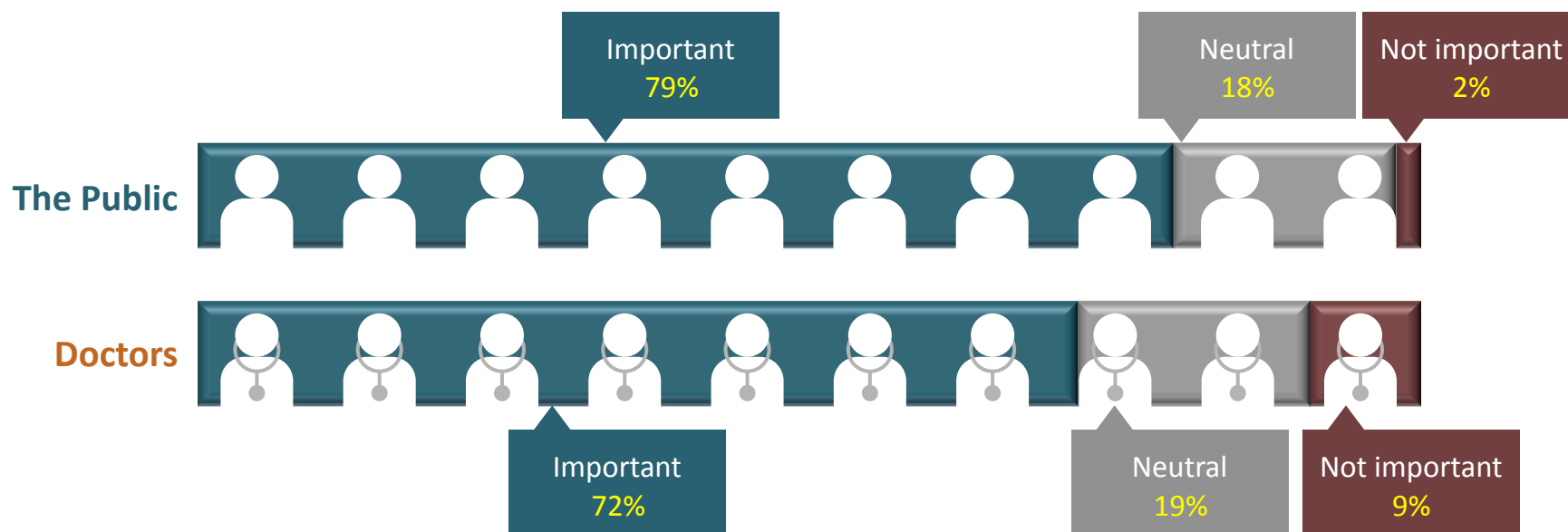


**Note:** Different response options: 2010 asked about importance to health IT incentives program, whereas 2008 asked whether it was essential or a factor in deciding to use a PHR. Results are similar when 2010 “important” percentage is compared with combined 2008 “essential” plus “a factor” percentages.



