



Making IT Meaningful: How Consumers Value and Trust Health IT

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Methodology



- ▶ **Conducted online survey within U.S. August 3-22, 2011**
- ▶ **Total respondent pool of 1,961 adults who:**
 - ▶ Have ongoing relationship with a care provider
 - ▶ Know what kind of record system—electronic or paper—this provider uses

(Sample represents about 56% of all U.S. adults)

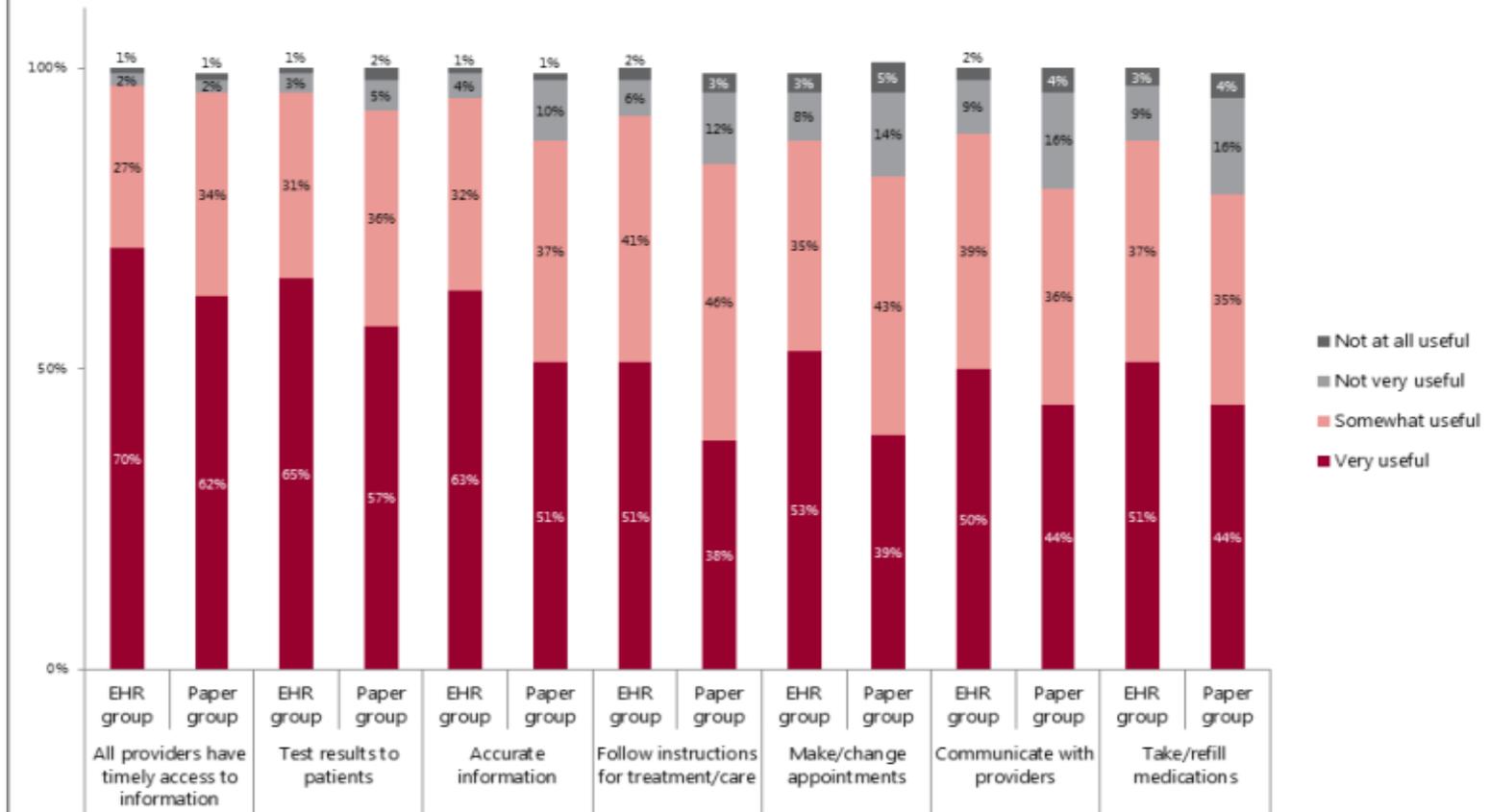
- ▶ **Sample weighted to be demographically representative of adult U.S. population, and to account for bias inherent in online surveys**
- ▶ **58.8% (1,153) in EHR systems; 41.2% (808) in paper systems**
- ▶ **Survey also offered in Spanish; conducted an over-sampling of Hispanic respondents (n=227)**

