

Insight Driven Health
**Senior Citizens
Consumer Health Survey**
Harris Interactive



High performance. Delivered.



2013 Accenture Consumer Survey on Patient Engagement

Accenture conducted an **online survey of 9,015 adults** across nine countries: Australia, Brazil, Canada, England, France, Germany, Singapore, Spain and the United States. This report includes a subgroup of findings on senior citizens, defined as **ages 65+**.



About the Survey

The Accenture Consumer Survey on Patient Engagement **assessed the general public's attitudes toward their medical providers' electronic capabilities**, as well as the capabilities of their current providers. The research was conducted by Harris Interactive between July 25-31, 2013

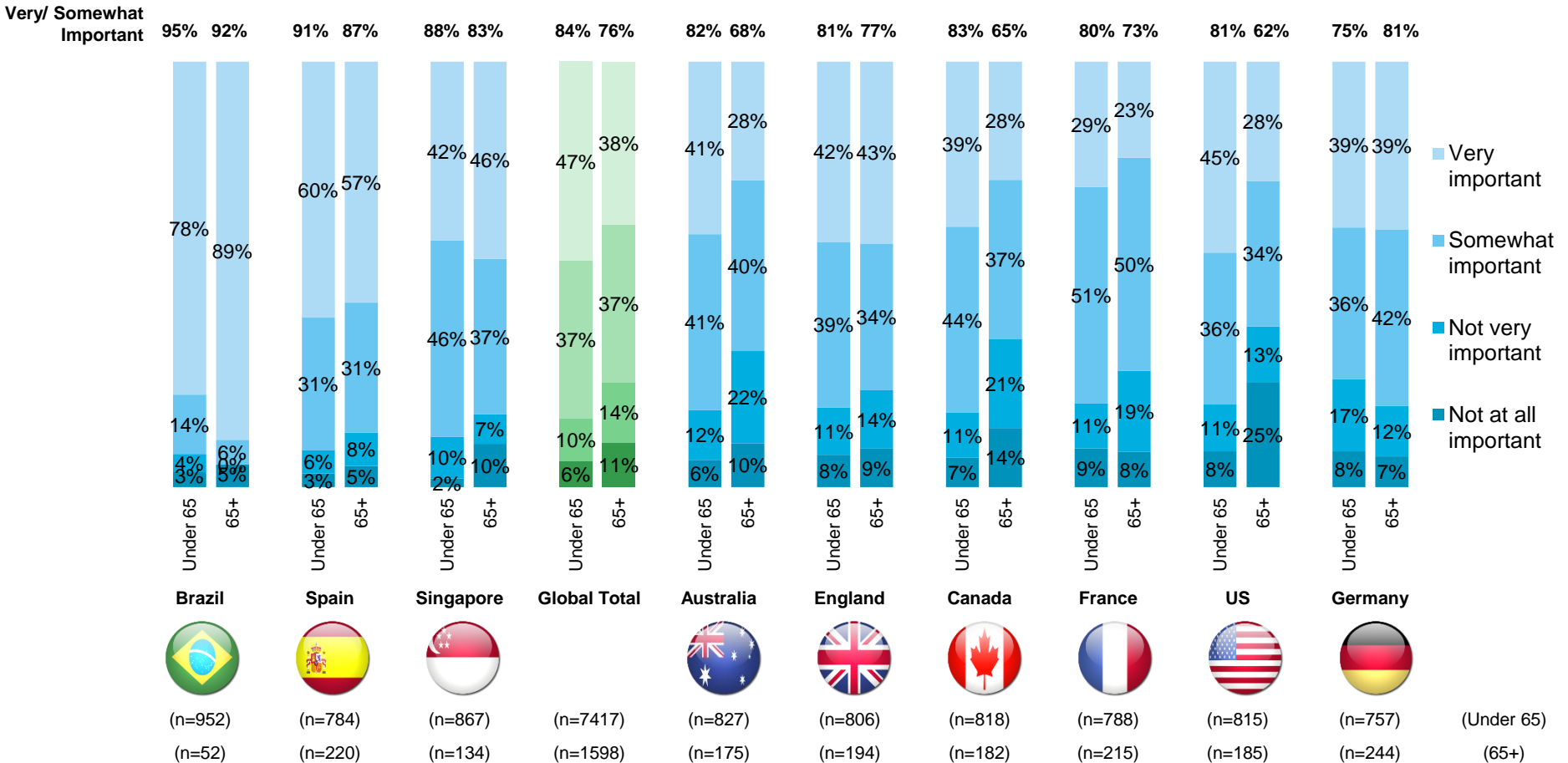


Comparative Country Findings

Research Results

Consumers across age groups and countries agree that it is important for their medical providers to offer online appointment booking.