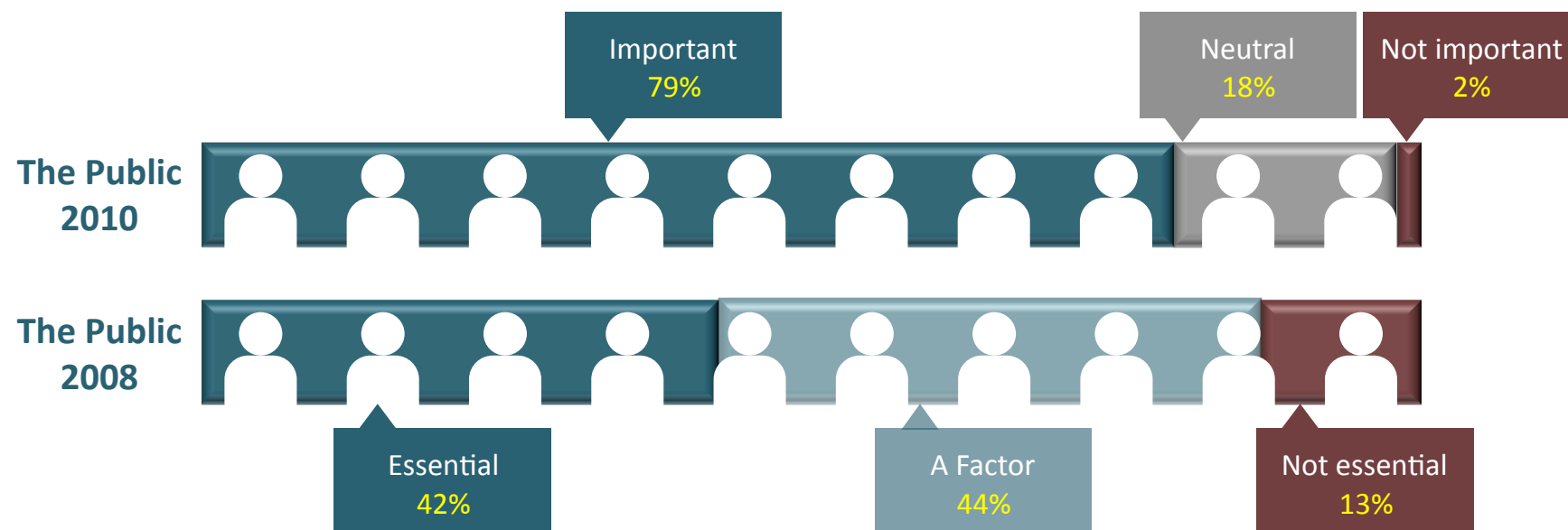
## The Importance of Specific Policies: Informed Choices

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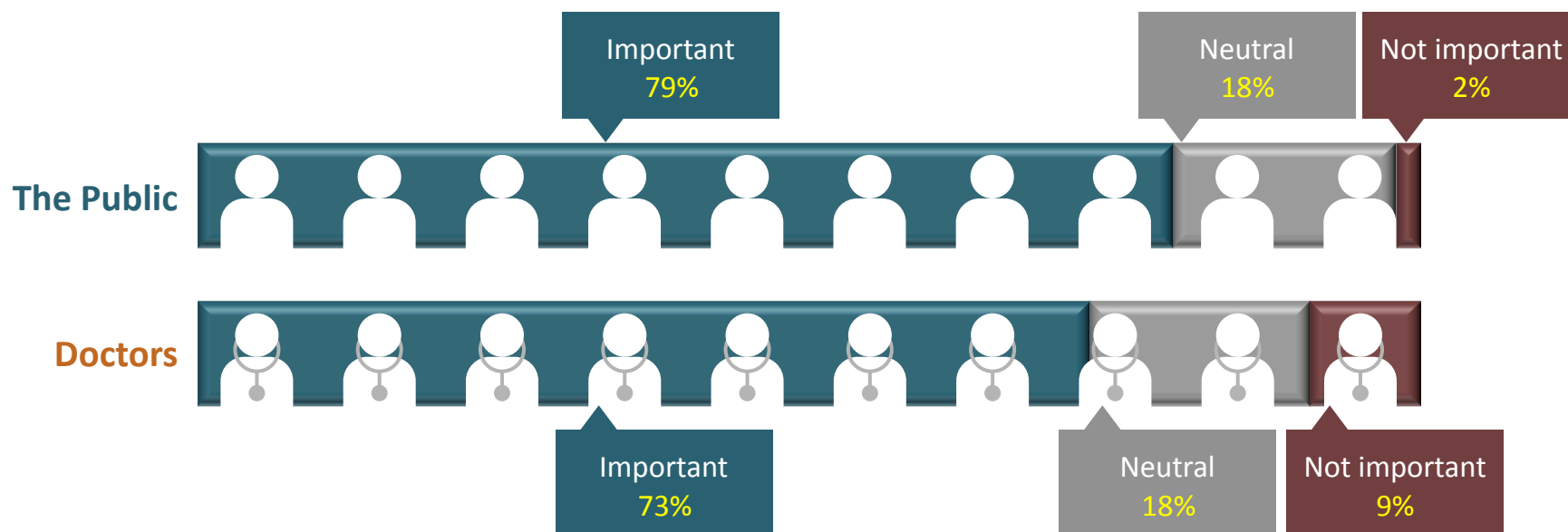