Key Findings: Patients See Value in EHRs



How useful do you think EHRs are/would be when it comes to each of the following?

Base = EHR group (n=1153) and paper group (n=808)

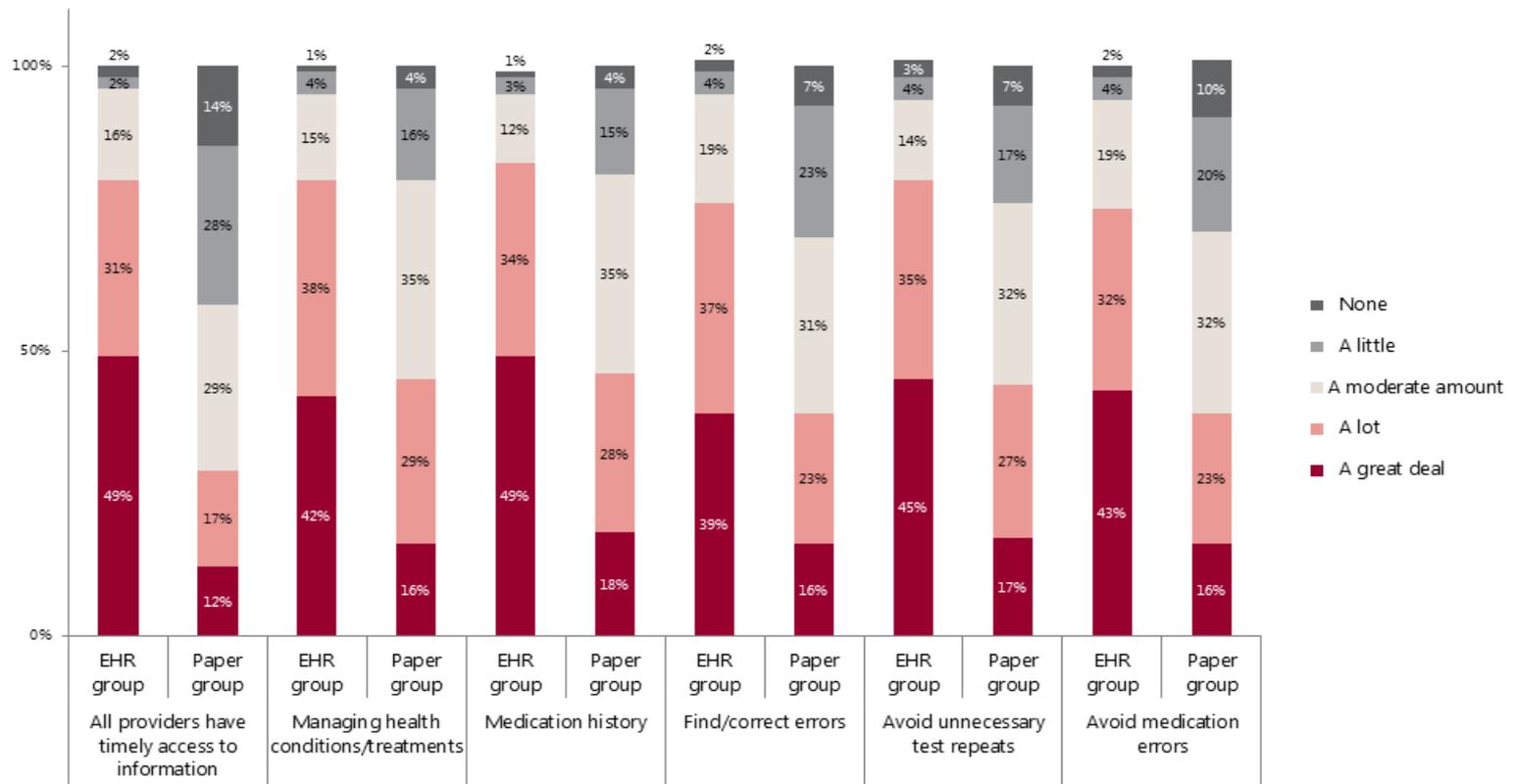


EHRs Better at Helping Physicians Deliver Care



How much do you believe the EHR / paper medical record system helps your doctor and his or her staff with the following?

Base = EHR group (n=1153) and paper group (n=808)

