

# Public Opinion Poll: Health Information



October 2008

Undertaken by RedC Research on behalf of the Health  
Information and Quality Authority

# RED Express Methodology

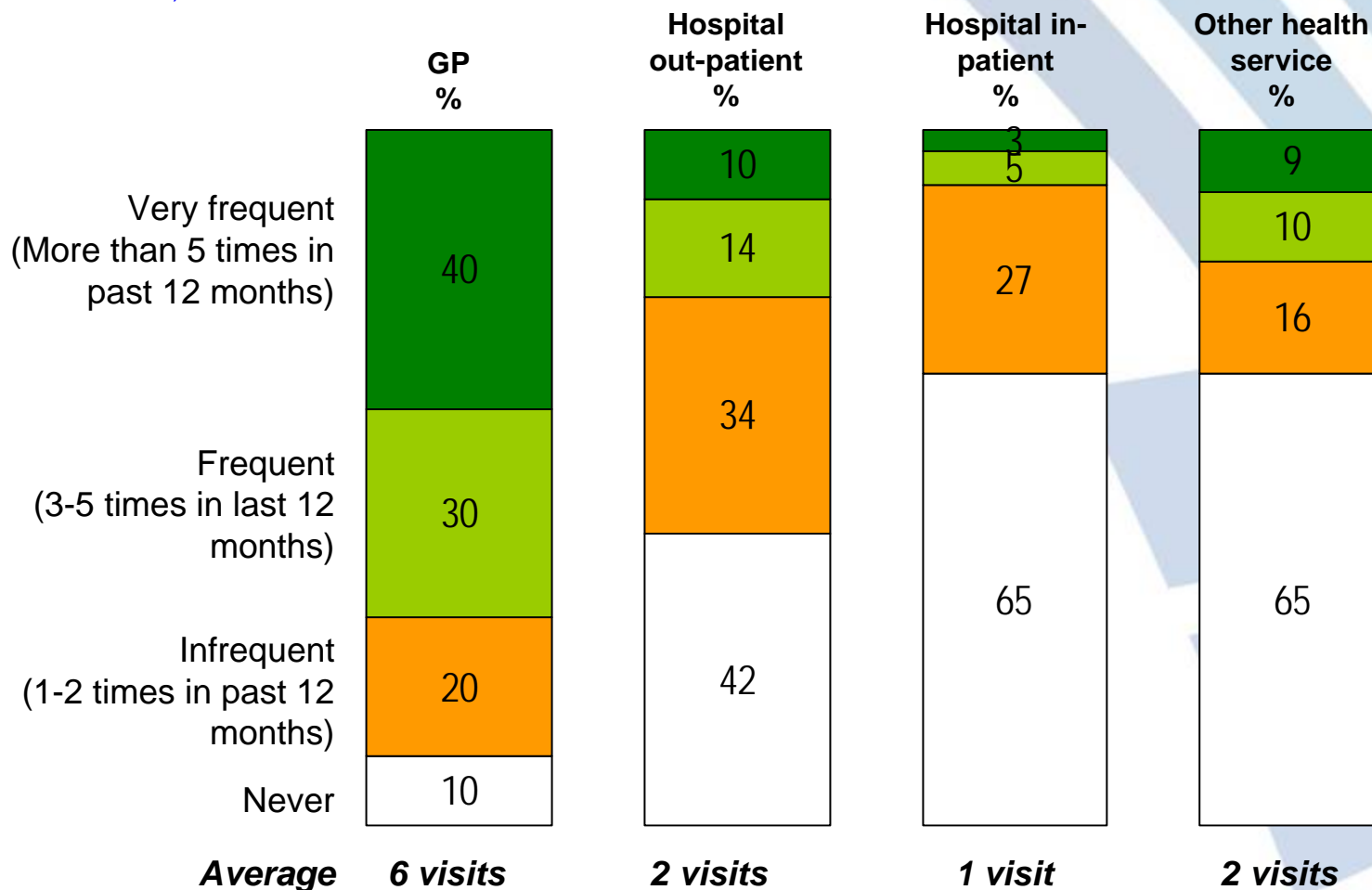
- 1,002 interviews conducted by phone using a random digit dial sample to ensure all households, including ex-directory, are covered.
- Quotas set and final data weighted to ensure that the sample is randomly representative of the total Irish population aged 18+.
- Fieldwork was conducted between 20th – 22nd October 2008.
- The profile of the sample matches all adults aged 18+ in Ireland, and thus accurately represents the profile of the population as a whole as follows:-