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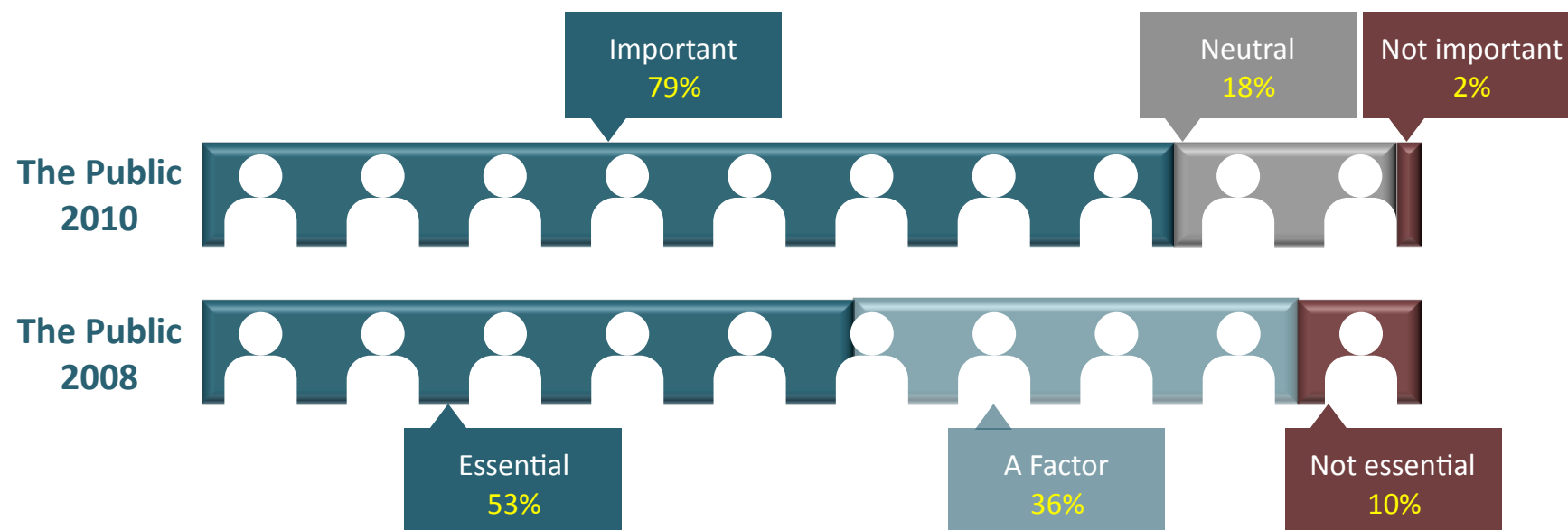
## The Importance of Specific Policies: Audit Trail