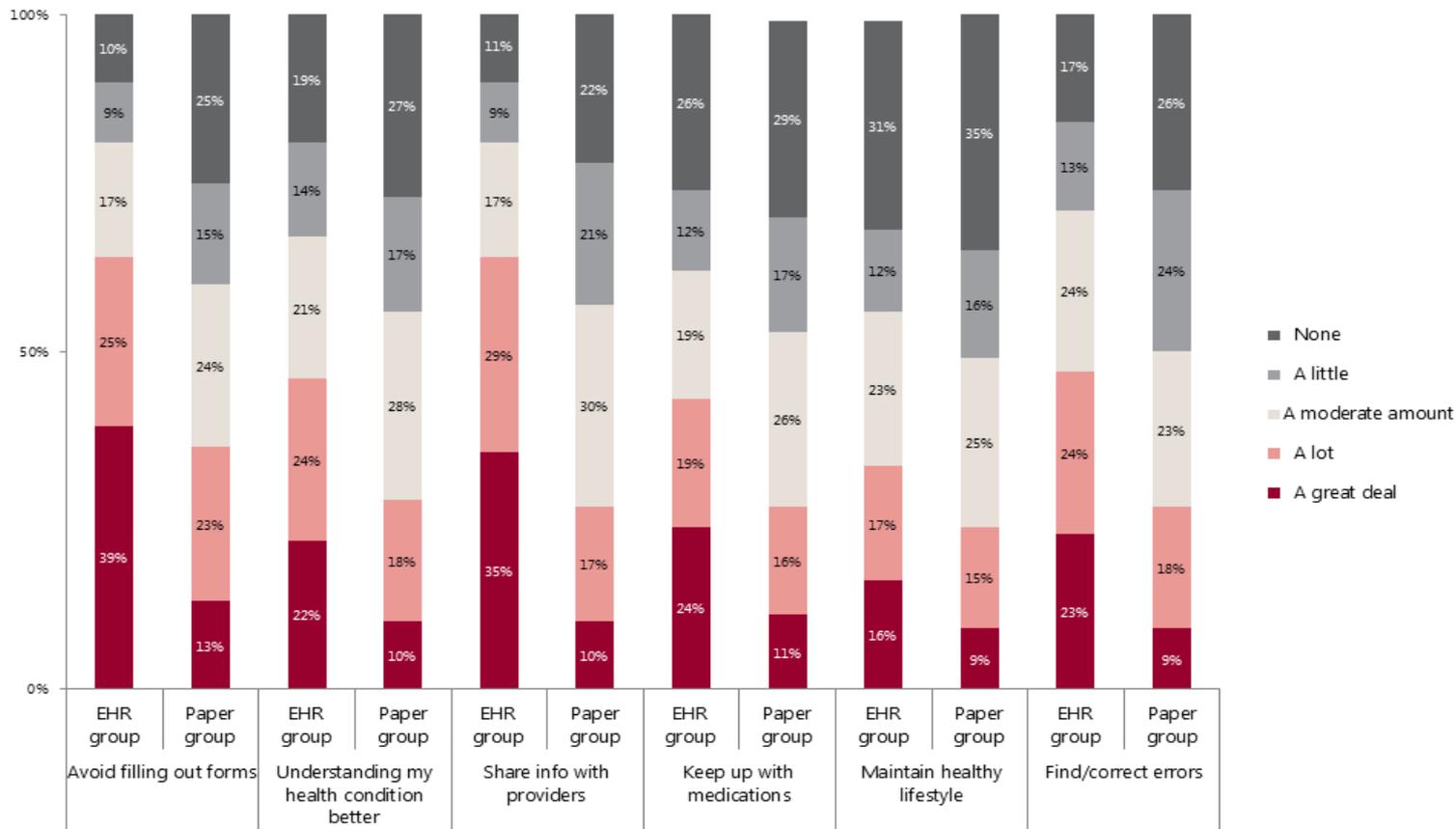


EHRs Also Better at Helping People Personally



How much does the EHR / paper medical record system your provider uses help you personally with the following?

Base = EHR group (n=1153) and paper group (n=808)



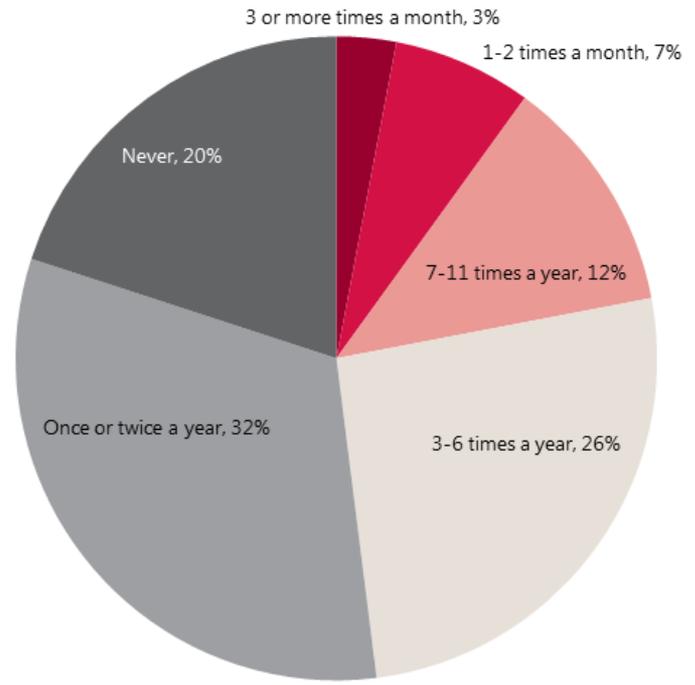
Online Access



26% of EHR respondents have online access to their health information

How often do you log into the website offered by your doctor to see your medical information?

Base = EHR group whose doctor provides online access (n=323)



Online Access Increases Perceptions of **Value and Trust**



- ▶ **Respondents with online access are more likely to say:**
 - ▶ **EHR is useful** to them personally for key elements of care (understand condition, keep up with medications, maintain healthy lifestyle, etc.)
 - ▶ EHR has a positive impact on **quality** of care
 - ▶ EHRs are **useful to their provider** (correcting errors records, avoid medical errors, etc.)
 - ▶ They are **satisfied** with their record system
 - ▶ They **trust** their provider to protect patient rights
 - ▶ They are **well informed** by their provider about how medical information is collected and used

Online Access



▶ **Functionality matters**

- ▶ Some respondents said they **don't use** online access because they prefer to communicate with their providers in person
- ▶ Many explained they don't use it because:
 - ▶ You can't communicate with the doctor through the online access
 - ▶ The access is not to the full or complete medical record
 - ▶ Errors must be corrected by a physician
 - ▶ Can only view annual lab reports
 - ▶ Errors that need correcting haven't been corrected
 - ▶ How to use it hasn't been explained

