

MARKLE

HEALTH IN A NETWORKED LIFE

Markle Survey: PHR Adoption on the Rise; 1 in 10 Say They Have Electronic PHR

January 2011

Markle Survey on Health In a Networked Life

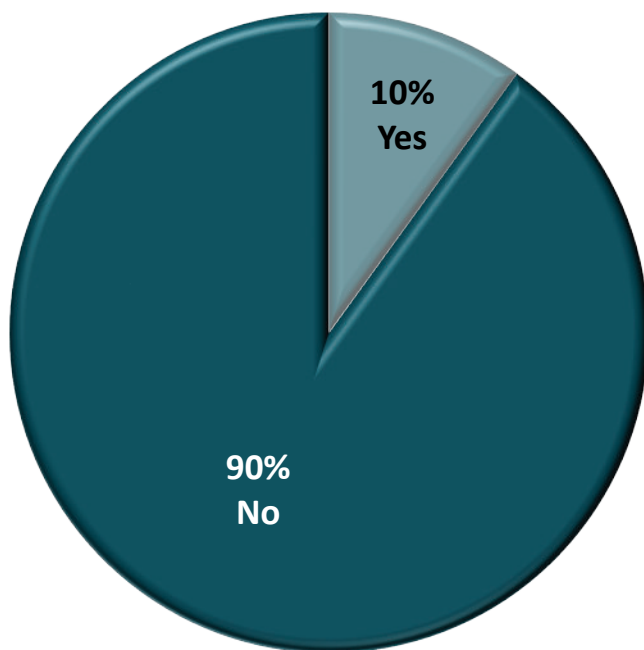
Key Findings

- 10 percent of the public surveyed report use of electronic personal health records (PHRs).
- A similar proportion of doctors say they offer PHR tools to their patients.
- Reported PHR use by the public is up from 3 percent found in Markle's 2008 survey.

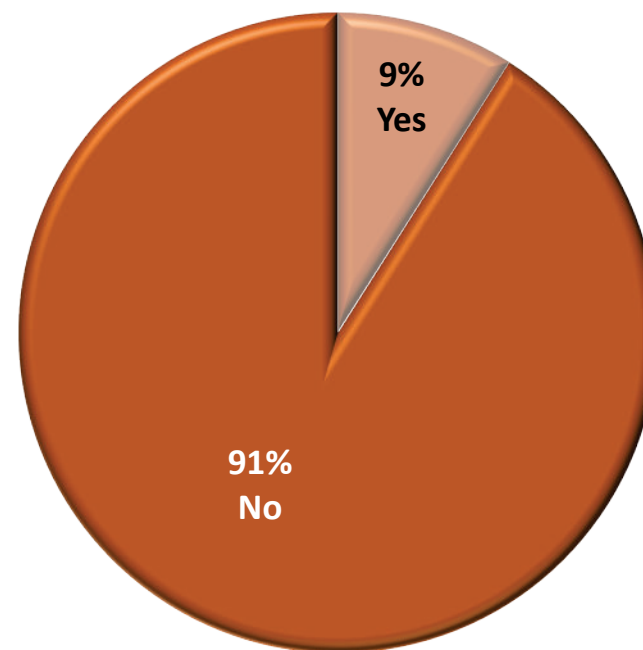
PHRs

Do you have a PHR? | Do you offer a PHR?