**A policy that individual patients be able to review who has had access to their personal health information is ...**



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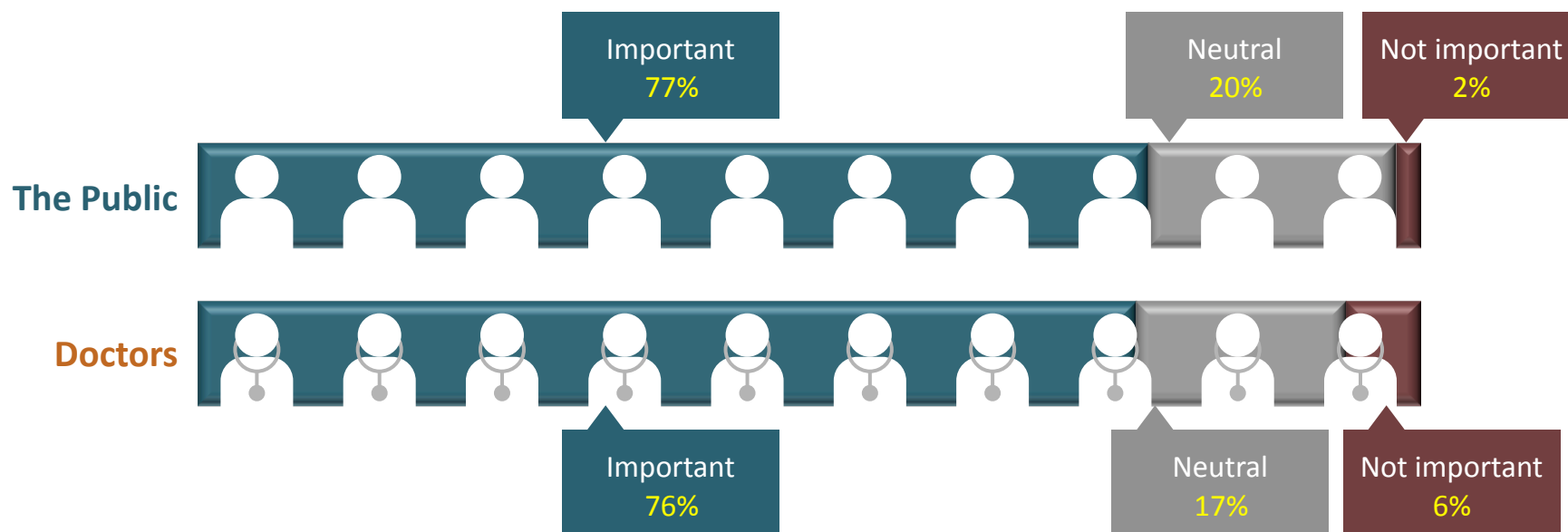
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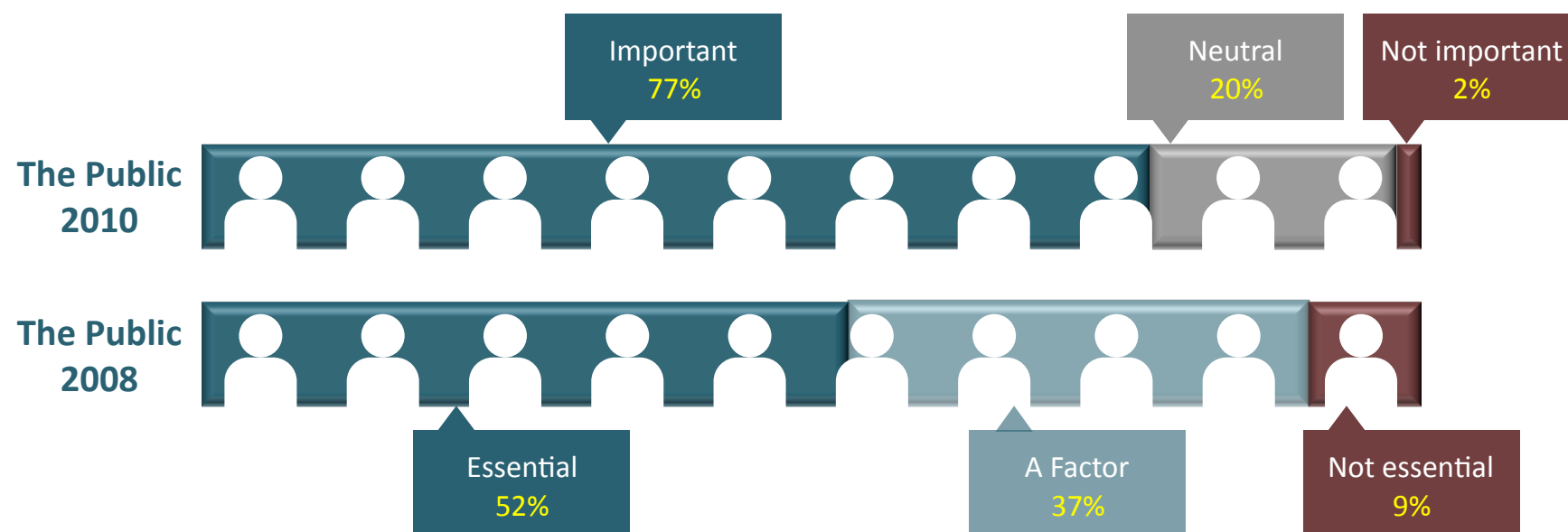
## The Importance of Specific Policies: Corrections

**A policy that individual patients must have a clear process to request corrections or dispute the way their information is handled is ...**