Online Access



- ▶ **Hispanic respondents with online access are more likely (+15%) to say it increases their desire to do something to improve their health**
- ▶ **2/3 of paper respondents want online access, and even more Hispanic adults in paper systems do – close to 3/4**

EHRs More Valuable than Paper Records for Privacy



- ▶ **Both groups of respondents *rated EHRs higher* than paper systems in complying with patients' rights and enhancing elements of privacy**

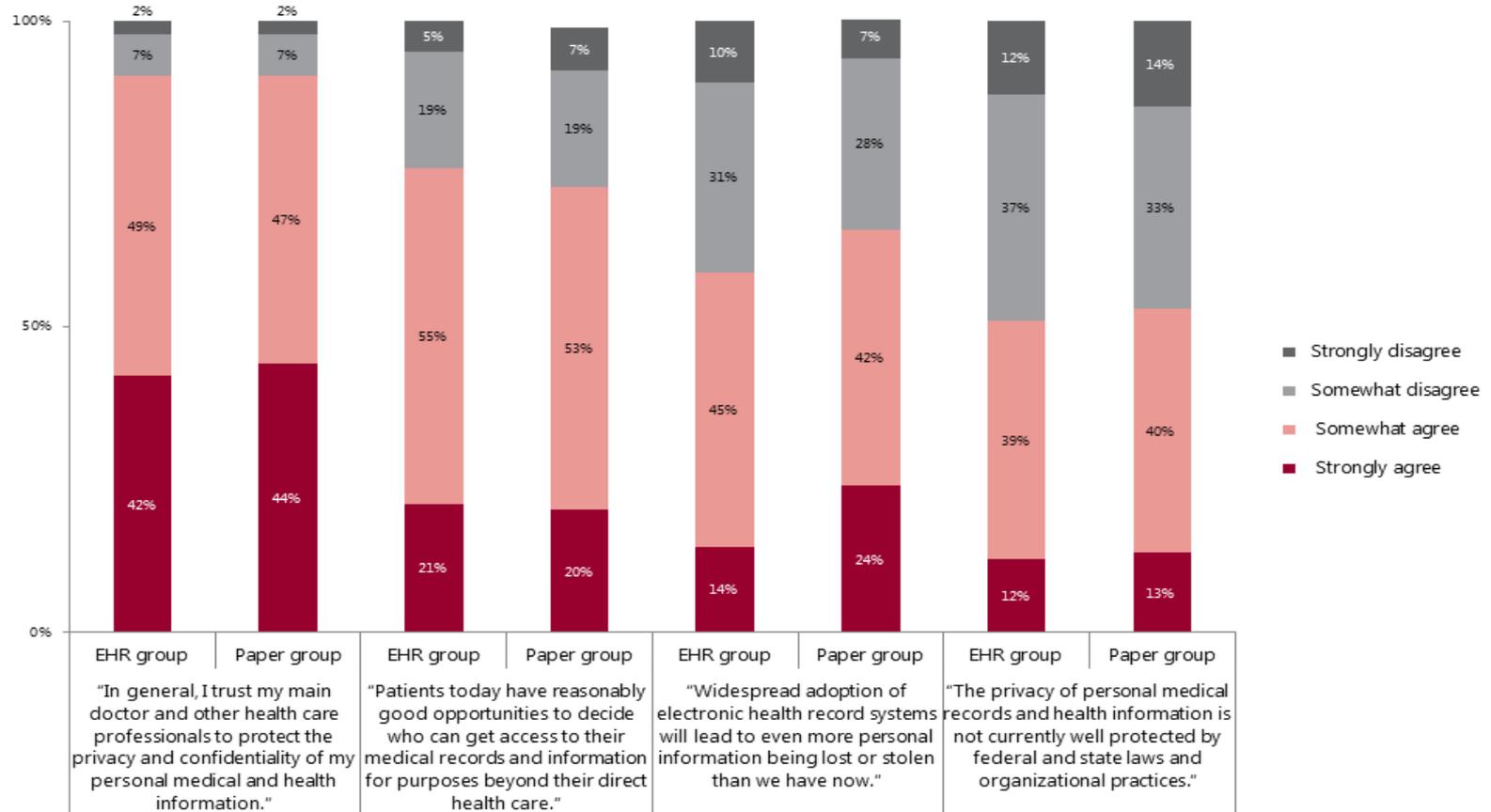
- ▶ **These rights/elements include:**
 - ▶ Giving patients confidence information is safe
 - ▶ Complying with privacy laws/rules
 - ▶ Giving patients more control over to whom info is disclosed for purposes beyond direct care
 - ▶ Allowing patients to see a record of who has had access to their info
 - ▶ Helping patients earn trust in how information is handled