<b>Sex</b>		<b>Age</b>		<b>Social Class</b>	
Male	50%	18-24	14%	ABC1	41%
Female	50%	25-34	23%	C2DE	50%
		35-44	19%	F	9%
		45-54	16%		
		55+	28%		

- Throughout the presentation we have used the following notations:  
 Higher than average  Lower than average 

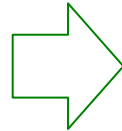
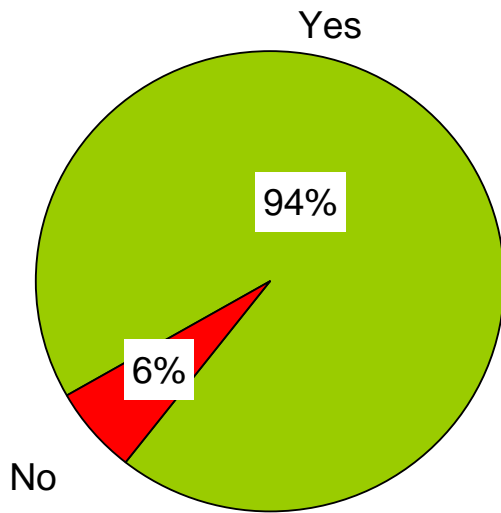
## Q1. How often, if at all, have you or any of your family used each of the following health services in the past 12 months?

(Base: All Adults – 1002)



**Q.2 If you were picked up by ambulance in a life threatening condition, for example, you were unconscious; do you think that the medical professionals treating you should be able to access your personal medical record?**

(Base: All Adults – 1002)

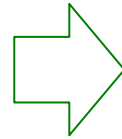
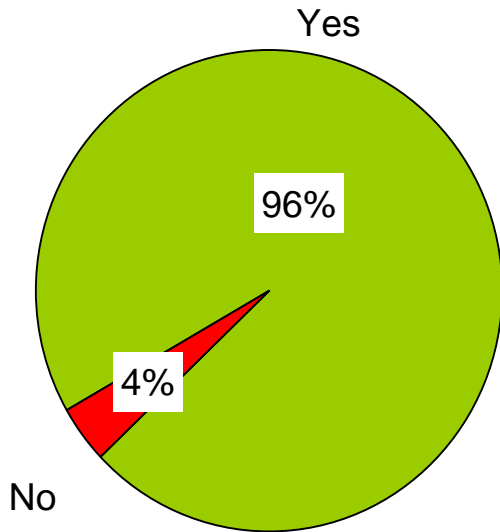


	%Yes	%No
<b>Total</b>	94	6
<b>Gender</b>		
Men	94	6
Women	95	5
<b>Age</b>		
18-24	97	3
25-34	94	6
35-44	93	7
45-54	96	4
55-64	93	7
65+	92	8
<b>Class</b>		
ABC1	94	6
C2DE	94	6
F	97	3
<b>Child</b>		
Dep. Children	94	6
<b>Region</b>		
Dublin	95	5
ROL	93	7
Munster	95	5
Conn / Ulster	94	6
<b>Health service user</b>		
Very frequent	95	5
Frequent	90	10
Infrequent	97	3
Never	94	6

The great majority of the population would like to see those helping in a medical emergency to have access to their medical record - with little difference across demographics

