

MARKLE

HEALTH IN A NETWORKED LIFE

**Markle Survey:
The Public and Doctors Largely Agree Patients
Should Be Able To View, Download and Share Their
Health Info**

January 2011

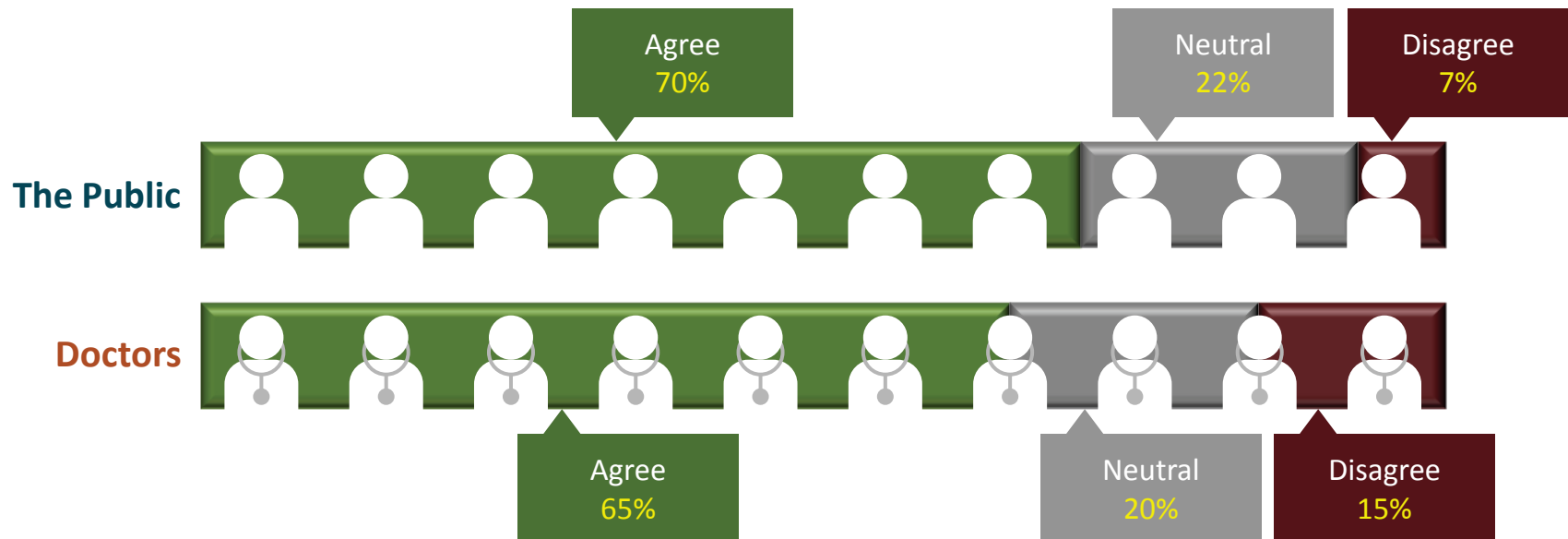
Markle Survey on Health In a Networked Life

Key Findings

- **2 in 3** of the public and doctors agree that patients should have the option to view and download their personal health information online.
- **3 in 4** doctors agree that patients should be able to share their information electronically with their doctors.
- Majorities of both groups agree patients should get access to their lab results as soon as their doctors.
- Roughly half of both groups say they should be able to communicate securely online.