Book/Change/Cancel appointments (-65 v. 65+)



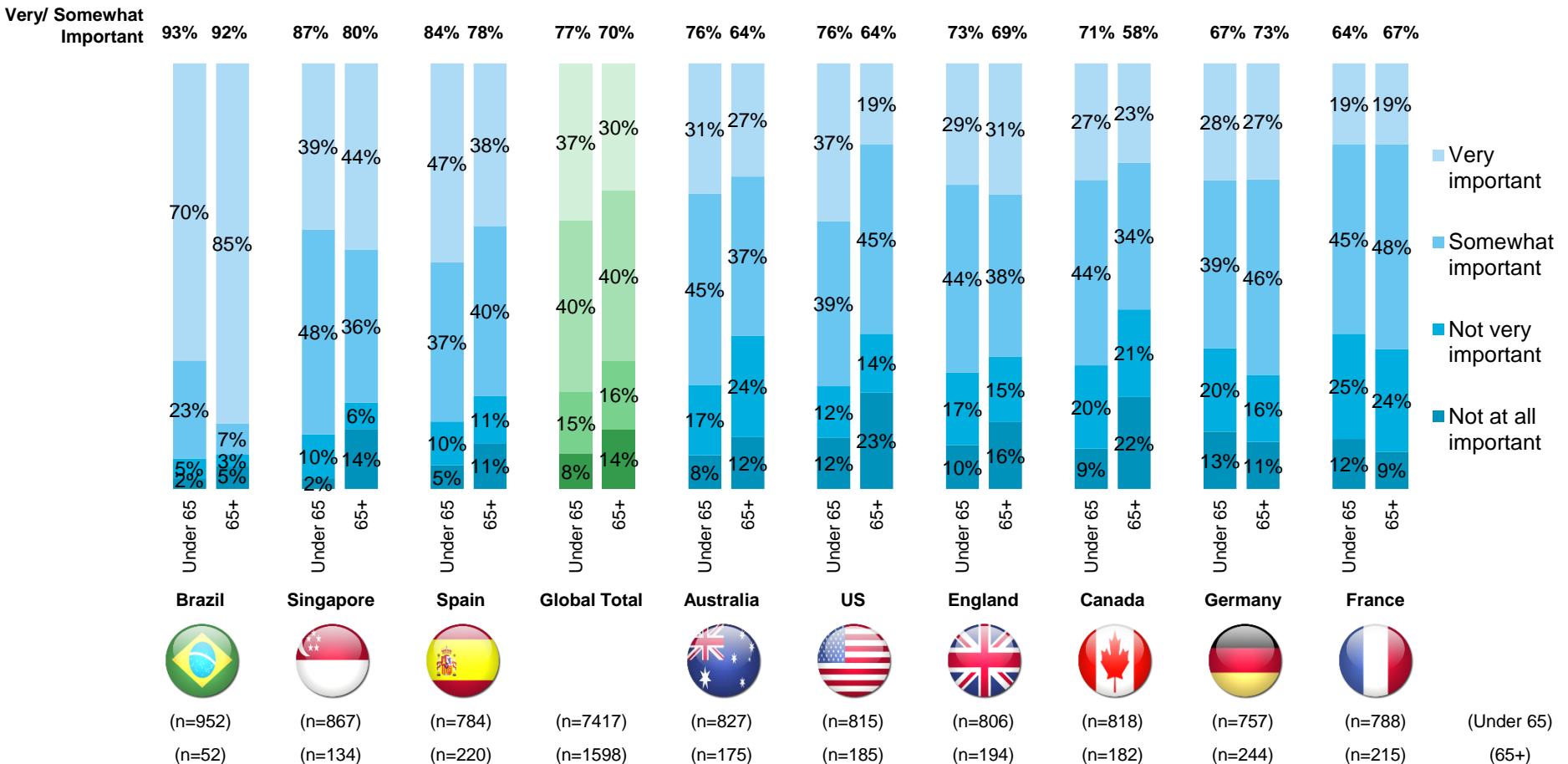
Base: All Qualified Respondents

Q705. How important is it to you personally that each of the following electronic capabilities is offered by your medical provider where you receive medical care?

