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# Accenture 2014 Patient Engagement Survey

**Voice over:**

Digital technologies give patients a bigger say in personal healthcare decisions: monitoring their own care during diagnosis and treatment can improve both health outcomes and affordability.

Accenture's global 2014 Patient Engagement Survey of more than 10,000 consumers—both healthy and chronically ill—in 10 mature and emerging markets—provides insights into the key behaviors shaping the future of healthcare.

**Globally:**

- Three in five chronically ill patients manage their health by refilling prescriptions, monitoring weight and communicating with healthcare providers.
- One in three individuals said technology makes it easier to do so, but cited cost and lack of motivation as the main reasons they don't.
- A majority of individuals believe using technology to manage health can potentially improve health and the quality of care.
- One in every three individuals uses the Internet to access their medical records. Significantly more chronically ill patients do so for health monitoring, education, reminders and emotional support.
- One in five individuals uses mobile applications to monitor their health and for reminders, while 1 in 5 uses social media.

For chronic patients, the importance of electronic access to medical information outweighs the risk of privacy invasion. They are also less concerned about the risk of privacy invasion from accessing medical records than from banking, online shopping and in-store credit card use.

A majority of individuals do not know what medical information they have access to, suggesting a lack of knowledge—not lack of access—is the main barrier to active usage.

Accenture's global 2014 Patient Engagement Survey confirms that individuals, particularly the chronically ill, want greater access to their medical information. As providers—backed by legislation in several countries—make medical data more widely available to patients, the overall impact on the affordability and efficacy of healthcare systems will become clearer.

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