Privacy Concerns Remain



How much do you agree or disagree with each of the following statements?

Base = EHR group (n=1153) and paper group (n=808)

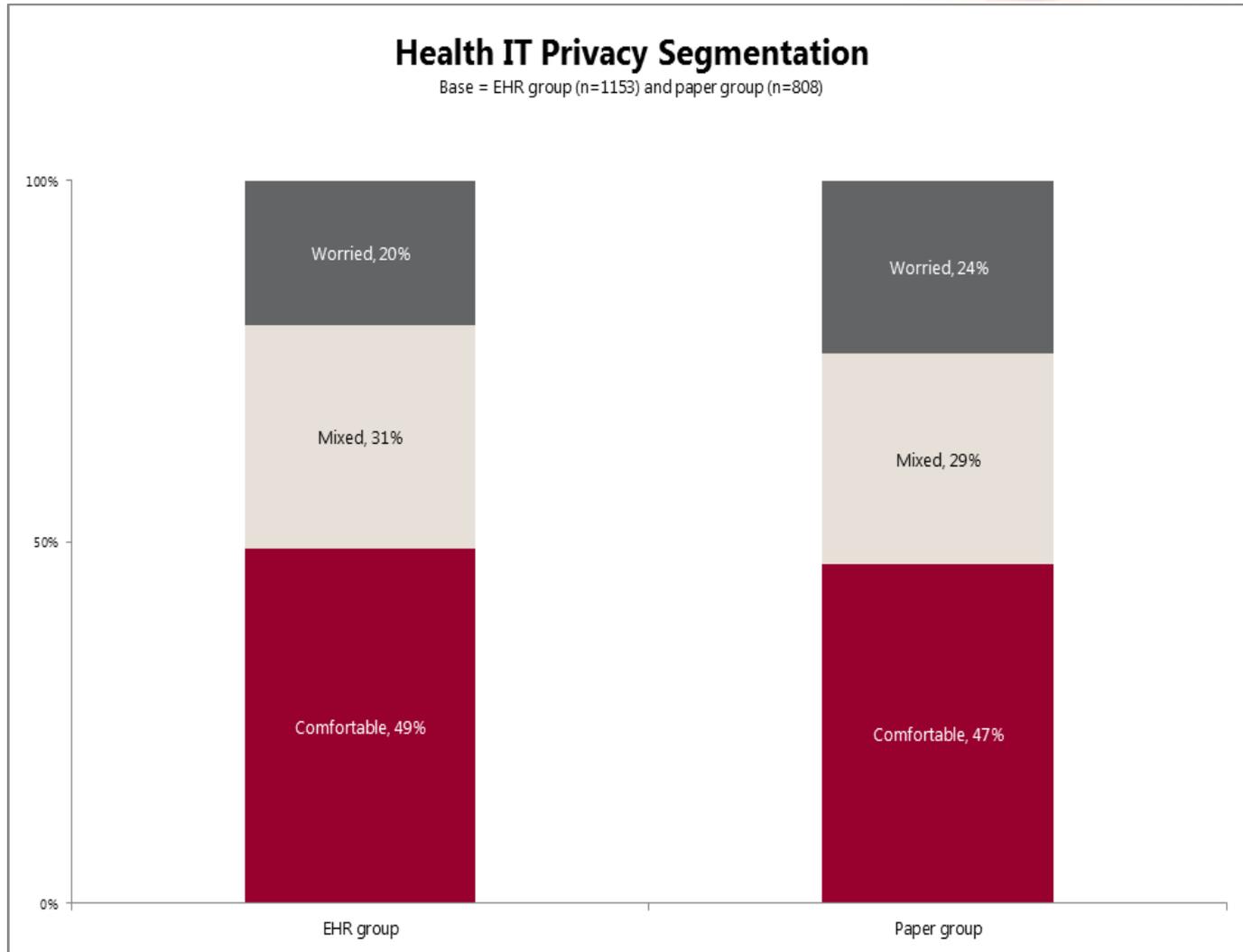


Detailed Privacy Analysis



- ▶ **Created a “Privacy Segmentation” to:**
 - ▶ Identify segments of population most and least worried about health IT privacy
 - ▶ Understand what demographic sub-groups make up each segment
 - ▶ Explore relationship between trust and value

Detailed Privacy Analysis



There is a Relationship Between Privacy Concerns and Perceived Value of EHRs



- ▶ **Compared to the “worried,” EHR respondents who are more comfortable with privacy issues are:**
 - ▶ 25% higher in saying the EHR has had a positive impact on the **quality** of their care
 - ▶ 33% higher in saying the **system is useful** in complying with privacy/confidentiality laws and regulations
 - ▶ 9% higher in saying they are **satisfied** with their record system