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In the US, those under 65 are almost twice as likely to say reminders are very important (37%), compared with the elderly (19%).

Receive reminders, via email or text message (-65 v. 65+)



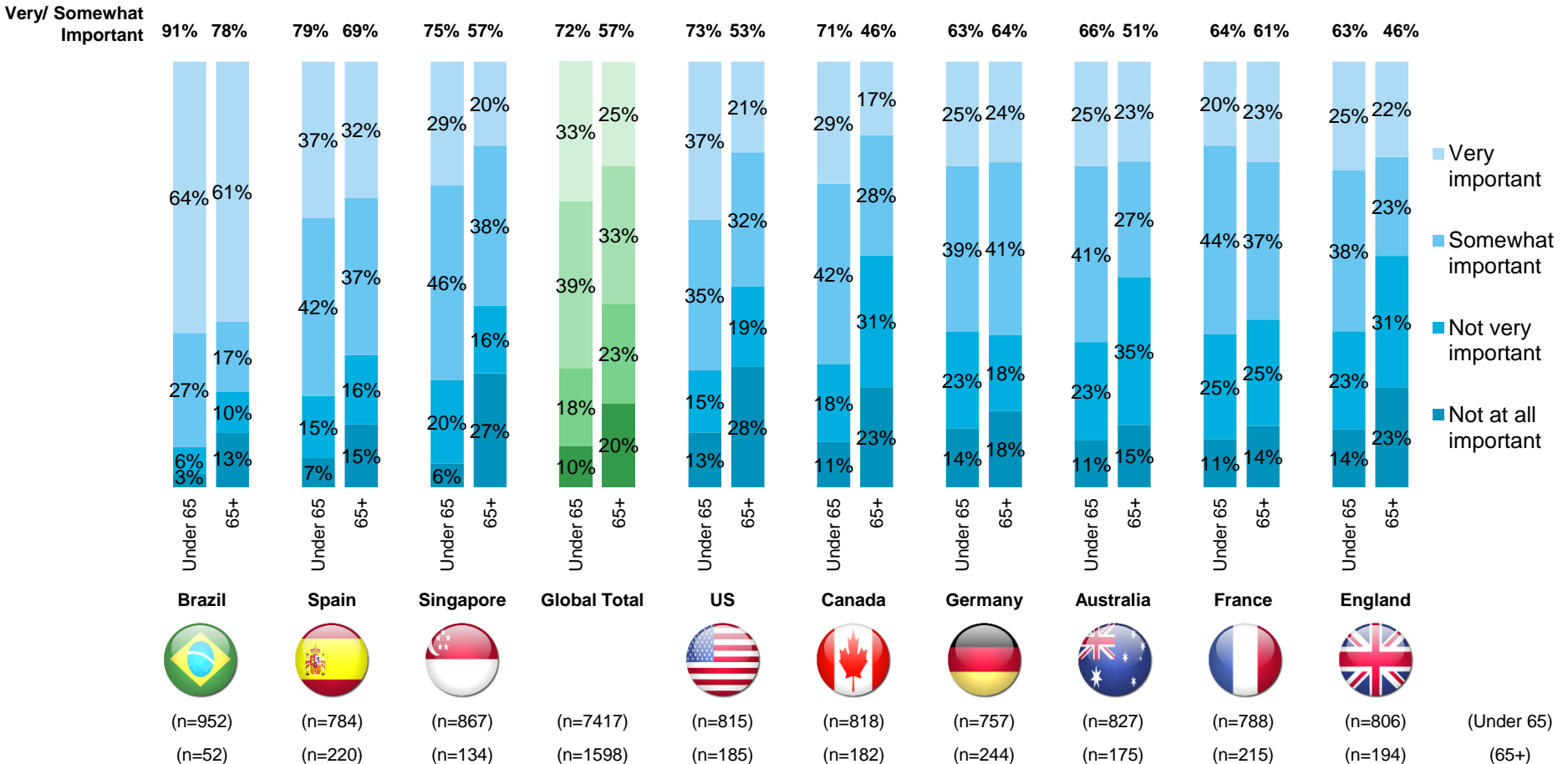
Base: All Qualified Respondents

Q705. How important is it to you personally that each of the following electronic capabilities is offered by your medical provider where you receive medical care?