### Q3. Do you believe that you have the right to be informed of who has access to your medical record?

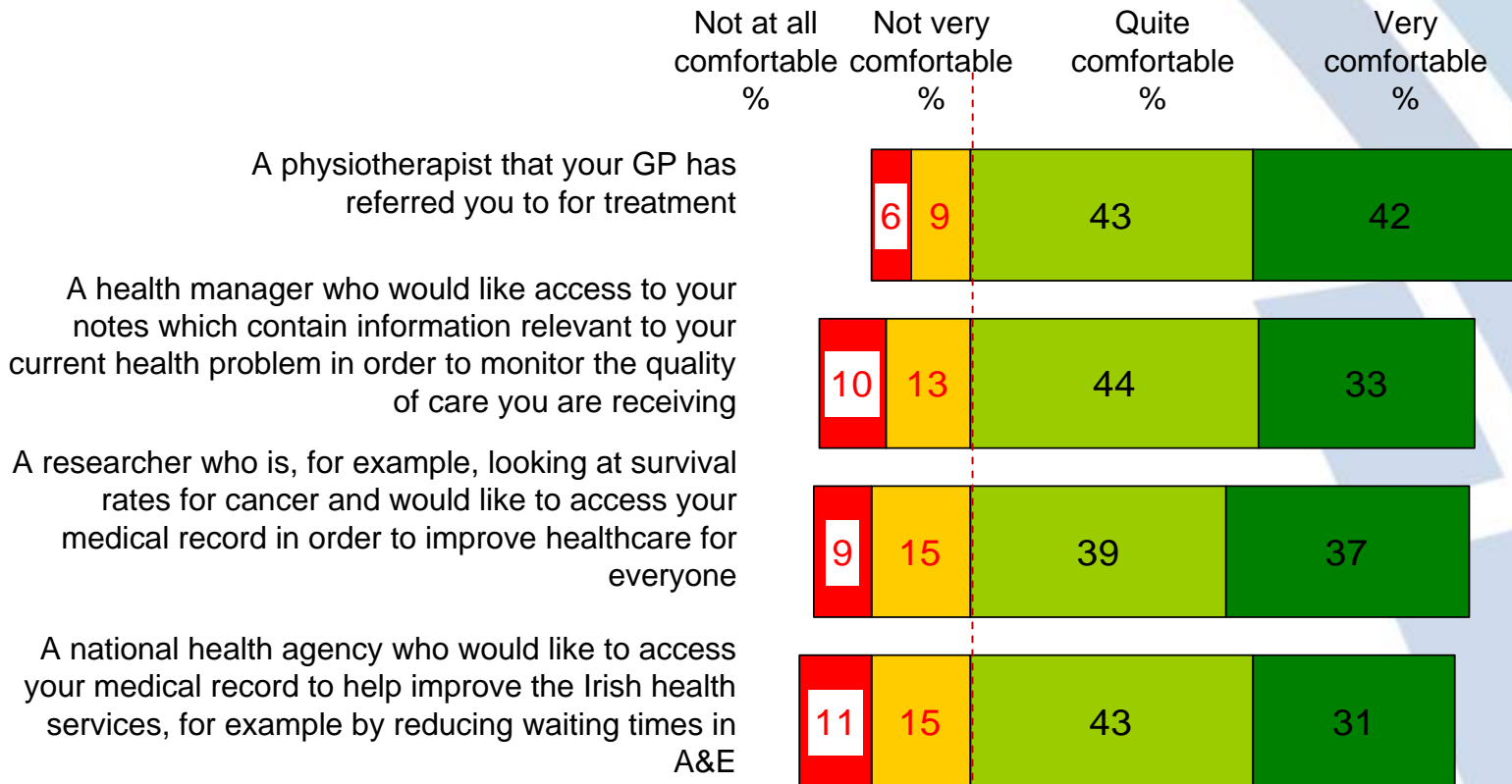
(Base: All Adults – 1002)



	%Yes	%No
<b>Total</b>	96	4
<b>Gender</b>		
Men	94	6
Women	98	2
<b>Age</b>		
18-24	97	3
25-34	97	3
35-44	93	7
45-54	95	5
55-64	99	1
65+	93	7
<b>Class</b>		
ABC1	97	3
C2DE	95	5
F	94	6
<b>Child</b>		
Dep. Children	96	4
<b>Region</b>		
Dublin	94	6
ROL	99	1
Munster	95	5
Conn / Ulster	95	5
<b>Health service user</b>		
Very Frequent	92	8
Frequent	96	4
Infrequent	95	5
Never	96	4

**Q.4 I am now going to read out a number of health related scenarios/situations. For each one I would like you to tell me how comfortable you are with the person in this scenario accessing your personal medical records, using a scale of very comfortable, quite comfortable, not very comfortable, not at all uncomfortable**

(Base: All Adults – 1002)



**The majority are comfortable with all of the scenarios provided. Even when there is no obvious direct health benefit, the percentage who are comfortable is over 74%**

**Q.4 I am now going to read out a number of health related scenarios/situations. For each one I would like you to tell me how comfortable you are with the person in this scenario accessing your personal medical records, using a scale of very comfortable, quite comfortable, not very comfortable, not at all uncomfortable**

(Base: All Adults – 1002)

