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## New Poll Shows U.S. Adults Strongly Favor and Value New Medical Technologies in Their Doctor's Office

A new Wall Street Journal Online/Harris Interactive Health-Care Poll shows that while only a minority of U.S. adults have experience with new medical technologies such as electronic medical records and digital imaging equipment in their doctor's office, vast majorities are in favor of having their doctors adopt new technologies in their practices. Furthermore, a large number of adults believe new medical technologies will either reduce the costs of medical care or are worth the investment because they will improve the quality of care.

Below are the results of the online survey of 2,048 U.S. adults conducted by Harris Interactive between Sept. 30 and Oct. 4, 2005 for The Wall Street Journal Online's Health Industry Edition.

### Experience With New Medical Technologies

Relatively small numbers of U.S. adults report that their doctor has ever used some new technologies for them or a member of their family during a doctor visit or to provide or discuss follow-up treatment. Specifically:

- Sixteen percent (16%) report that their doctor has used an electronic medical record to capture their medical information.
- Fourteen percent (14%) say their doctor has used a personal digital device like a Palm® Pilot or a hand-held computer to record their information.
- Eight percent (8%) report that their doctor has used e-mail to communicate directly with them or their family members, while an equal percentage reports that their doctor has used digital imaging equipment that allows the doctor to send pictures or other images via e-mail (8%).
- Only five percent (5%) have experience with a home monitoring device that allowed them to send medical information – like blood pressure readings or blood tests – to their doctor's office via the telephone or e-mail.

# Health-Care Poll

## Support for the Adoption of New Medical Technologies

Despite limited personal experience with these new medical technologies, at least three-quarters of adults strongly or somewhat favor having their doctor(s) use these types of new technologies when caring for them or their family members. Adults most strongly favor the use of home monitoring devices (83% strongly or somewhat favor), followed closely by e-mail for doctors and patients to communicate directly (81%), electronic medical records (78%), digital imaging equipment (78%) and personal digital devices to record information (75%).

Considerable support also exists for new technology being developed that uses internal imaging to capture characteristics of a human's internal anatomy, such as veins in the palm of the hand, to confirm identity. About seven in 10 (71%) adults would strongly or somewhat favor using this type of technology to help protect patients' medical records (i.e., to restrict release or use of medical records without such verification).

## The Value of New Medical Technologies

The majority of adults do believe these new medical technologies provide value; nearly one-third (31%) believes new technologies such as electronic medical records and digital imaging devices are worth the money they cost because they will improve patient care and 36% believe these new technologies will ultimately reduce the costs of medical care. Only one in 10 (10%) believes these new technologies cost more money than they are worth and a further 23% are not sure.

**TABLE 1**  
**Experience With New Medical Technologies**

"Which of the following new technologies, if any, has a doctor ever used for you or a member of your family during a doctor visit or to provide or discuss follow-up treatment? Please select all that apply."

Base: All Adults

	All Adults	Gender	
		Male	Female
	%	%	%
An electronic medical record to capture medical information	16	15	16
A personal digital device like a Palm® Pilot or a hand-held computer to record information	14	15	13
E-mail to communicate directly with you or a family member	8	8	8
Digital imaging equipment that allows the doctor to send pictures or other images via e-mail	8	9	7
A home monitoring device that allows you to send medical information – like blood pressure readings or blood tests – to the doctor's office via the telephone or e-mail	5	6	5
None of these	55	53	57
Not sure	12	13	10

Note: Multiple-response question.

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**TABLE 2**

**Support for the Adoption of New Medical Technologies**

“Based on what you know or have heard, how do you feel about having your doctor(s) use these types of new technologies when caring for you or a family member?”

Base: All Adults

		<b>Favor Strongly/Some-what (NET)</b>	Strongly Favor	Favor Some-what	<b>Oppose Strongly/Some-what (NET)</b>	Oppose Some-what	Strongly Oppose	Not Sure
An electronic medical record to capture medical information	%	<b>78</b>	42	36	<b>9</b>	5	5	13
E-mail to communicate directly with you or a family member	%	<b>81</b>	49	32	<b>9</b>	4	5	10
A personal digital device like a Palm® Pilot or a hand-held computer to record information	%	<b>75</b>	37	38	<b>11</b>	7	4	14
Digital imaging equipment that allows the doctor to send pictures or other images via e-mail	%	<b>78</b>	44	34	<b>9</b>	5	3	13
A home monitoring device that allows you to send medical information – like blood pressure readings or blood tests – to the doctor’s office via the telephone or e-mail	%	<b>83</b>	51	33	<b>5</b>	3	3	11

Note: Percentages may not add up to 100% due to rounding.