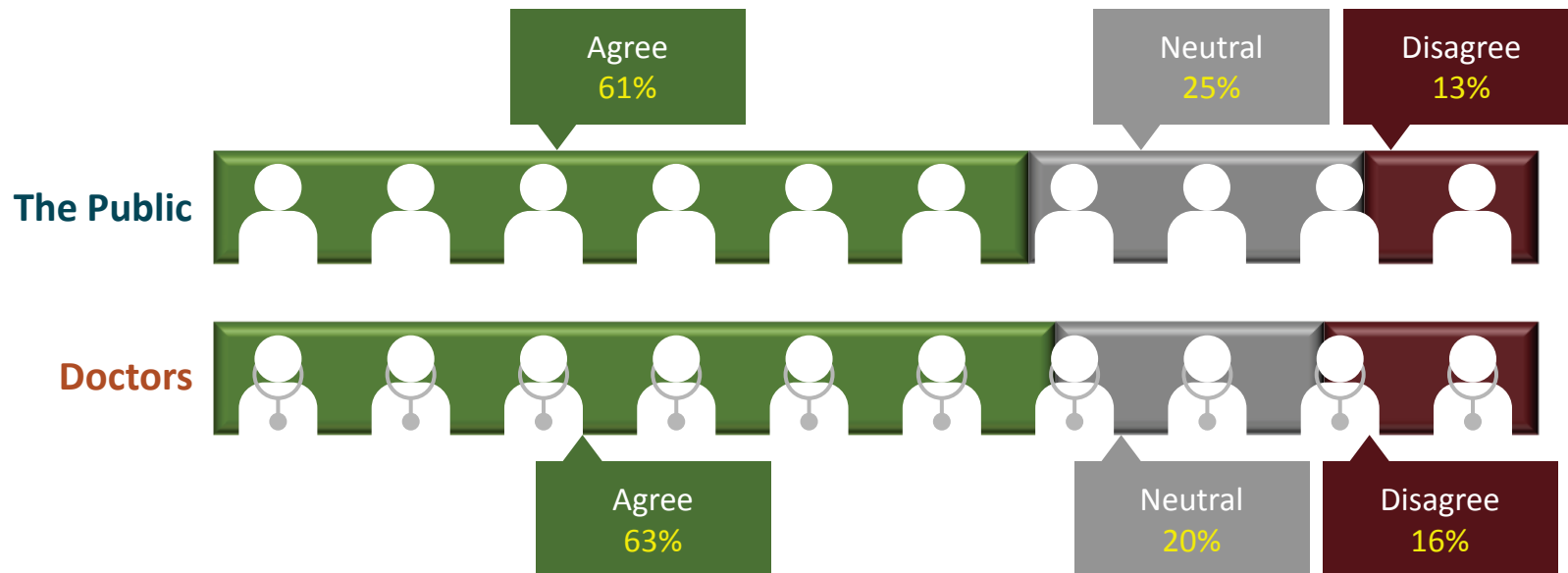
Remarkable Agreement Between the Public and Doctors

Patients should be able to download and keep their own copies of their personal health information.



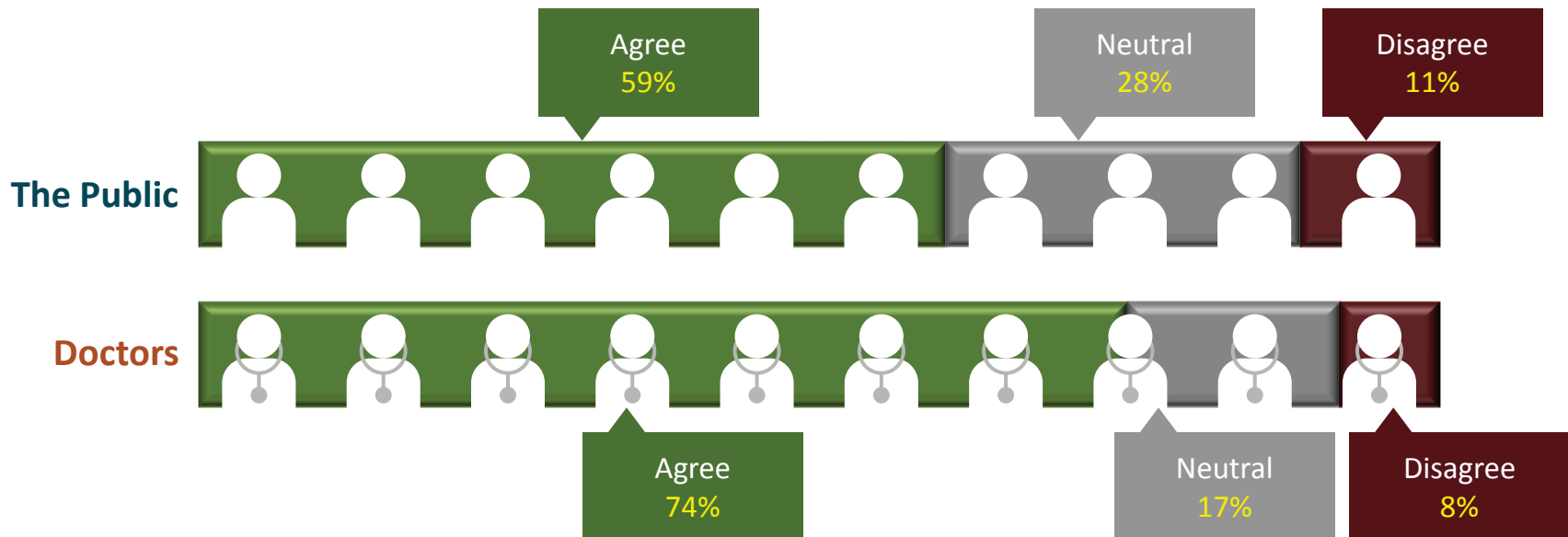
Remarkable Agreement Between the Public and Doctors

Patients should be able to view their pertinent health information online (such as via a secure website).