- ▶ **Similar results among “Comfortable” *paper* respondents**

Consumers **Want** Doctors to Use EHRs

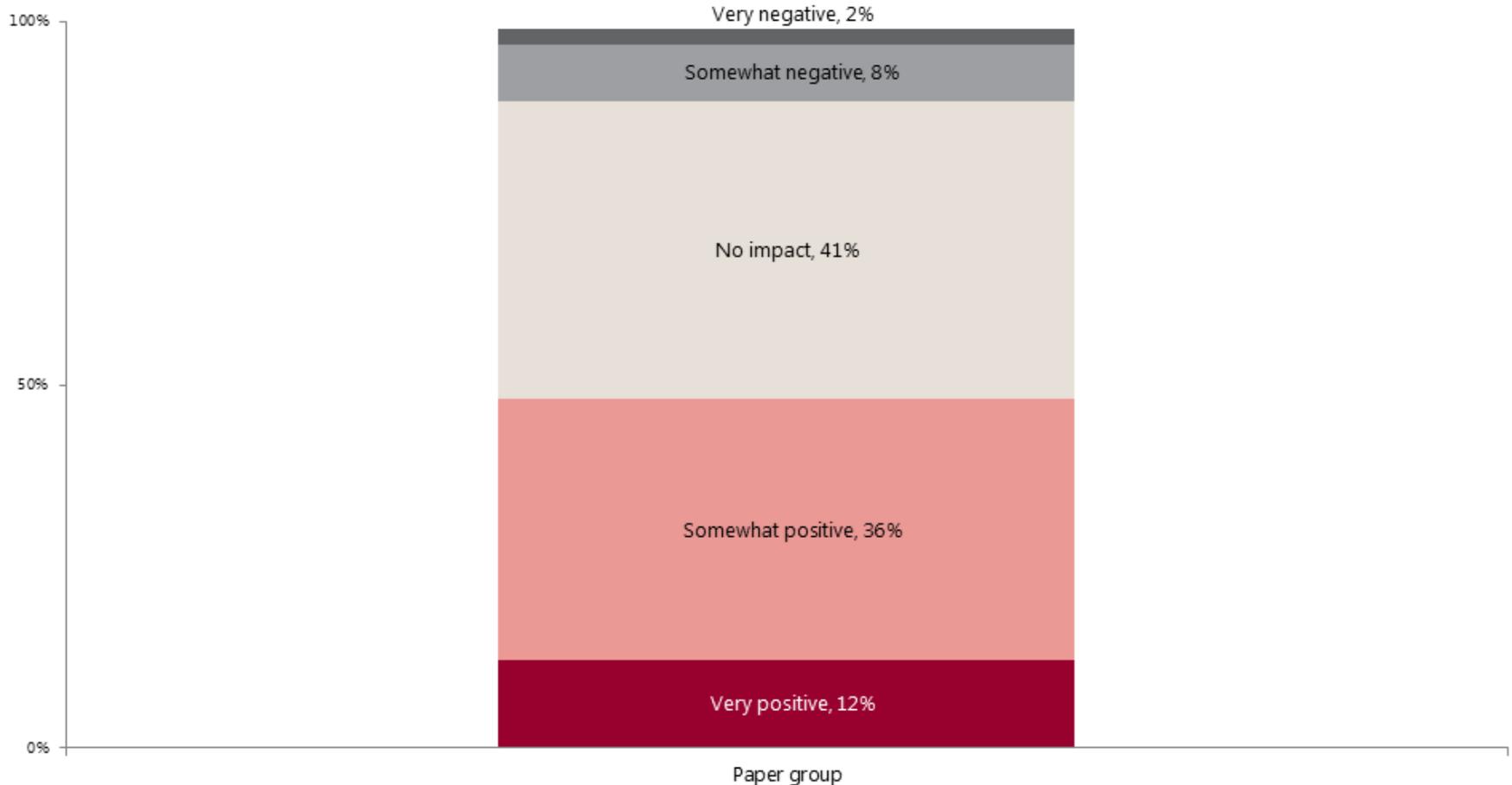


- ▶ **3 out of 4 paper respondents say it would be valuable if their doctor adopted an EHR**
- ▶ **EHRs far outpace paper in perceived impact on overall quality of care**
 - ▶ 73% of EHR respondents say their doctor's use of an EHR has a positive impact on quality of care
 - ▶ Compared to only 26% of paper respondents

EHRs and Quality of Care

**If your doctor switched to an EHR system,
what impact do you believe your doctor's use of an EHR system
would have on the overall quality of your health care services?**

Base = Paper group (n=808)



Key Take-Aways



- ▶ **There is a clear relationship between the value people experience from a record system and their trust in that system**
 - ▶ Any consumer education or engagement campaign should focus on **both aspects**
 - ▶ **Hispanic adults** are an important target audience of engagement efforts (with particular emphasis on privacy/security)
 - ▶ Concerns about privacy and doubts about impact of the record system on quality mean consumers are – at this stage – unlikely to be an effective **demand force** for change/system adoption

Key Take-Aways



- ▶ **It is possible to identify/describe those most and least worried about privacy**
