IS THERE A HEALTHCARE TRUST DISCONNECT?

VIDEO TRANSCRIPT
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The Accenture 2017 consumer survey on cybersecurity and digital trust is the first survey of its kind. It takes a look at consumer sentiments towards cybersecurity and digital trust, and the impacts of digital trust being broken. The consumer survey found that patients – consumers and patients and members – had the most trust in their hospital systems, their physicians, the insurance companies that they do business with which was in contrast to their level of trust for the government, which was the lowest in the survey.

I think consumers perhaps have some slightly misplaced trust in provider and payer organizations, and the way we can see this is that breaches continue to happen and affect the industry. And so while patients and members trust their healthcare providers and their insurers the most, on scale, it’s also those same healthcare companies and insurers that are suffering considerable breaches.

I think one of the potential disconnects related to where trust is placed and where it perhaps should be placed, is that it would be a surprise for many of these consumers – members and patients – if their information is breached because they have a high level of trust for the physicians, or these doctors and hospitals and insurance companies. And as a result, they’d be caught off guard that their information was breached. And what we’ve seen as a result of this survey, when they’re surprised by those types of activities, it could prompt them to switch insurance companies or to change and seek different providers.