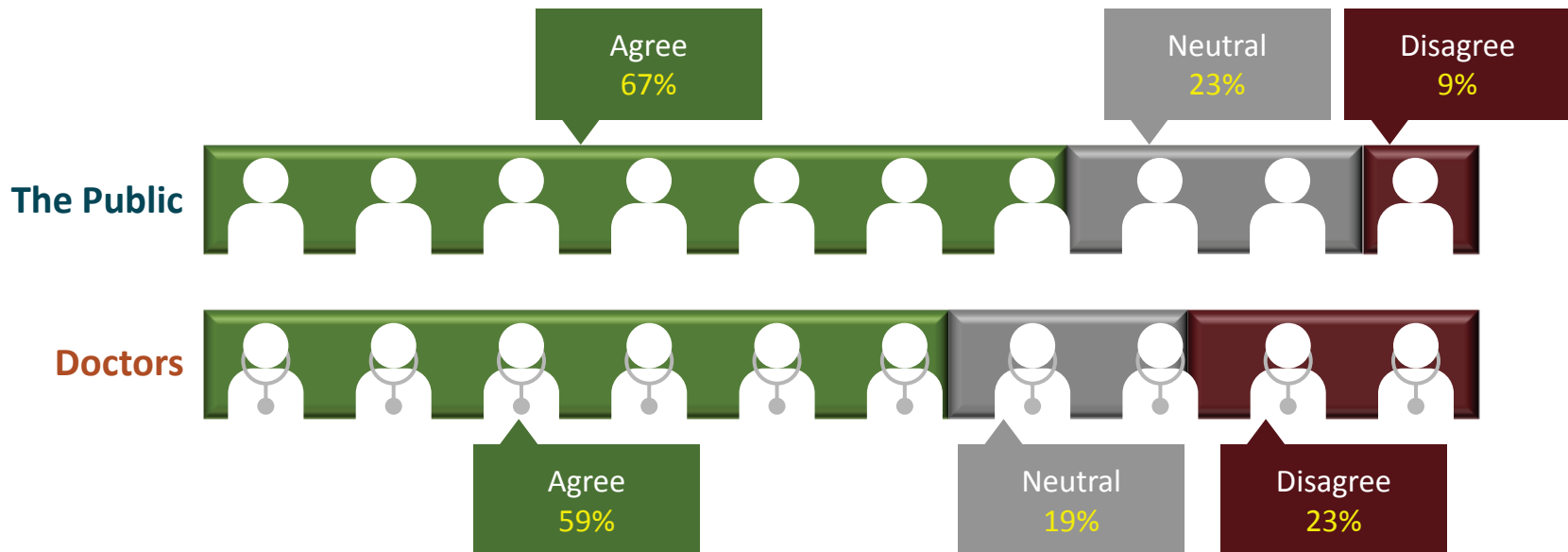
Patient-Doctor Communications

Patients should be able to share their information electronically with their various doctors and other practitioners.



