Overview: 2017 Accenture Consumer Survey on Cybersecurity and Digital Trust
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The 2017 Accenture survey on cybersecurity and digital trust is the most comprehensive survey of its kind. It involved 7,500 patients in seven countries around the world including 2,000 from the United States. In this survey, we asked opinions from patients as to how their patient data was being maintained, collected and ultimately secured. We chose to focus on consumers, because healthcare has increasingly moved to a consumer-oriented industry. We want to know what patient preferences are, such that we can treat them better and much more effectively.

The consumer survey taught us that one out of four patients has experienced a data breach. Of those, one half of the time, there is an identity theft. The kinds of data that are stolen fall into two buckets. Seventy-five percent have experienced a theft of their medical data. That may include their medical identification number, some parts of their electronic medical record and biometric data. We also found that about fifty percent will experience some theft of their financial data. That might include their social security number, credit card information or contact information.

As healthcare turns from a paper-based system to a digital system, we know that collecting data is essential into understanding both the way that we deliver care and potential new models of care delivery going forward. It’s very important that we take cybersecurity seriously, because we need to protect data on behalf of patients.