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In all but two surveyed countries (England and Canada), more than half of elderly consumers say communicating with providers via email is a somewhat or very important capability.

Communicate with medical provider through secure email (-65 v. 65+)



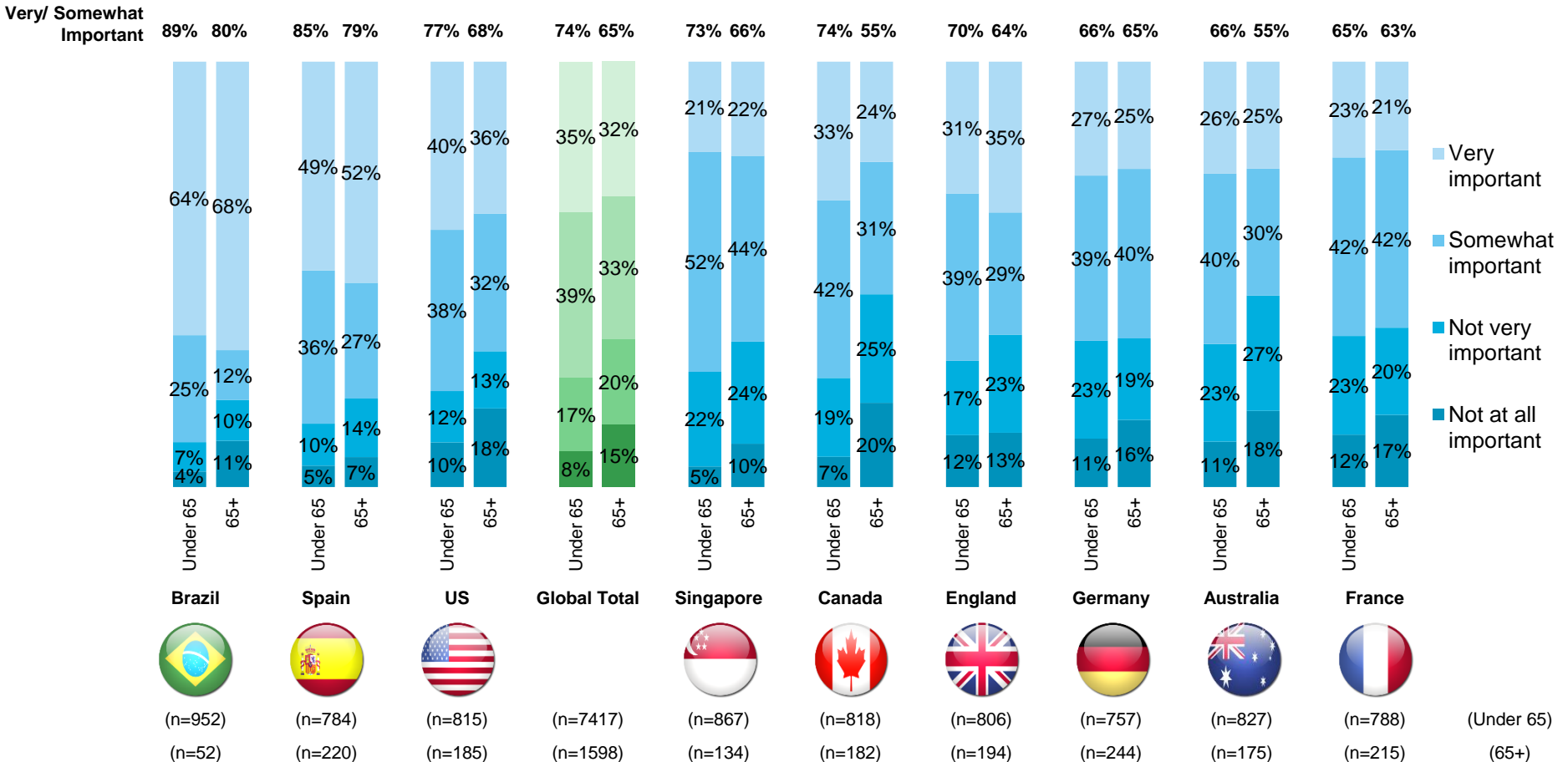
Base: All Qualified Respondents

Q705. How important is it to you personally that each of the following electronic capabilities is offered by your medical provider where you receive medical care?

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Requesting prescription refills electronically is at least somewhat important to the majority of consumers age 65+ in all surveyed countries.

Request prescriptions electronically (-65 v. 65+)