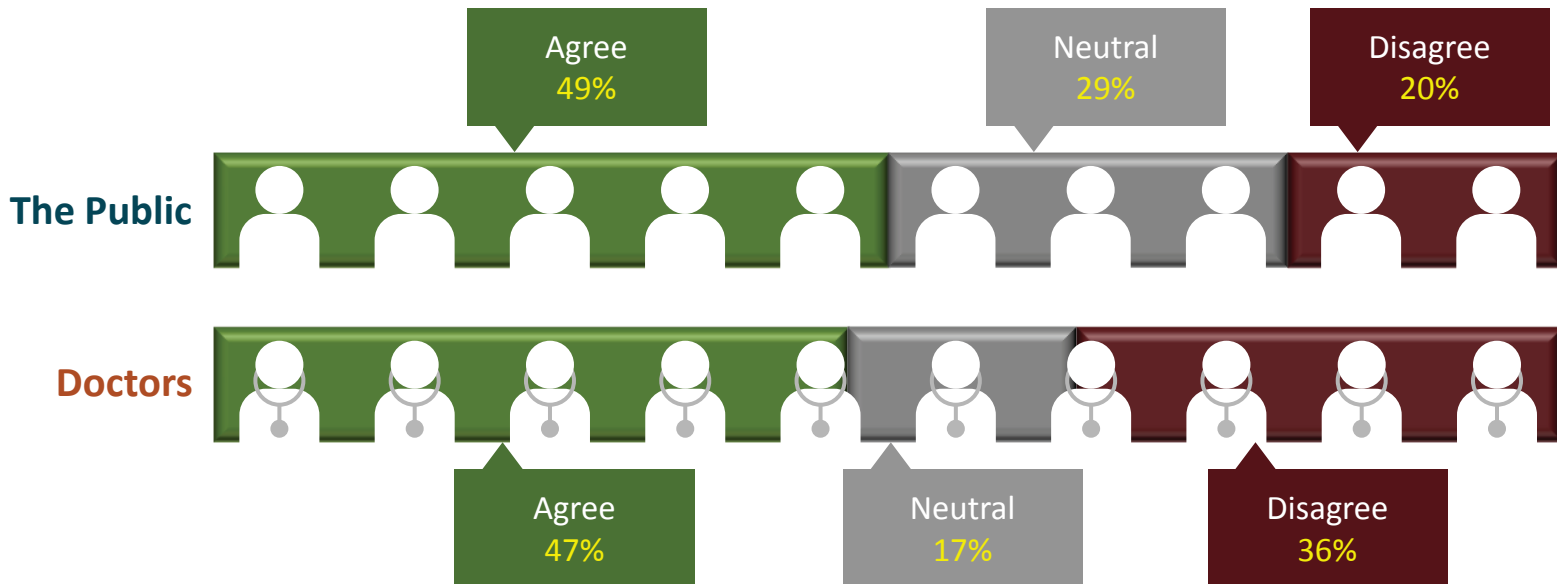
Control of patient records

Doctors should make a patient's information like lab results available electronically to the patient as soon as the information is available.



Patient-Doctor Communications

Doctors and patients should be able to communicate via secure email rather than rely on in-person visits or telephone calls.

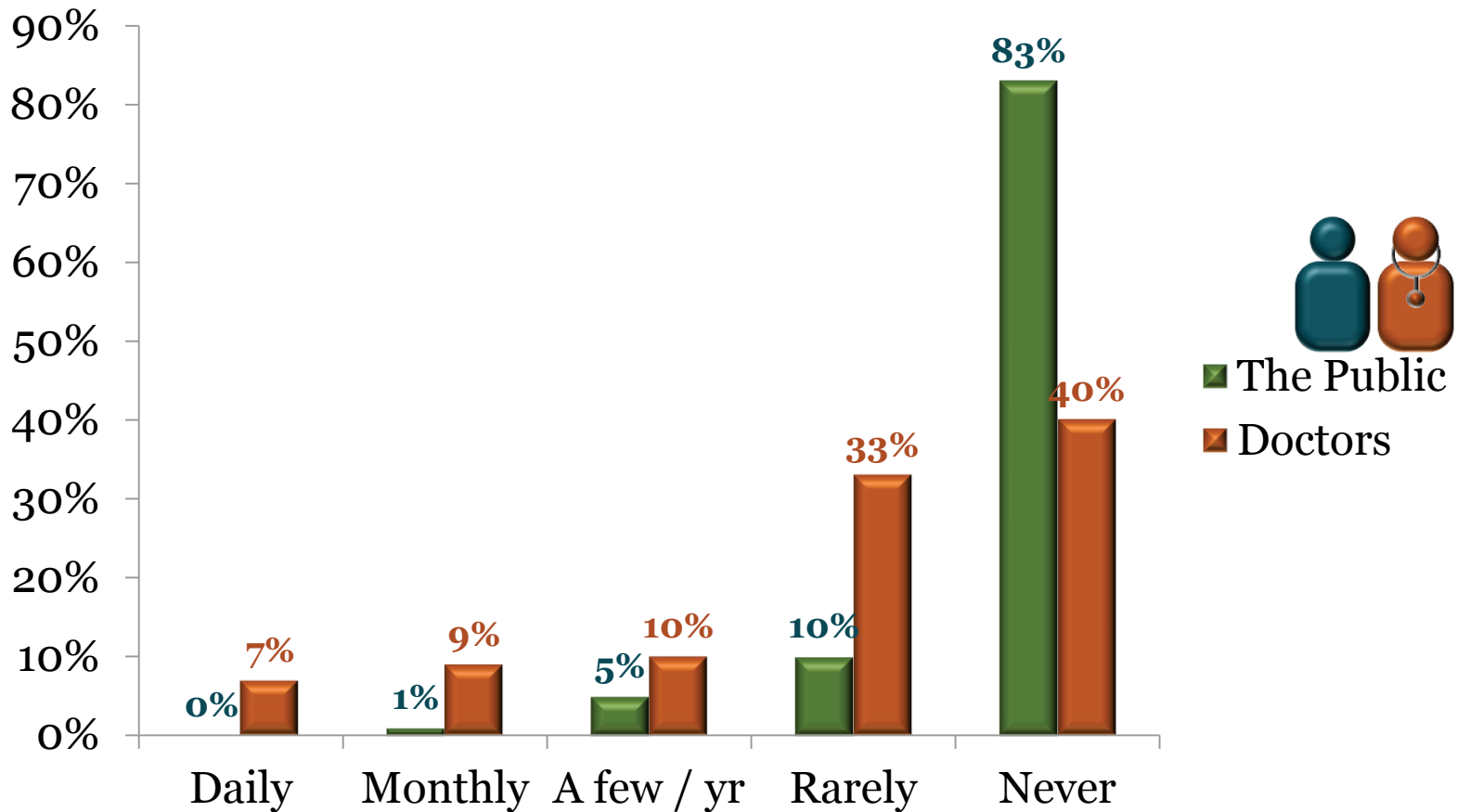


Key Findings

- Majorities of both the public and doctors agree that patients should be able to view and download their personal health information.
- However, most patients say they rarely or never ask for copies of their medical records.
- Requests for records in electronic format are quite rare: **83 percent** of the public say they never ask. Only **2 percent** say they ask most times or every time.
- Online communication between doctors and patients remains uncommon today.

