
Oregon Office of Health Information Technology: Consumer Attitudes

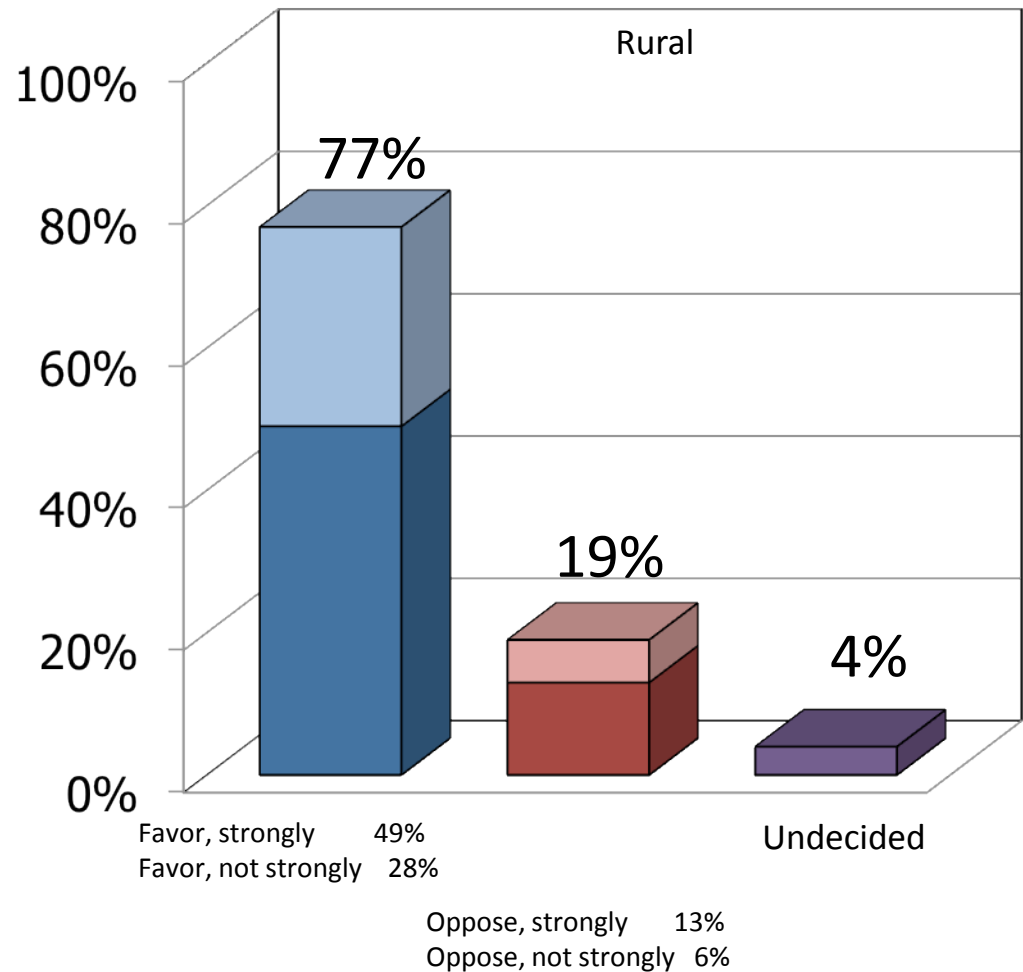
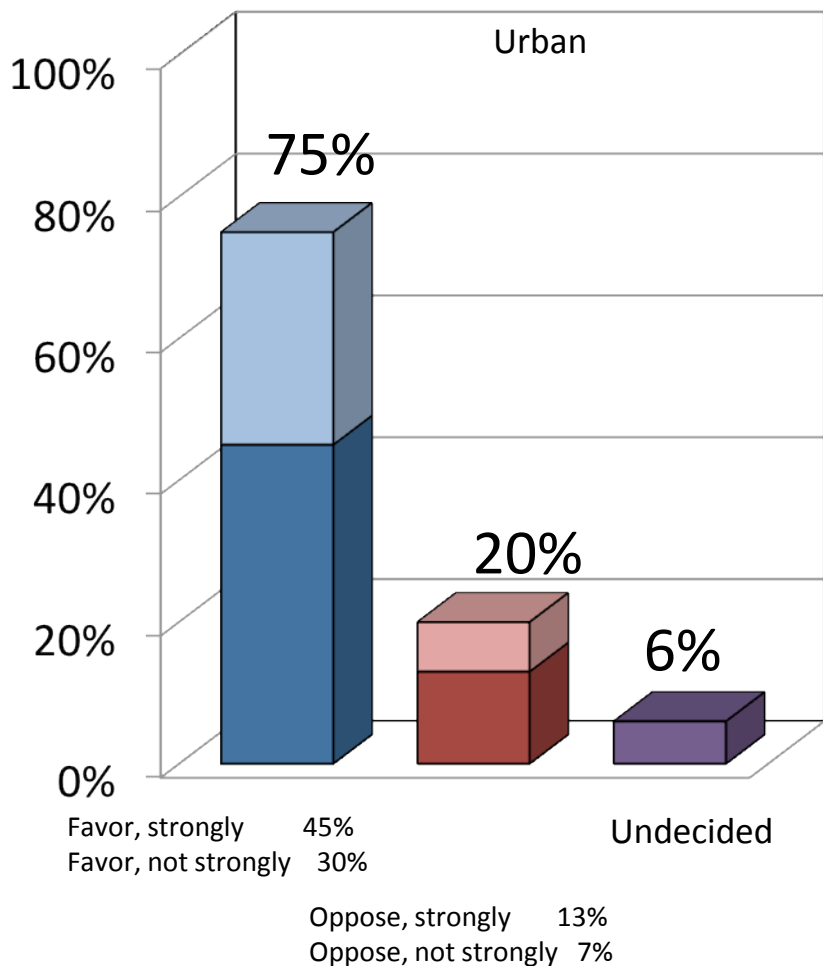
The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, sans-serif font positioned above the "H" of the word "Health". "Health" is written in a large, blue, serif font. Below "Health", the word "Authority" is written in a smaller, orange, sans-serif font.

Oregon
Health
Authority

Statewide Survey

- Survey was conducted by Grove Insight under the auspices of Oregon's Health Information Technology Oversight Council (HITOC) with funding through the Office of the National Coordinator for Health Information Technology Cooperative Agreement for Health Information Exchange.

Around Three-Quarters of Urban and Rural Residents Favor Encouraging Medical Providers to Adopt EHRs



We Must Be Willing to Confront Privacy Concerns:

Most important tenet of the proposal for both samples: "Ensuring that your medical records are kept private and confidential." (Net important urban: 87%; net important rural: 89%)

Top concern for urban sample: "Your medical records being stored safely and securely to protect your privacy." ("One of most worried" 47%)

Top concern for rural sample: "Your medical records being hacked and stolen by identify thieves." ("One of most worried" 60%)

Most descriptive negative trait for both samples: "Puts the privacy of our medical records at risk." (Urban net "well" 36%; rural net "well" 57%).

-- THE RESPONSE --

"Electronic health records are safer and more private than paper. Instead of being faxed to an office, our medical records would be password protected, encrypted if sent by email to another office, and the software would automatically keep track of anyone who accessed them" ("Very convincing" urban 33%; "very convincing" rural 38%)

Next Steps

- Time of cultural shift around expectations about how health information is stored and shared
- Critical to have consistent key messages
- Help providers understand patients want these changes, and see the connection to improved quality and outcomes
- Help us understand how to insure that consumers/patients are part of the evolution of HIE in this country through messages that resonant with the public