 - ▶ Views among these sub-groups can and should be tracked over time to assess the effectiveness of education/engagement
- ▶ **Providers are key to cultivating confidence in EHRs. They are trusted messengers.**
 - ▶ They are also important in helping patients use the value components of an EHR (online access, scheduling, etc.)

Key Take-Aways



- ▶ **Functionalities that patients want can improve patients' perceptions of value and trust**
- ▶ **Tangible benefits based on survey findings include:**
 - ▶ Online access (view/download/transmit)
 - ▶ Care coordination and care planning – recoding of care team members and sharing care summaries
 - ▶ Secure messaging
 - ▶ Online prescription refills, appointments, other conveniences
- ▶ **Patients want online access, and the information/features need to be reliable**
 - ▶ More complete structured data (labs, etc.)
 - ▶ CLIA/HIPAA lab rule
 - ▶ Communicating with clinicians

Key Take-Aways



- ▶ **Consumers don't fully grasp what's possible with privacy protective functions**
 - ▶ Build/refine and demonstrate functionalities, such as "accounting of disclosures" reports
- ▶ **Similar functionalities could be integrated into other initiatives**
 - ▶ ACOs
 - ▶ Medical Home
 - ▶ HIE, etc.

For more information



At www.nationalpartnership.org/hit:

- ▶ Full Report
- ▶ Executive Summary
- ▶ Topline Data
- ▶ Survey Instrument