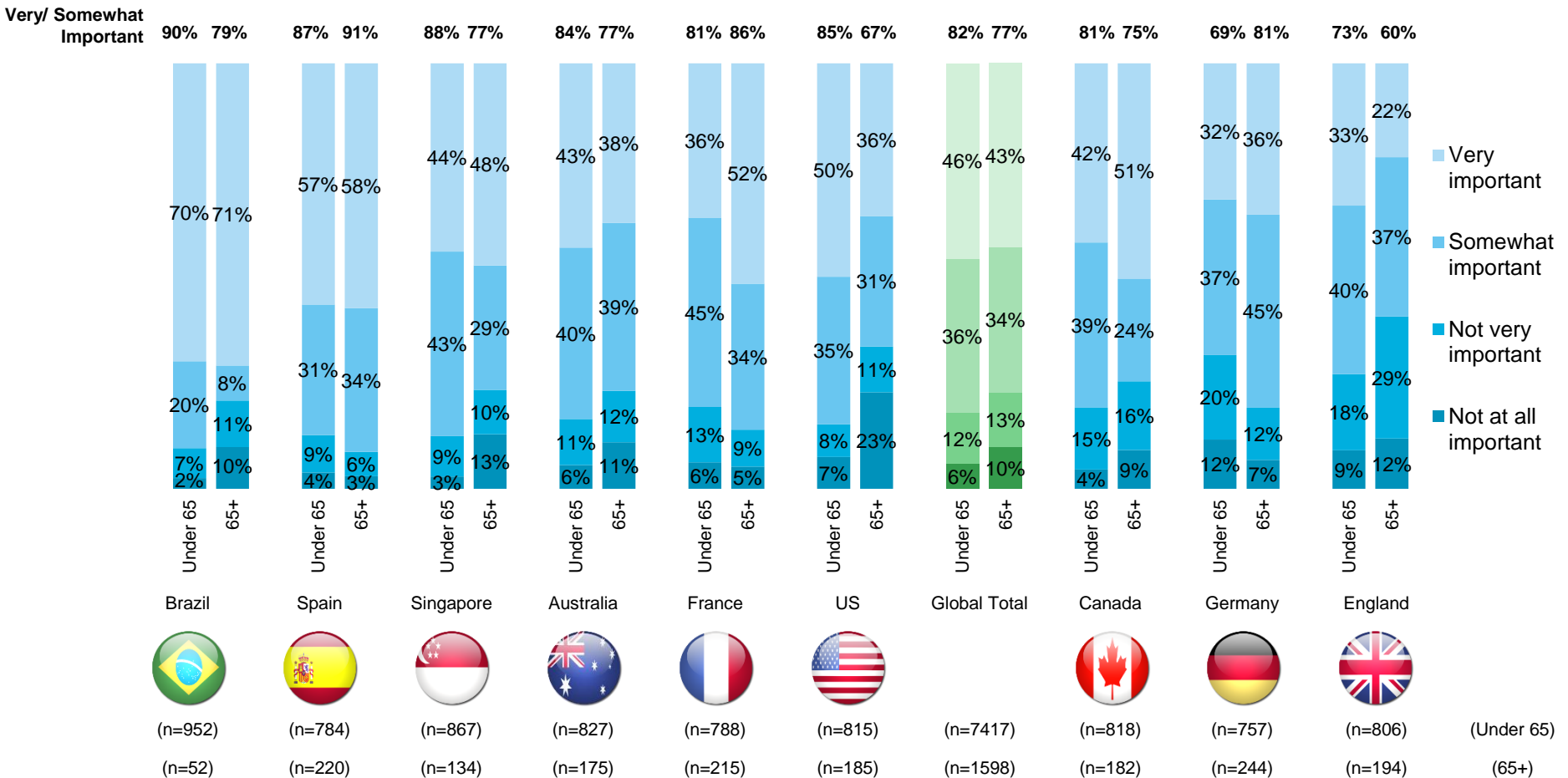
Base: All Qualified Respondents

Q705. How important is it to you personally that each of the following electronic capabilities is offered by your medical provider where you receive medical care?

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The majority of elderly consumers across the surveyed countries say that accessing their medical information online is somewhat or very important.

Access to my medical record (-65 v. 65+)












Base: All Qualified Respondents

Q705. How important is it to you personally that each of the following electronic capabilities is offered by your medical provider where you receive medical care?

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Across all surveyed countries, more than two in five elderly consumers track some aspect of their health.

% Actively Tracking Health (-65 v. 65+)

		Global Total	 Australia	 Brazil	 Canada	 England	 France	 Germany	 Singapore	 Spain	 US
	(Under 65)	(n=7417)	(n=827)	(n=952)	(n=818)	(n=806)	(n=788)	(n=757)	(n=867)	(n=784)	(n=815)
	(65+)	(n=1598)	(n=175)	(n=52)	(n=182)	(n=194)	(n=215)	(n=244)	(n=134)	(n=220)	(n=185)
Health indicators	Under 65	28%	19%	41%	27%	19%	15%	29%	35%	32%	33%
	65+	34%	25%	44%	29%	18%	27%	38%	45%	57%	31%
Symptoms	Under 65	23%	14%	33%	29%	17%	18%	20%	27%	17%	30%
	65+	14%	10%	21%	9%	9%	5%	10%	43%	20%	11%
Information on health history	Under 65	26%	19%	35%	30%	17%	19%	19%	31%	28%	36%
	65+	28%	21%	46%	25%	11%	21%	25%	39%	38%	39%
Physical activity	Under 65	31%	27%	39%	35%	20%	22%	27%	34%	36%	39%
	65+	16%	13%	35%	22%	5%	7%	16%	34%	18%	10%
I don't actively track any	Under 65	48%	59%	34%	45%	60%	60%	52%	37%	44%	41%
