Top Three Findings: Consumer Survey on Cybersecurity and Digital Trust
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The top three findings in the 2017 Accenture survey on cybersecurity and digital trust were that number one, patients have a high degree of trust in the healthcare organizations with whom they do business. Second, it is those healthcare organizations that over the last couple of years, have actually violated that trust. And third, that the violation of that trust, the consequences can be quite severe including: one-quarter of patients leaving their provider; one out of five patients leaving their payer; one out of five patients seeking legal counsel; and one out of six patients going to the police.

What they teach us is that trust is very, very high but easily broken. And when we break that trust, it undermines not only their relationship with their individual doctor, but their individual relationship with the whole healthcare industry. It’s important that we do everything that we can to maintain that trust going forward, and as we transform healthcare.