% Very/Quite Comfortable	Total	Gender		Age						Social class		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	F
A physiotherapist that your GP has referred you to for treatment	85	84	85	80	83	87	85	89	82	85	85	83
A health manager who would like access to your notes which contain information relevant to your current health problem in order to monitor the quality of care you are receiving	77	74	79	85	74	75	74	74	81	74	79	79
A researcher who is, for example, looking at survival rates for cancer and would like to access your medical record in order to improve healthcare for everyone	76	79	72	81	73	77	69	75	80	76	75	80
A national health agency who would like to access your medical record to help improve the Irish health services, for example by reducing waiting times in A&E	74	76	72	77	72	76	68	75	79	76	74	67

**Those in youngest 18-24 year old age groups are most comfortable with the medical record scenarios. Those in 45-54 year old age groups are slightly less comfortable when direct personal health benefits are not involved**

**Q.4 I am now going to read out a number of health related scenarios/situations. For each one I would like you to tell me how comfortable you are with the person in this scenario accessing your personal medical records, using a scale of very comfortable, quite comfortable, not very comfortable, not at all uncomfortable**

(Base: All Adults – 1002)

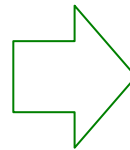
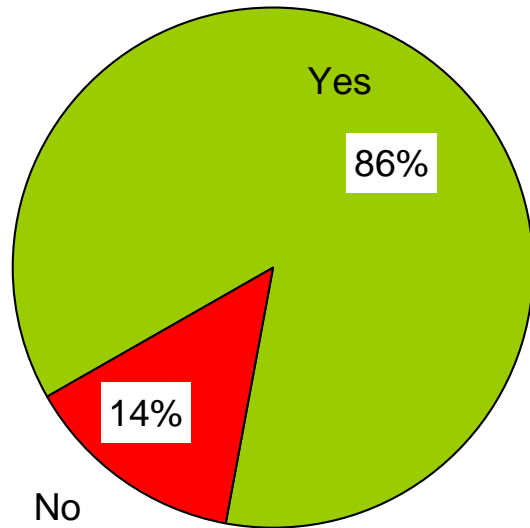
% Very/Quite Comfortable	Total	Region				Health service use			
		Dublin	ROL	Munster	Conn / Ulster	Very Frequent	Frequent	Infrequent	Never
A physiotherapist that your GP has referred you to for treatment	85	84	85	84	85	84	82	87	90
A health manager who would like access to your notes which contain information relevant to your current health problem in order to monitor the quality of care you are receiving	77	74	78	79	75	78	75	75	69
A researcher who is, for example, looking at survival rates for cancer and would like to access your medical record in order to improve healthcare for everyone	76	74	82	76	69	75	82	73	70
A national health agency who would like to access your medical record to help improve the Irish health services, for example by reducing waiting times in A&E	74	75	71	80	69	73	76	80	77

**Those living in Connaught and Ulster, and those who never use health services, appear to be less comfortable when no direct health benefits are involved.**



## Q5. Do you think all your medical information, from different sources, should be linked up to improve patient care and safety?

(Base: All Adults – 1002)



### Gender

### Age

### Class

### Child

### Region

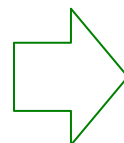
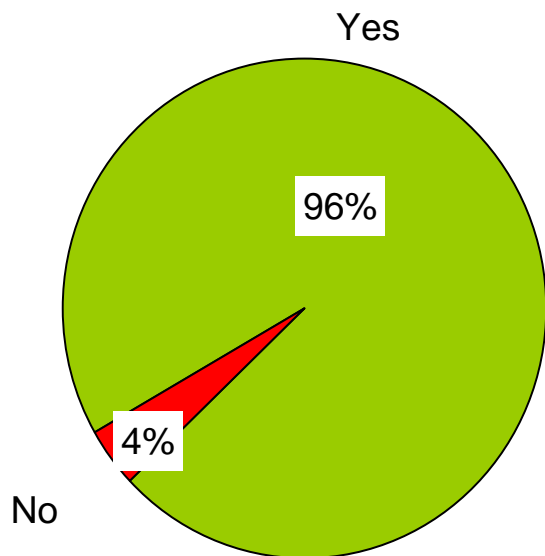
### Health service user

	%Yes	%No
<b>Total</b>	86	14
<b>Gender</b>		
Men	88	12
Women	85	15
<b>Age</b>		
18-24	85	15
25-34	86	14
35-44	87	13
45-54	84	16
55-64	85	15
65+	91	9
<b>Class</b>		
ABC1	87	13
C2DE	86	14
F	88	12
<b>Child</b>		
Dep. Children	87	13
<b>Region</b>		
Dublin	84	16
ROL	91	9
Munster	84	16
Conn / Ulster	89	11
<b>Health service user</b>		
Very Frequent	87	13
Frequent	88	12
Infrequent	84	16
Never	85	15

Most people think that medical information from different sources should be linked up. This is especially the case for very frequent and frequent users of health services, and for those in older age groups

## Q6. Do you think that GPs and the hospital system should use the same number to identify your medical information to ensure consistency of care?