The Public



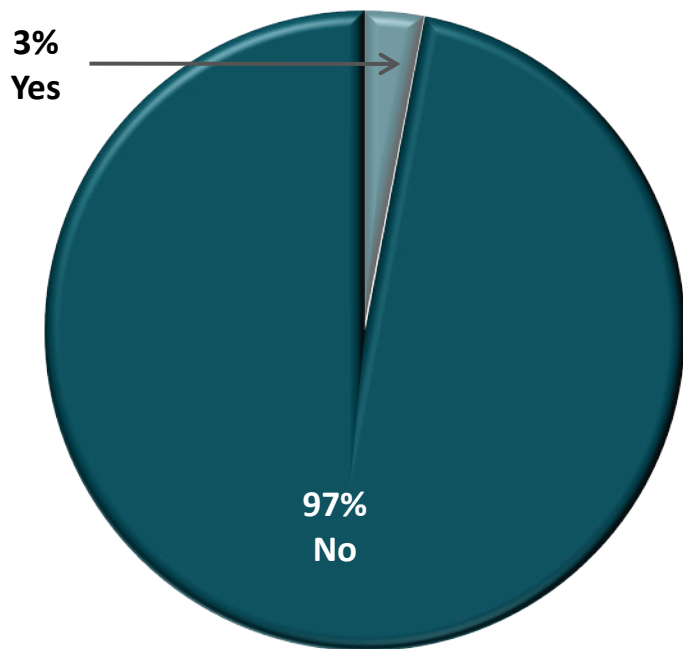
Doctors



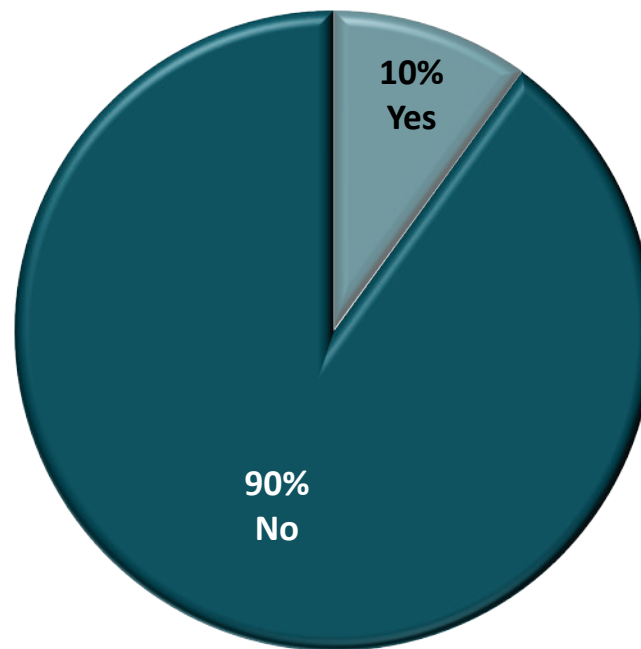
PHRs

2008 vs 2010: Do you have a PHR?