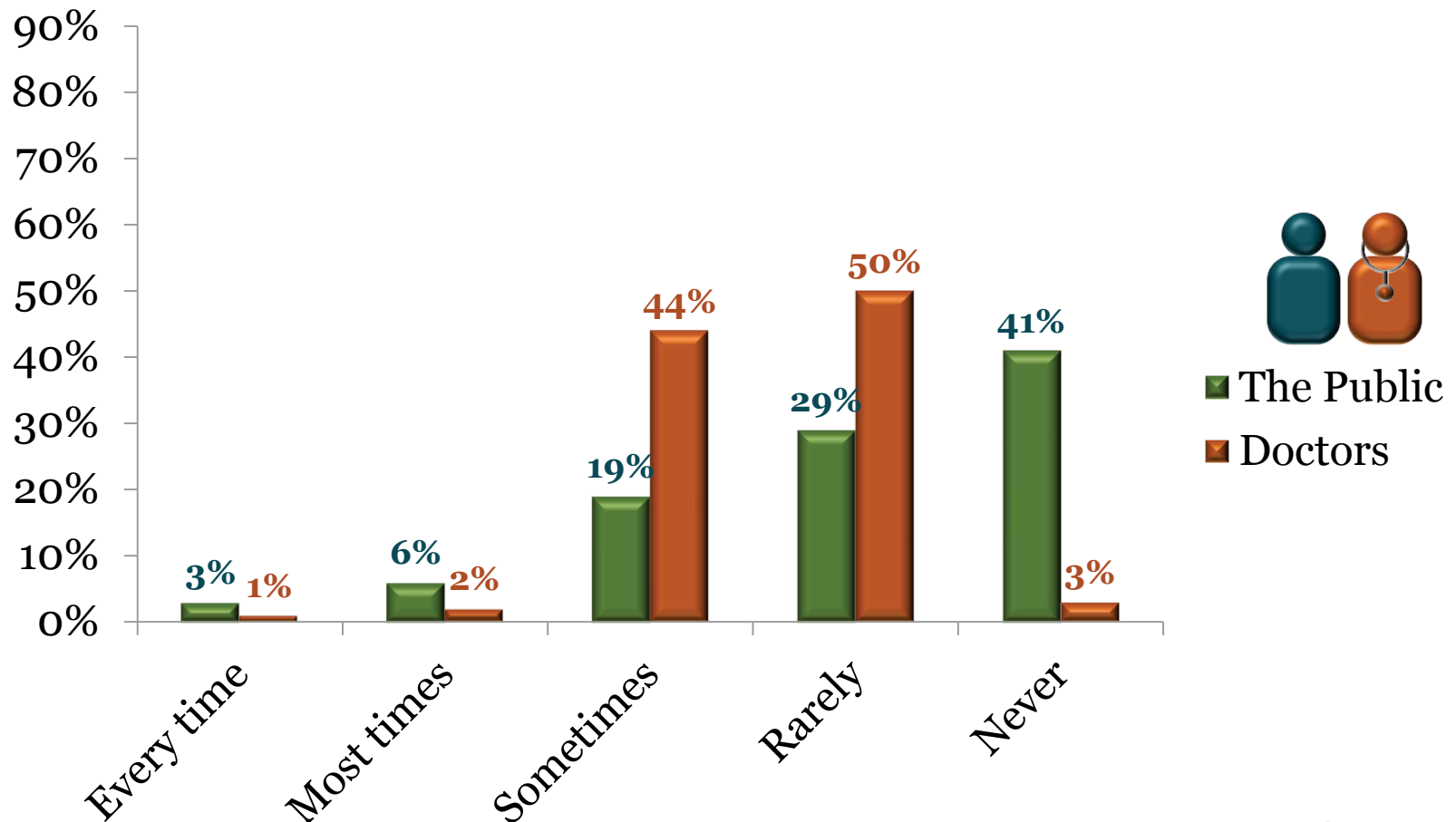
Patient-Doctor Communications

How frequently do you communicate online with your doctor? | your patients?