# Health-Care Poll

**TABLE 3**

**Support for the Use of Imaging to Protect Patient Privacy**

“New technology is being developed that uses internal imaging to capture characteristics of a person’s body part – like the veins in the palm of the hand – to confirm that person’s identity. To what extent would you favor or oppose using this type of technology to help protect patients’ medical records (i.e., to restrict release or use of medical records without such verification)?”

Base: All Adults

	All Adults	Gender	
		Male	Female
	%	%	%
<b>Favor Strongly/Somewhat (NET)</b>	<b>71</b>	<b>76</b>	<b>66</b>
Strongly favor	33	36	29
Favor somewhat	38	39	37
<b>Oppose Strongly/Somewhat (NET)</b>	<b>15</b>	<b>13</b>	<b>17</b>
Oppose somewhat	9	8	10
Strongly oppose	6	5	7
Not sure	14	12	17

Note: Percentages may not add up to 100% due to rounding.

**TABLE 4**

**Perceptions of the Value of New Medical Technologies**

“Which one of the following statements do you tend to agree with most?”

Base: All Adults

	All Adults	Gender	
		Male	Female
	%	%	%
New technologies like electronic medical records and digital imaging devices are worth the money they cost because they will improve patient care.	31	33	30
New technologies like electronic medical records and digital imaging devices cost more money than they are worth.	10	10	11
New technologies like electronic medical records and digital imaging devices will ultimately reduce the costs of medical care.	36	40	31
Not sure	23	17	28

Note 1: Single-response question.

Note 2: Percentages may not add up to 100% due to rounding.

# Health-Care Poll

Downloadable PDFs of Wall Street Journal Online/Harris Interactive Health-Care Polls are posted at [http://www.harrisinteractive.com/news/newsletters\\_wsj.asp](http://www.harrisinteractive.com/news/newsletters_wsj.asp).

## Methodology

Harris Interactive conducted this online survey within the United States between Sept. 30 and Oct. 4, 2005 among a nationwide cross section of 2,048 adults, ages 18 years and over. Figures for age, gender, race/ethnicity, education, income and region were weighted where necessary to align with population proportions. Propensity score weighting was also used to adjust for respondents' propensity to be online.

In theory, with probability samples of this size, one can say with 95% certainty that the overall results have a sampling error of plus or minus 3 percentage points of what they would be if the entire U.S. adult population had been polled with complete accuracy. Sampling error for the sub-samples of men (1,010) and women (1,038) is plus or minus 5 percentage points. Unfortunately, there are several other possible sources of error in polls or surveys that are probably more serious than theoretical calculations of sampling error. This includes refusals to be interviewed (nonresponse), question wording and question order, and weighting. It is impossible to quantify the errors that may result from these factors. This online sample is not a probability sample.

*These statements conform to the principles of disclosure of the National Council on Public Polls.*

## About the Survey

The Wall Street Journal Online/Harris Interactive Health-Care Poll is an exclusive poll that is published in the award-winning Health Industry Edition of The Wall Street Journal Online at [www.wsj.com/health](http://www.wsj.com/health).

## About The Wall Street Journal Online

The Wall Street Journal Online at WSJ.com, published by Dow Jones & Company (NYSE: DJ; [www.dowjones.com](http://www.dowjones.com)), is the largest paid subscription news site on the Web. Launched in 1996, the Online Journal continues to attract quality subscribers that are at the top of their industries, with 744,000 subscribers world-wide as of Q2, 2005.

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The Online Journal offers two industry-specific editions: the award-winning Health Industry Edition and the Media & Marketing Edition.



THE  
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# Health-Care Poll

4 | Volume  
20 | Issue  
October 14  
2005

The Health Industry Edition offers authoritative analysis, breaking news and commentary from top industry journalists. The Media & Marketing Edition is designed for professionals in the advertising, marketing, entertainment and media industries. Subscribers to both online editions also get access to the full content of the Online Journal.

In 2005, the Online Journal was awarded a Codie Award for Best Online News Service for the second consecutive year, and its Health Industry Edition was awarded Best Online Science or Technology Service for the third consecutive year. In 2004, the Online Journal received an Eppy Award for Best Internet Business Service over 1 million monthly visitors. The Wall Street Journal Online network includes CareerJournal.com, OpinionJournal.com, StartupJournal.com, RealEstateJournal.com and CollegeJournal.com.

## About Harris Interactive

Harris Interactive Inc. ([www.harrisinteractive.com](http://www.harrisinteractive.com)) is the 13th largest and fastest-growing market research firm in the world, perhaps best known for *The Harris Poll*<sup>®</sup> and for pioneering and engineering Internet-based research methods. The Rochester, New York-based global research company blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application, conducting proprietary and public research globally to help clients achieve clear, material and enduring results.

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To become a member of the Harris Poll Online<sup>SM</sup> and be invited to participate in future online surveys, go to [www.harrispollonline.com](http://www.harrispollonline.com).

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