(Base: All Adults – 1002)

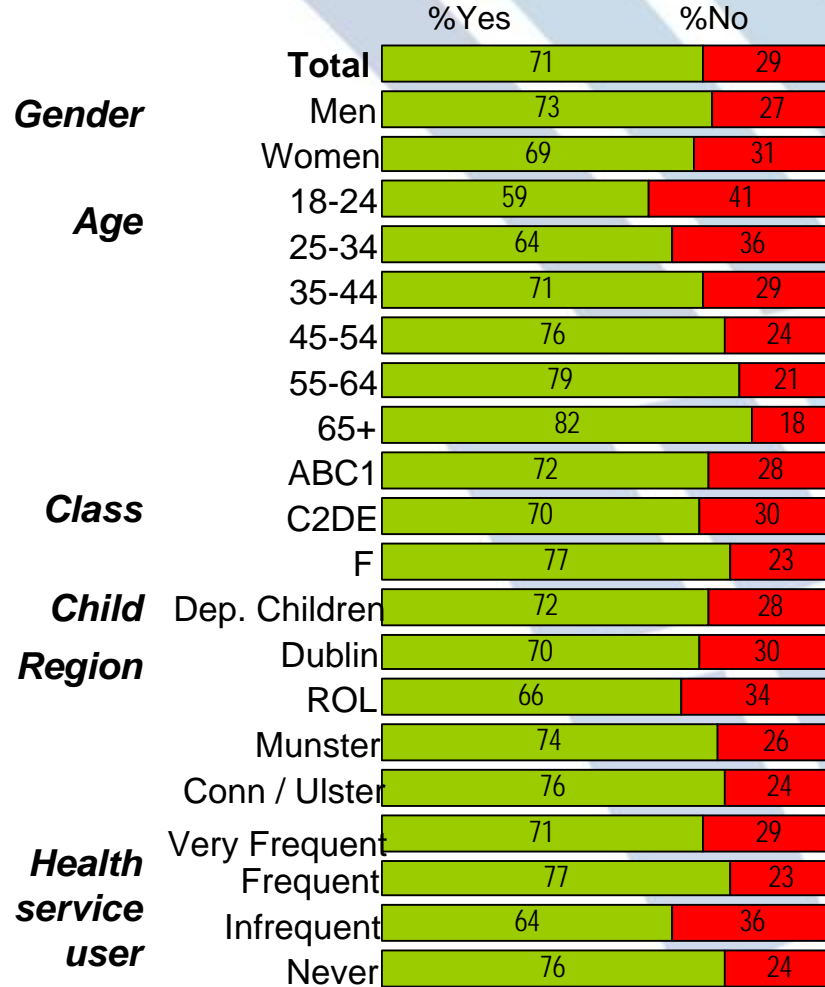
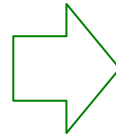
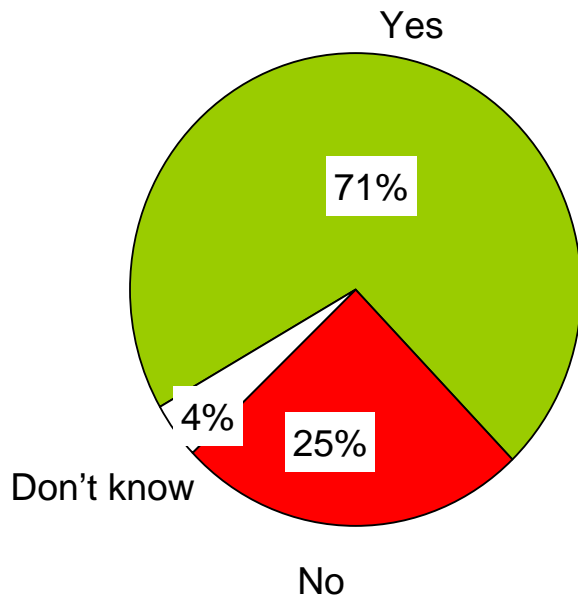