Patients Seldom Request Health Records—Details

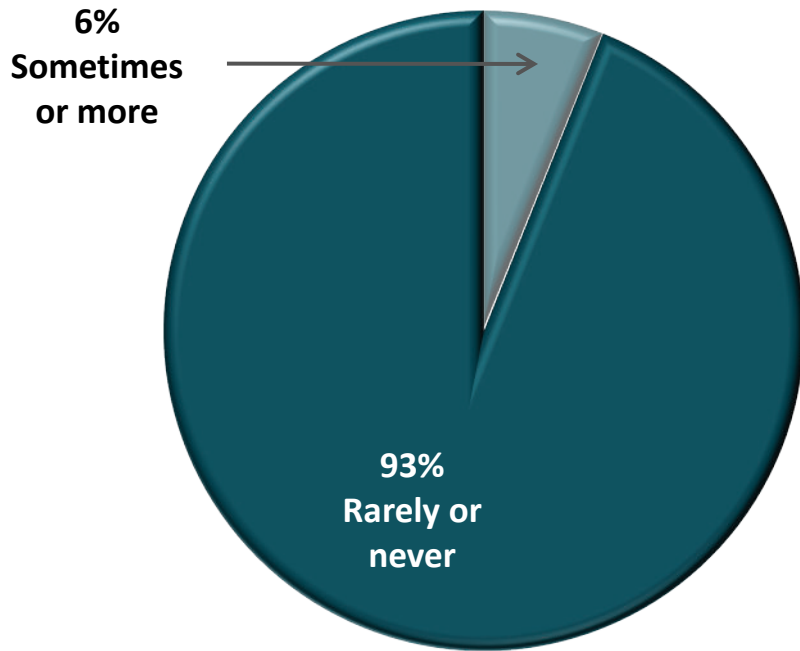
How often do you | do your patients ask for copies of personal health information or medical records?



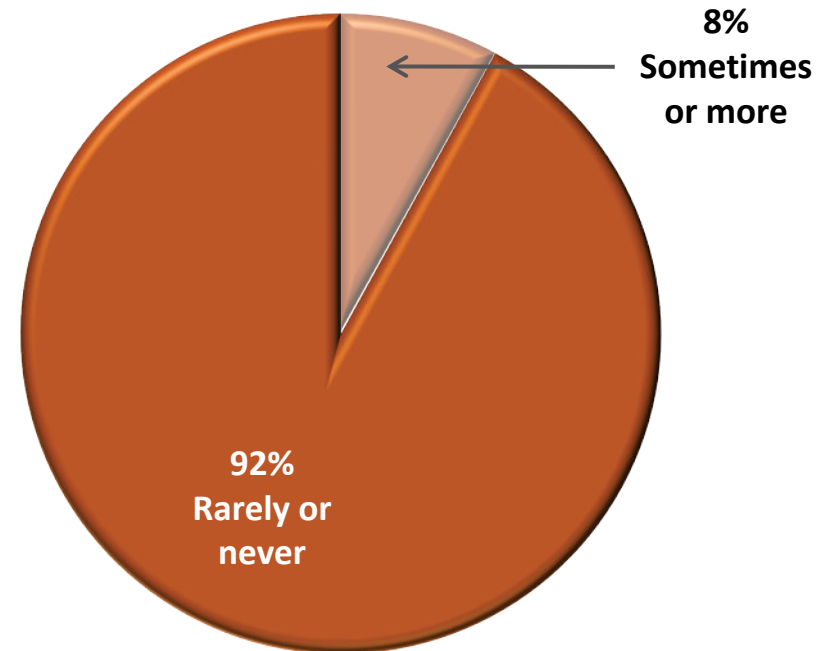
Patients Seldom Request Health Records in Electronic Format

How often do you | do your patients ask for copies of personal health information or medical records in electronic format?