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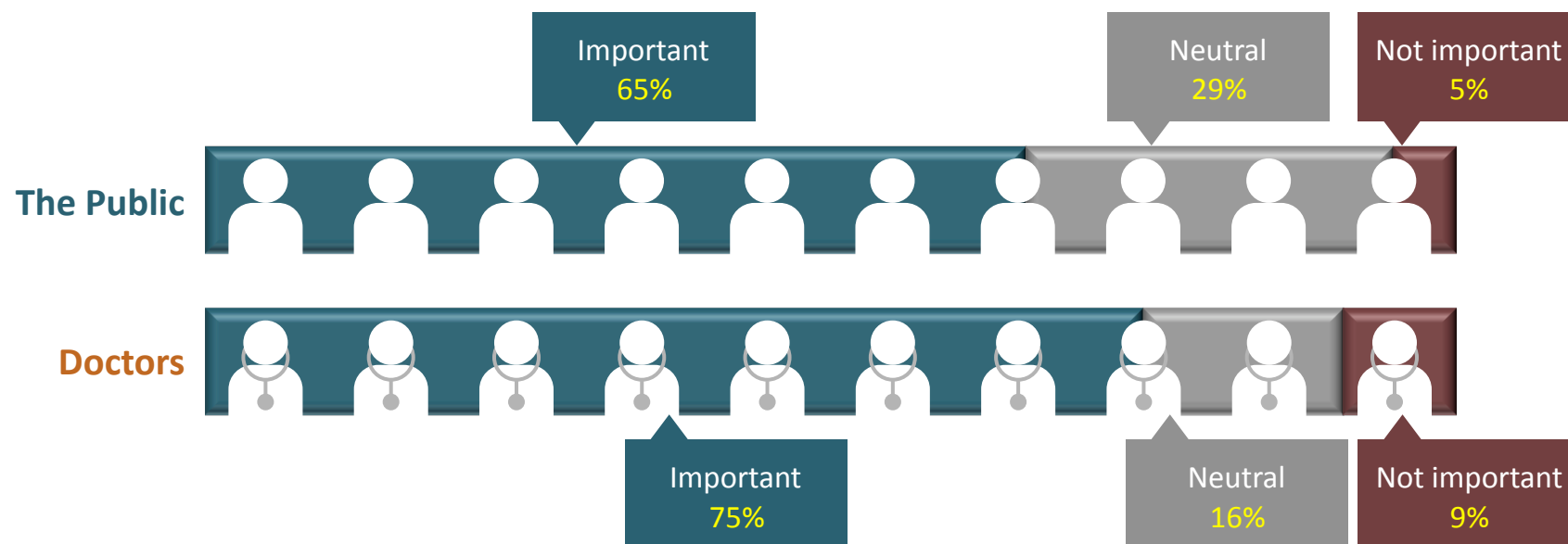


## 2010 Survey Key Findings: Data Collection and Use

- Solid majorities of the patients and doctors do not want the government collecting personally identifiable health information.
- However, if safeguards were in place to protect identity, the vast majority of both groups express willingness to let composite information to be used in public interest efforts like quality improvement programs.
- The public's willingness to include de-identified information for public interest uses is remarkably consistent with Markle's 2006 survey.