Almost all feel that the same number should be used across GP's and other healthcare settings (e.g. hospitals) for consistency of care

	%Yes	%No
<b>Total</b>	96	4
<b>Gender</b>		
Men	97	3
Women	94	6
<b>Age</b>		
18-24	96	4
25-34	97	3
35-44	96	4
45-54	94	6
55-64	98	2
65+	95	5
<b>Class</b>		
ABC1	97	3
C2DE	95	5
F	95	5
<b>Child</b>		
Dep. Children	96	4
<b>Region</b>		
Dublin	96	4
ROL	98	2
Munster	95	5
Conn / Ulster	96	4
<b>Health service user</b>		
Very Frequent	96	4
Frequent	95	5
Infrequent	96	4
Never	95	5

**Q7. Now I would like you to think about when people have been in hospital, after they come out, do you think that the hospital contacts their GP to update him/her on important information or test results about their health?**

(Base: All Adults – 1002)



**Almost three quarters (71%) of all adults currently believe that important medical information is passed between hospitals and GP's – age appears to define this, with older age groups much more likely to feel this is the case**

## Overview of findings

- The majority of people (86%) think their health information should be linked up in order to improve patient safety and care
- This view holds, even in cases where there is no direct health benefit
- The majority of people (96%) also believe that the same number should be used across healthcare settings to identify health information
- Almost three-quarters of people (71%) believe that linkage of health information is already happening

## Research Summary I

- In general, the public feel comfortable with the use of their health information in a number of different situations.
- When asked whether or not people thought that the hospital contacts their GP after being in hospital to update him/her on important information, over two thirds (71%) felt this was currently happening.
  - There appears to be a modest age impact on this belief, with 59% of 18-24 years olds feeling that there is this linkage and 82% of those aged 65+ stating they believe this is the case.

**This context of high comfort levels with the sharing of information and a belief that such information linkages currently exist is a positive for the further development of health information policy etc.**

In terms of specific issues of interest the following was found:

- ✓ 96% said they had the right to be informed of who has access to their health information
- ✓ 86% thought health information should be linked up across settings
- ✓ 96% thought GP and hospital should use the same number to identify health information
- All user-types of health services are comfortable with the sharing of health information, with no significant differences between frequent and infrequent users.

## Research Summary II

- The poll sees high levels of agreement across all demographic groups, that GP's and hospitals should use the same number to identify medical information.
- The poll clearly demonstrates high levels of acceptance and agreement that more should be done to link health information across healthcare settings.
- In general, the public are very comfortable with the use of their health information for a variety of different reasons. Even when there is no obvious direct health benefit, the percentage who are comfortable is over 75%.
- Almost all adults (94%) feel that their personal medical records should be accessed by medical professionals if picked up by ambulance in a life threatening situation. The percentage remains the same across each of the demographic groups and shows a universal desire for this to be the case.
- A slight variation in the level of belief among each of the demographics as to whether the linkage of health information currently happens was seen. When asked whether people felt that currently the hospital contacts their GP after people come out of hospital to update them on important information, nearly three-quarters (71%) felt that this to be the case.
- The majority of people (86%) feel that medical information from different sources should be linked up to improve patient safety and care, with those in older age groups most likely to agree (91%), while frequent users of health services show similar levels of agreement.

# RED C Introduction & Quality Credentials



- RED C was set up in June 2003 to provide a new **independent and free thinking** market research resource within the market place, since which time we have become the fastest growing full service research company in Ireland.
- We are a full service market research agency, which means we conduct all different types of primary research and specialise in conducting **quality research** tailored specifically to the needs of our clients.
- All fieldwork is **thoroughly vetted and quality controlled** by RED C executives, and all research conducted to **ESOMAR** (The European Society of Market Research) strict code of conduct. 
- RED C now works with an **unrivalled blue chip client** list conducting primary research for the likes of AIB Bank, Meteor, DAA, SuperValu & Centra, Eircom, The Sunday Business Post, KPMG, Guinness and Eáilte Ireland etc.
- RED C currently provides the Ireland's quickest telephone Omnibus Survey, the **RED Express**, Fieldwork takes place over **3 days**, Monday to Wednesday, with topline results available 1 days after the end of fieldwork. The RED Express runs **every two weeks** and interviews **1,000 adults 18+** providing a **margin of error of +/- 3.2%**, the same used to accurately represent the population for political polling.