	65+	55%	62%	53%	62%	73%	65%	54%	32%	36%	52%
Tracks at least one	Under 65	52%	41%	66%	55%	40%	40%	48%	63%	56%	59%
	65+	45%	38%	47%	38%	27%	35%	46%	68%	64%	48%

Base: All Qualified Respondents

Q710 Do you currently actively track (i.e., write it down/store online or offline) your own...?

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Method

Executive Highlights: Overview

- Accenture conducted an online survey of 9,015 adults, 18+ across nine countries: Australia, Brazil, Canada, England, France, Germany, Singapore, Spain and the United States.
- At least 1,000 adults per country participated in the survey, which assessed the general public's attitudes towards their medical providers' electronic capabilities, as well as the capabilities of their current providers.
- The survey was conducted between July 25 – 31, 2013.
- This report provides key summary findings and detailed cross-country results from the consumer pulse survey.
- This report also includes subgroup findings for:
 - The elderly, defined globally as ages 65+

Method: Data Collection Summary

	 Australia	 Brazil	 Canada	 England	 France	 Germany	 Singapore	 Spain	 US
Number of Completed Interviews (9,015 total)	1,002	1,004	1,000	1,000	1,003	1,001	1,001	1,004	1,000
Elderly (ages 65+)	175	52	182	194	215	224	134	220	185
Field Start Date	July 25	July 25	July 25	July 25	July 25	July 25	July 25	July 25	July 25
Field End Date	July 29	July 29	July 29	July 29	July 29	July 29	July 31	July 31	July 29
Average Interview Length (in minutes)	5	6	5	4	4	4	4	5	4
Language	English	Portuguese	English French	English	French	German	English	Spanish	English