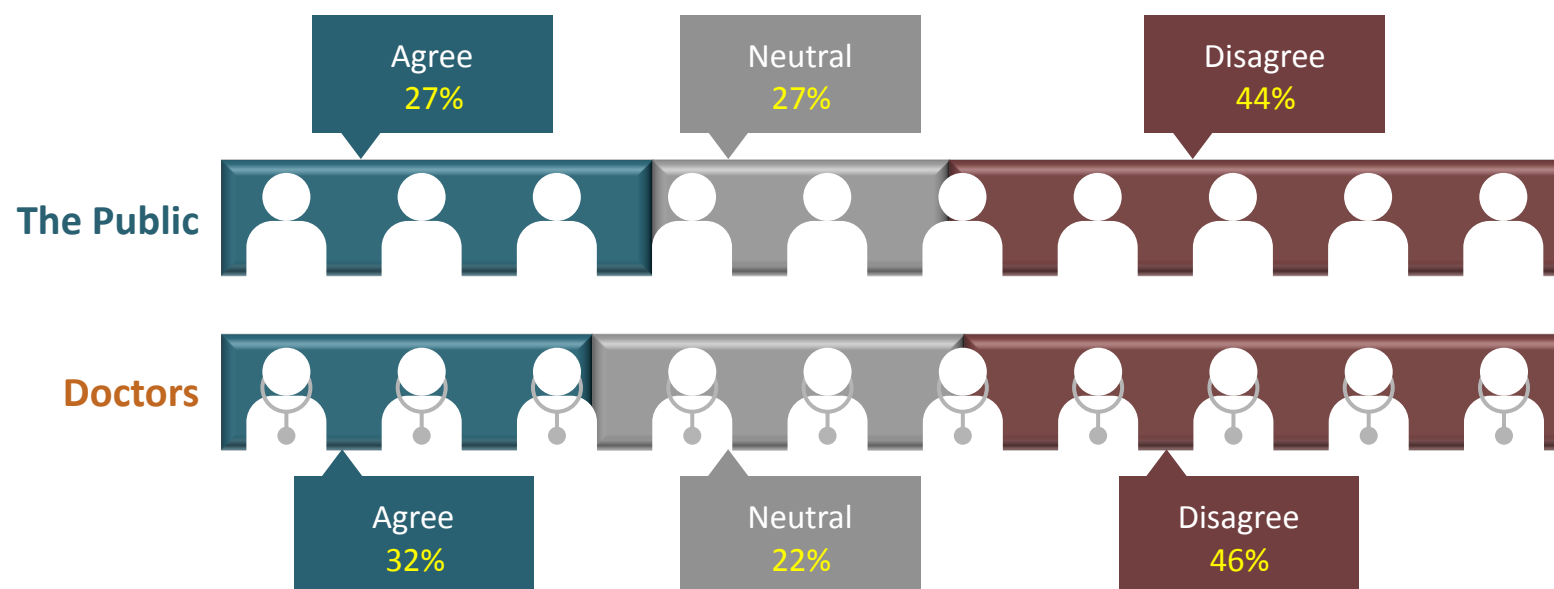
## Importance of Specific Policies: No Government Collection of Personal Health Data

**A policy that government could not collect health information that is personally identifiable for health information technology or health care quality-improvement programs is ...**



## Without explicit safeguards to protect patient identity ...

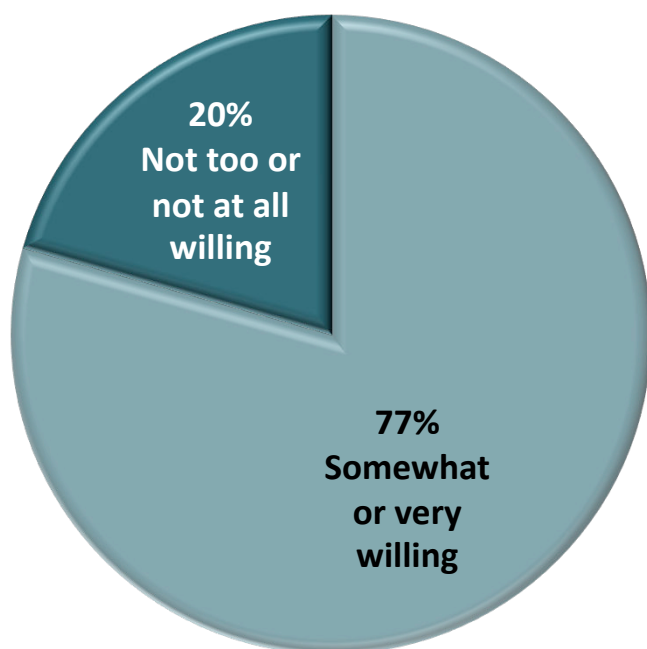
**I am OK with having my personal health information included in databases for the federal government to improve health care quality (e.g., programs to reward doctors and hospitals that provide the best care.)**



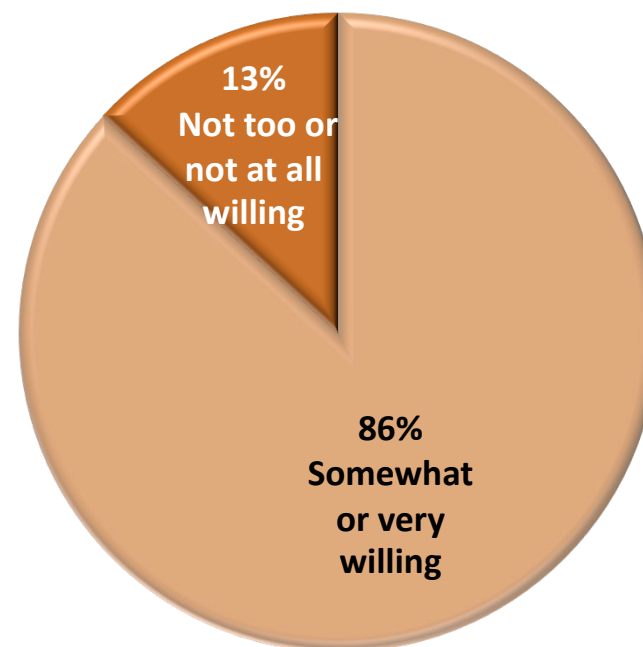
## With safeguards to protect patient identity ...