The Public

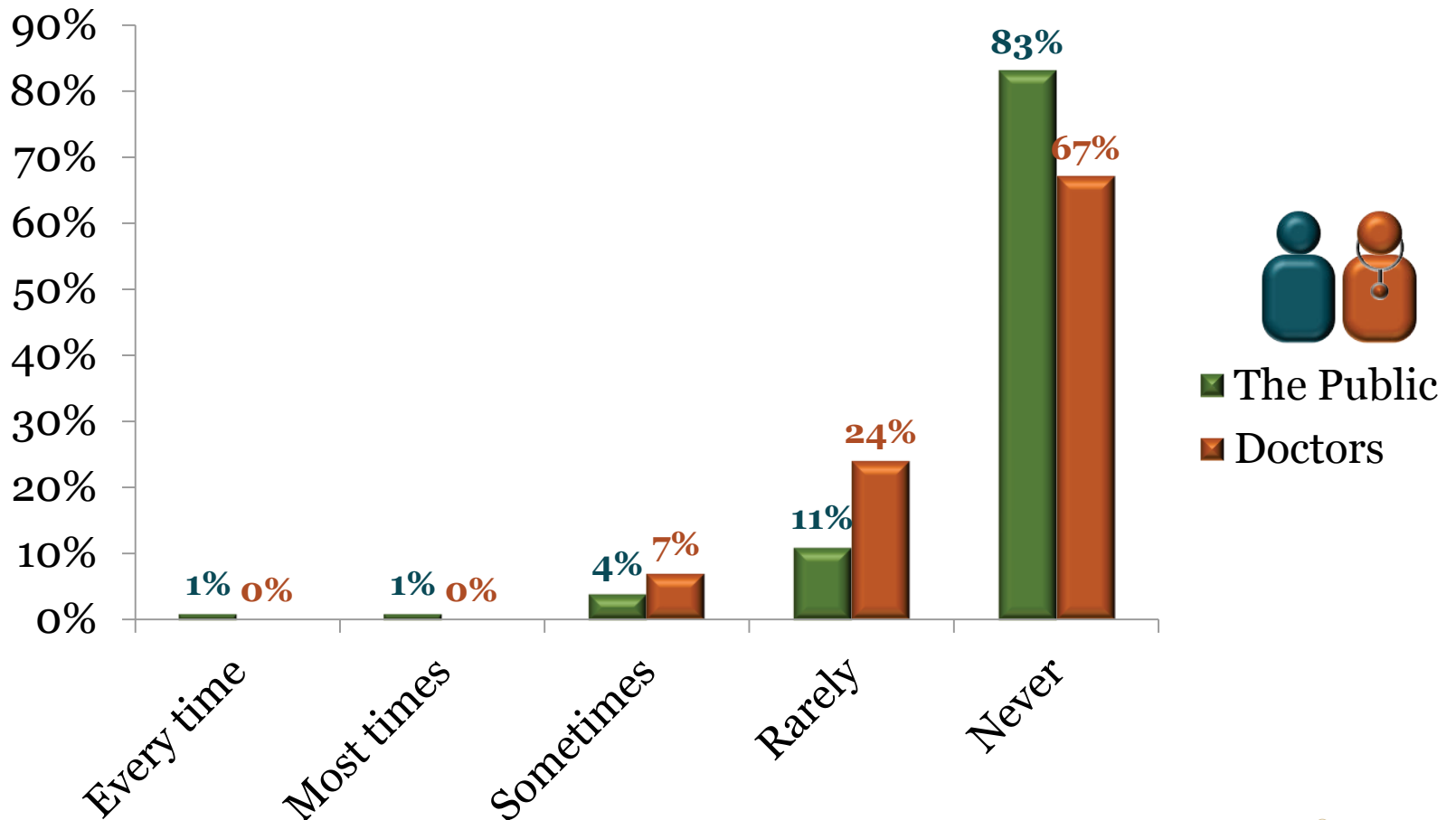


Doctors



Patients Seldom Request Health Records in Electronic Format – Detailed Findings

How often do you | do your patients ask for copies of personal health information or medical records in electronic format?