The Public, 2008



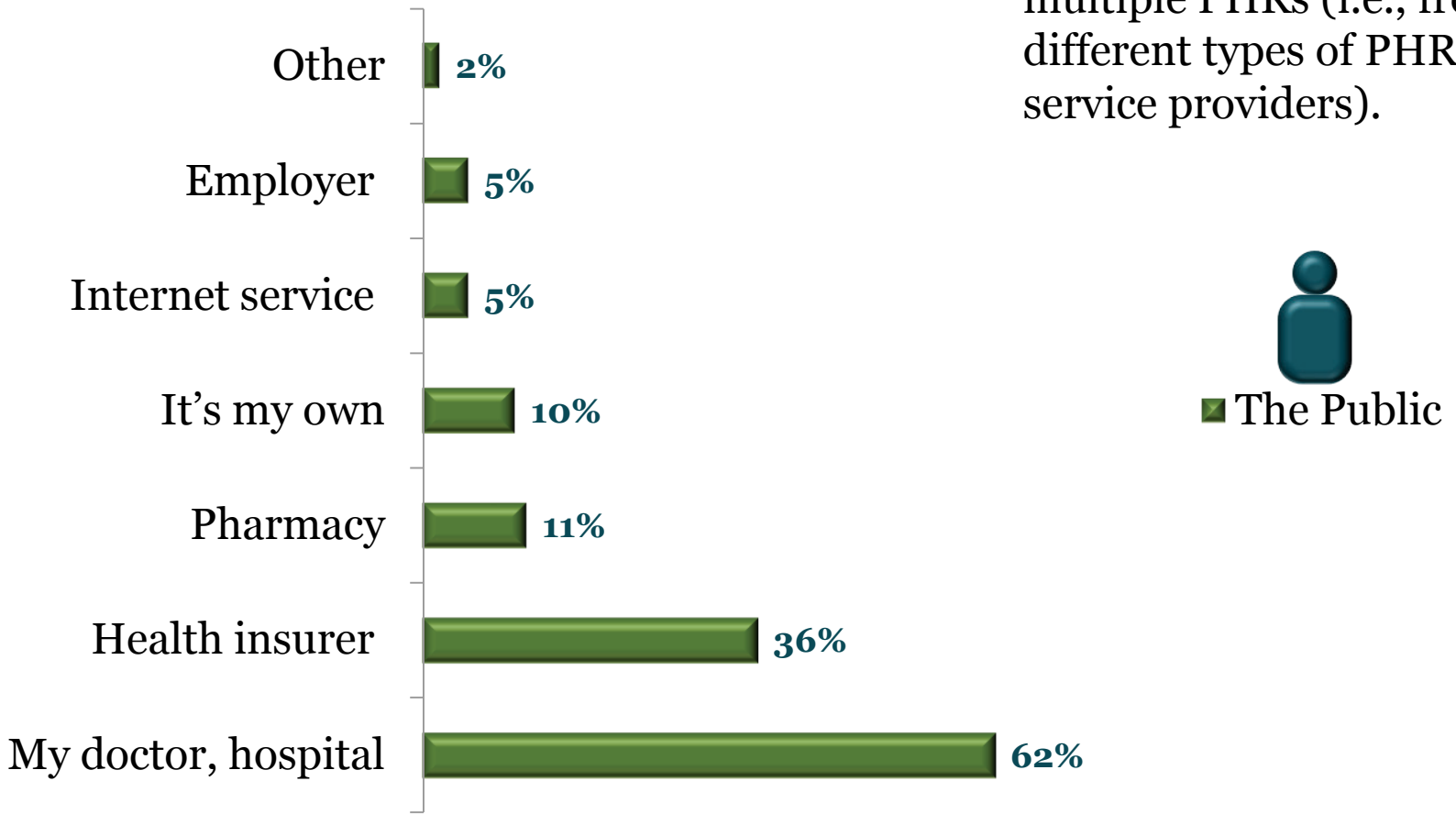
The Public, 2010



PHRs

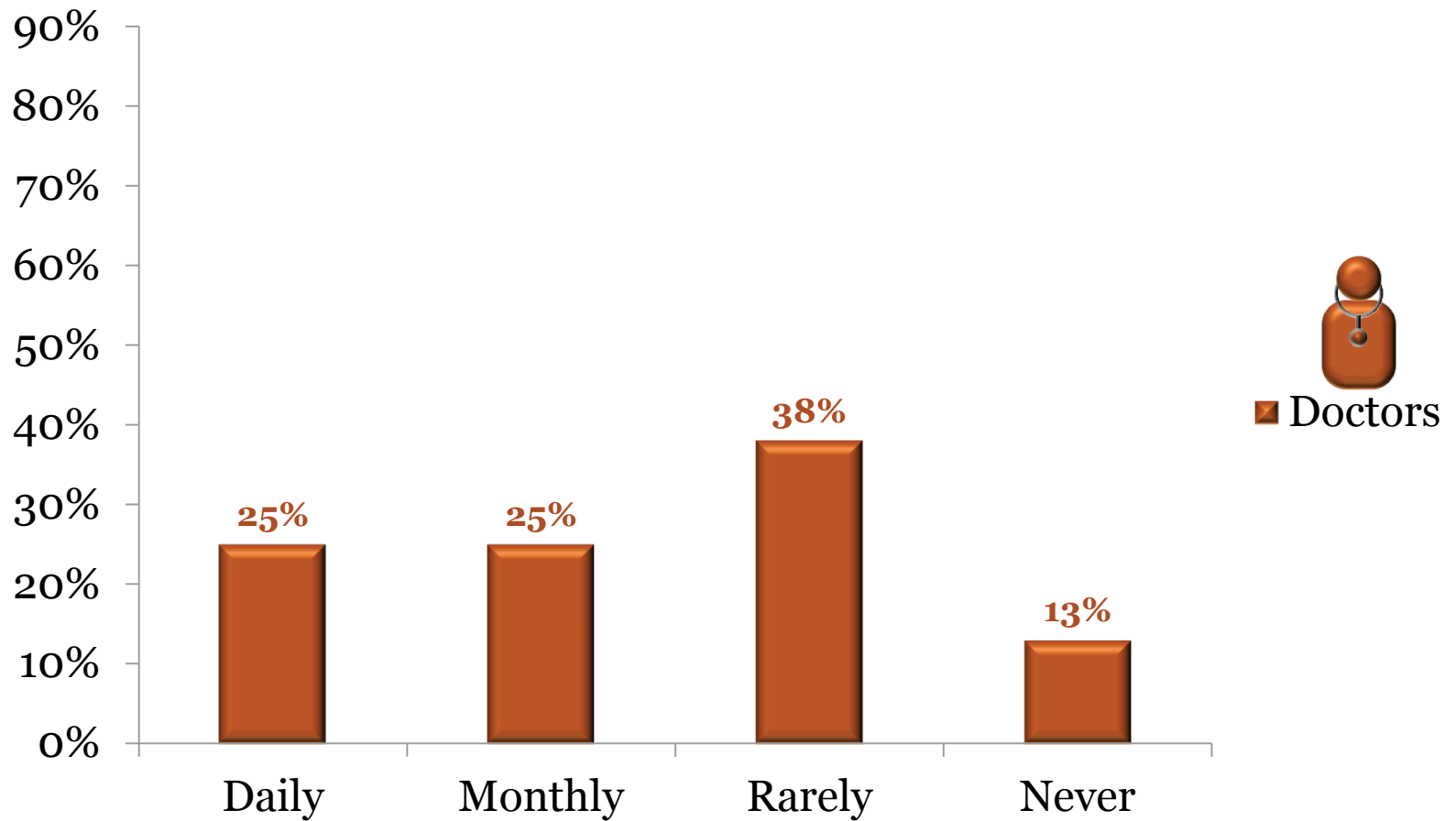
Who offers you the PHR(s) that you use?

Note: About 1 in 4 of this subgroup reported using multiple PHRs (i.e., from different types of PHR service providers).



PHRs

How often do doctors make use of information from patients' PHRs in the course of providing them care?



n=72 doctors – relatively small sample size limits conclusions

Observations

- PHR adoption is trending upward.
- A similar proportion of doctors say they offer PHR tools to their patients.
- Reported PHR use by the public was 3 percent in Markle's 2008 survey and 7 percent in early 2010 California HealthCare Foundation study.
- Of the people reporting use of a PHR in Markle's 2010 study (n=159 of 1582 total sample), doctors/hospitals are the most common PHR supplier.

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.