

# Putting people at the heart of digital healthcare

Our latest research shines a light on people's experiences and expectations for healthcare in the UK 🇬🇧

## Pandemic pressures are showing

People in the UK are feeling the impact of the pandemic more markedly than their global counterparts in the way they access and experience healthcare services.

Percentage of respondents saying...

...access to healthcare services has got worse since the onset of COVID



...access to medical care has been stressful over the past year

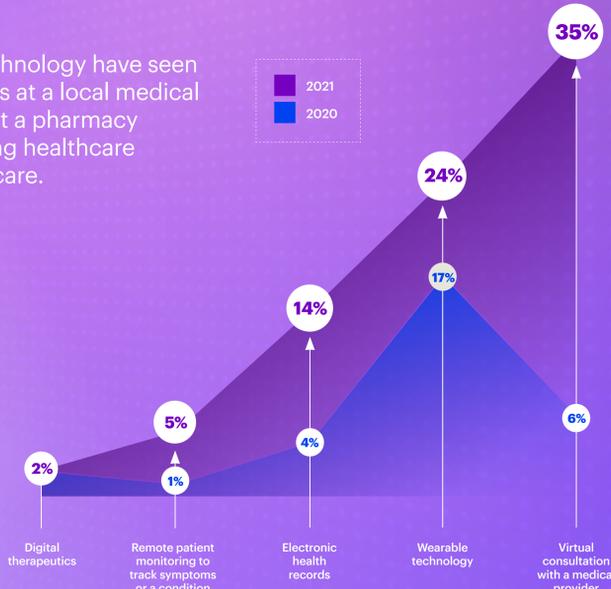


## Digital health is on the up

While many forms of digital health technology have seen increased adoption, in-person services at a local medical provider, or over-the-counter advice at a pharmacy remain our preferred ways of accessing healthcare advice and treatment for non-urgent care.

**59%** prefer to rely on a pharmacy for non-urgent care and health advice

**41%** prefer to rely on in-person visits to a local medical provider, such as a GP, for non-urgent care and health advice



## Tech alone is not the answer

As the stakes get higher, the willingness of patients to embrace tech alone for healthcare matters decreases. The optimum combination always involves human expertise.



**69%** of UK respondents would be comfortable having a doctor who uses AI for administrative purposes



**57%** of UK respondents would be comfortable having a doctor who uses AI to aid in diagnosis or treatment

**32%** of UK respondents would be comfortable using an app, powered by AI, to determine if they need a diagnosis



## Transparency and trust go hand in hand



Although people want greater control over how their health data is used, they are willing to give digital health technology a go if they are reassured about their privacy and data security.



While pharma companies have seen only a modest increase in trust since the onset of the pandemic, this could rise if firms are willing to meet the public's expectations on transparency.



**72%** of UK respondents want to have control over how their personal health information is collected and used



**12%** of UK respondents trust pharma companies more now than they did before the pandemic



**35%** of UK respondents would be more likely to use digital technology to manage their health if they had more confidence in data security and privacy



**43%** of UK respondents say greater transparency in the research and development process would increase their trust in pharma companies

Or connect with us to dive deeper into the research findings.



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