**How willing would you be to allow patient records to be used by researchers to learn about improving the quality of health care?**

**The Public**



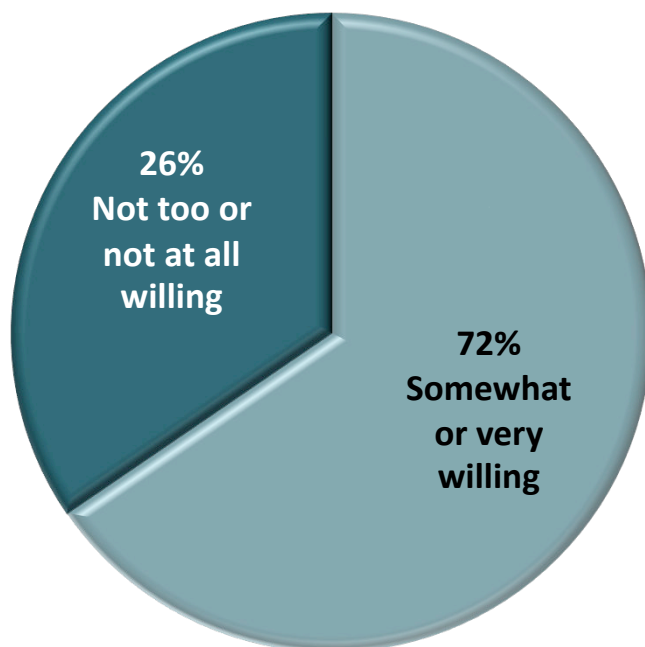
**Doctors**



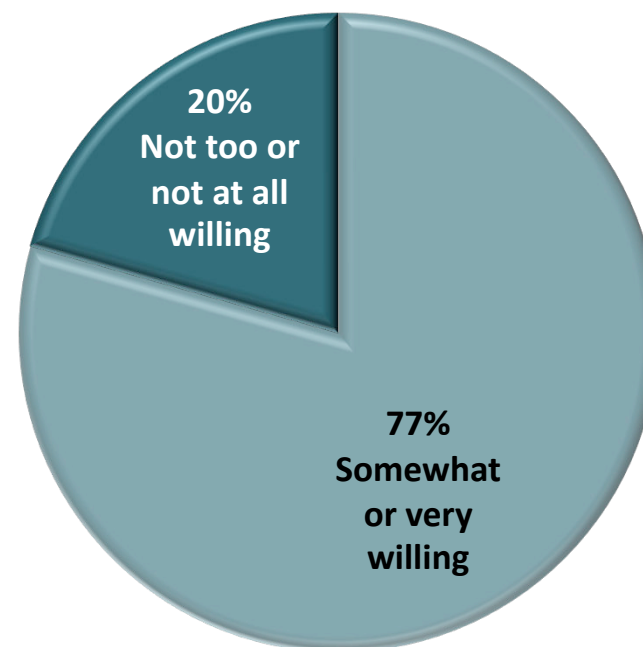
## With safeguards to protect patient identity ...

**How willing would you be to allow patient records to be used by researchers to learn about improving the quality of health care?**

**The Public, 2006**



**The Public, 2010**



## Observations

- In summary, we have asked about the importance of privacy and security protections in the context of electronic PHRs, health information exchanges, and health IT subsidies under the Recovery Act.
- The results have been clear: Big majorities of the public view privacy and security protections as important requirements for them to support and participate in health IT efforts.
- In 2010, we found physician views on the importance of privacy protections largely aligned with those of the public.
- We conclude that the government and private sector requirements for health IT must include specific privacy protections.
- More information:  
<http://www.connectingforhealth.org/resources/surveys.html>