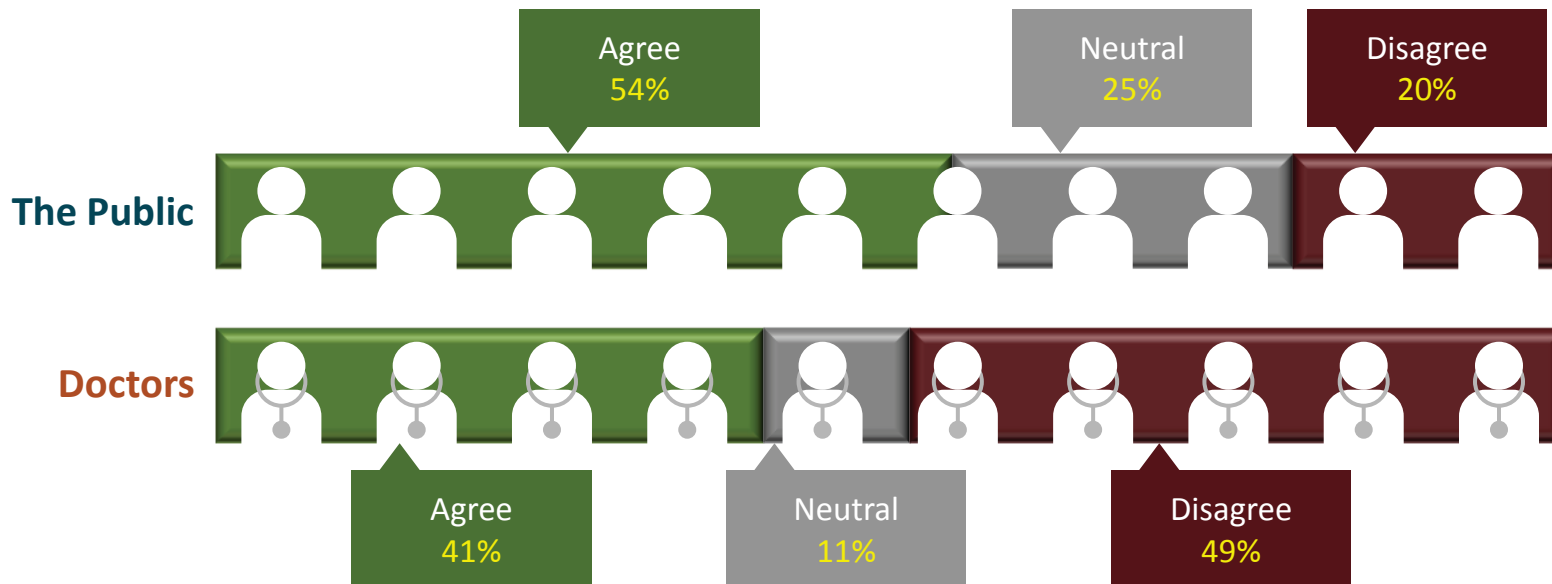


Key Findings

- **54 percent** of the public agree that patients should control which parts of their records are sent to new doctors.
- **41 percent** of the doctors surveyed agree with this statement, **49 percent** disagree.
- The 2008 and 2010 Markle surveys are very consistent: Majorities of the public say patients should control which parts of their records are transferred.

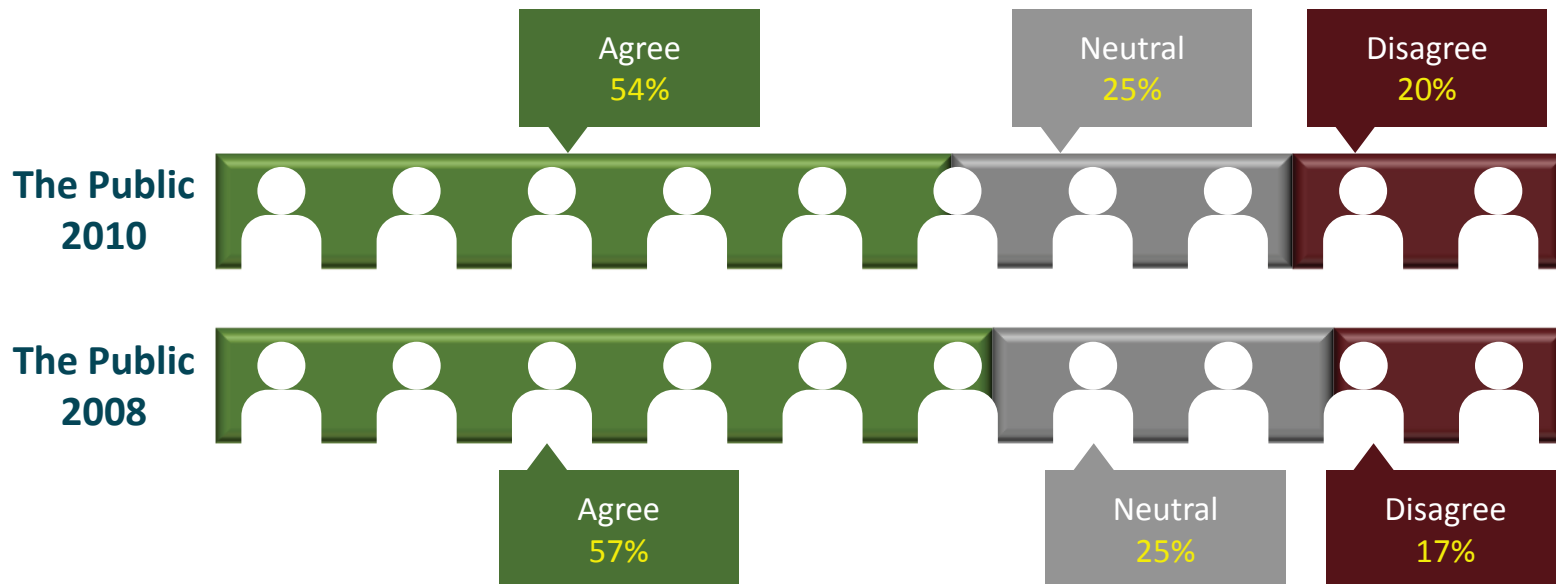
Control of patient records

When being referred to a new doctor, patients should be able to decide whether the new doctor receives all or part of their health records.



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Observations

- By relatively comparable proportions, the public and physicians agree that patients should be able to have online tools to view, download and share their information.
- Despite this conceptual agreement, actual behavior lags: most don't communicate online or share information in electronic format.
- The patient-engagement requirements of Meaningful Use of health IT are designed to facilitate such electronic information sharing.

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.