

GE Healthcare

THE VALUE OF KNOWING- TECHNOLOGY



Summary of Approach



Who?

- Survey participants were drawn from one of the largest global online consumer panels in the world. Each respondent was thoroughly pre-screened to ensure they meet the specific quality demands of the project. The performance of each respondent in the actively managed panel was closely monitored to ensure effectiveness and robustness.
- 1,000 adults (aged 18 and over) per country took part in this nationally representative survey including:
 - 250 boost of women aged 40 – 70 years
 - 250 boost of adults with elderly relatives (65 and over)



What?

- The survey took the form of a 15 minute quantitative interview, administered online.
- Each survey participant was invited to participate via a password-protected link and was asked for externally validated demographic information in order to proceed and in order to determine suitability.
- Various quality control procedures were in place in order to reach a unique, genuine and representative audience.



Where?

- 10 markets to cover GE Healthcare's main regions:
USA, Brazil, UK, Indonesia, Japan, India, China, Russia, Australia, South Korea



When?

- Project Set-Up: April 2014
- Fieldwork: May/ June 2014
- Analysis and reporting: September 2014

Technology and health

In almost all the countries surveyed, **healthcare costs**, **shorter waiting times**, **increased accessibility** of healthcare and **improved quality of service** were among the top things people wanted to change about their healthcare experience.

UK	USA	Australia	Brazil	Russia
Decrease waiting times	Decrease costs	Decrease waiting times	Increase healthcare accessibility	Increase quality of service (e.g. medical education)
Increase healthcare accessibility	Improve quality of service/quality of healthcare professionals	Decrease costs	Increase efficiency of healthcare services	Decrease costs
Improve quality of service/quality of healthcare professionals	Increase healthcare accessibility	Increase healthcare accessibility	Decrease waiting times	Decrease waiting times
Decrease costs	Decrease waiting times	Improve quality of service/quality of healthcare professionals	Increase healthcare professionals' wages	Increase quality of healthcare professionals (e.g. more personal care)
Increase government spend on healthcare	Decrease government interference	Increase efficiency of healthcare services	Increase quality of service/quality of healthcare professionals	Increase healthcare professionals' wages
Indonesia	Japan	South Korea	China	India
Decrease costs	Decrease costs	Decrease costs	Decrease costs	Improve quality of service/quality of healthcare professionals
Increase quality of service/quality of healthcare professionals	Digitisation of medical records	Increase healthcare accessibility/implement telemedicine	Increase quality of service/quality of healthcare professionals	Decrease costs
Improve diagnostic tools/preventative medicine	Increase the importance of preventative medicine	Improve quality of service/quality of healthcare professionals	Decrease waiting times	Increase healthcare accessibility
Increase efficiency of healthcare services	Increase healthcare accessibility	Decrease waiting times	Increase healthcare accessibility	Decrease waiting times
Store patient information online	Improve technology used to treat people	Increase accessibility of medical records	Increase efficiency of healthcare services	Improve technology used to treat people

We asked participants: "If you could change one thing about the healthcare system in your country, what would it be?" They could write anything they wanted and we analysed the responses to pull out the top five themes per country.

Base: 10,014 total

Technology and health

If you could change one thing about your healthcare experience in your country, what would it be?

Healthcare costs

“I would like to see specialists made more accessible for those that are unable to afford their exorbitant fees or afford to be in a private health fund.”



“I would lower the cost of healthcare in the U.S. so that it would be affordable for everyone.”



“Insurance premiums are too expensive.”



Shorter waiting times

“I have to wait approximately 2 weeks for an appointment to see my doctor. Therefore a quicker appointment would be beneficial.”



“The time you have to wait in the hospital is too long.”



“I would change the waiting times to get into hospital, they’re too long.”



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Technology and health

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Increased accessibility

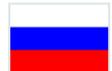
“Anytime online access to a doctor and better health facilities in smaller cities and villages.”



“The availability of health services for: 1) Poor people; 2) People who are deep in the interior (including the islands); 3) The availability of people (ranging physician, physician specialists to medical personnel) and medical equipment to remote areas of the country.”



“Make primary care more accessible, especially outpatient care.”



Better quality of service

“First: comprehensively improve the morals of medical personnel, second: establish medical institutions for people, rather than a means of profiteering, third: improve medical standards.”



“Special programs to train more doctors in my country since there are too many cases of wrong diagnosis.”



“More humanity and care.”



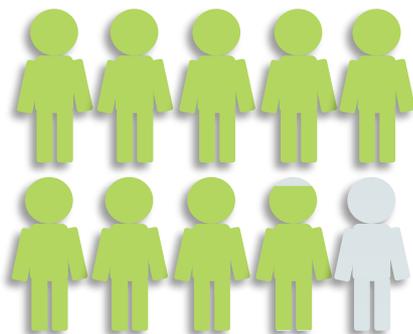
We would like you to think about what technology could do to improve your healthcare experience. Please indicate which, if any, of the following you think would improve your quality of care.	% selecting each option (global average)
Quicker diagnostic results	69%
Doctors having instant access to your medical records	63%
The most up-to-date, safe technology	58%
Shorter queuing times in A&E	58%
Instant access to your medical records	55%
Instant access to a doctor online	50%
Wearable technologies which transmit important information instantly to your doctor	47%
Instant access to a doctor through telemedicine	45%
Knowing instantly if a non- healthcare professional asks for your medical records	35%

How important do you think the following medical advances will be to your future healthcare experience?	% saying “Very” or “Fairly” important (global average)
Using technology to monitor health when away from the hospital	87%
Electronic health records	85%
Portal technology	84%
Using analytics tools to reduce cancellations and delays	83%
Using ‘cloud’ technology	83%
Wearable technology	79%
Telemedicine	76%
Real-time monitoring of the whereabouts of patients and staff	75%
Use of ‘big data’ and intelligent machines	74%
Mobile health platforms	71%
The storage of data in ‘cloud’ technology	71%

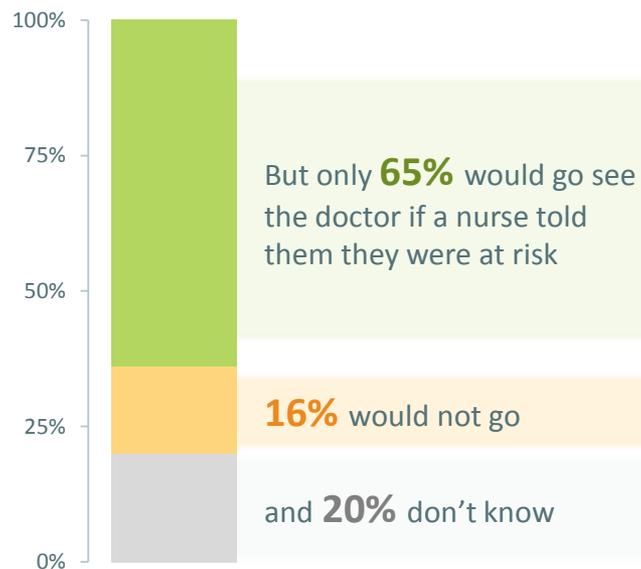
Technology and health

While knowledge of disease risk is seen as helpful, not everybody is willing to act on the information provided

Around the world,



89% think that it would be **very** or **fairly** helpful for doctors to tell you that you're at risk, before you actually fall ill.



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