NHS AT 70

TECH AND DATA
Health professionals and the public recognise that technology can benefit them
Just over half of doctors link connected health to improved health outcomes.

52% of doctors say that connected health devices are helping to improve health outcomes.

Source: Ipsos MORI
Britons are more likely than many other nationalities to say they use connected health devices to monitor or improve their exercise level. However, we are less likely than other countries to use connected health devices for many other purposes – all those marked with * in the chart. We are less likely than any other nationality to use connected health devices to help us to better understand/learn about a disease/condition with which we have been diagnosed.
Use and awareness of health and online technology is increasing
### Connected health devices are starting to be taken up worldwide – although in Britain fewer have used them than average

**Do you currently, or have you ever, used a connected health device or tool to manage your health?**

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes, currently 2016</th>
<th>Formerly used, but not using now</th>
<th>No, never 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>74%</td>
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<tr>
<td><strong>China</strong></td>
<td>52%</td>
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<td><strong>India</strong></td>
<td>52%</td>
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<td><strong>U.S.</strong></td>
<td>66%</td>
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<td><strong>Turkey</strong></td>
<td>64%</td>
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<td><strong>Indonesia</strong></td>
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<td><strong>Sweden</strong></td>
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<td><strong>Belgium</strong></td>
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<td><strong>Italy</strong></td>
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<td><strong>S Africa</strong></td>
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<td><strong>Australia</strong></td>
<td>75%</td>
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<td><strong>S Korea</strong></td>
<td>71%</td>
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<td><strong>GB</strong></td>
<td>80%</td>
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<td><strong>Canada</strong></td>
<td>77%</td>
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<td><strong>Argentina</strong></td>
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<td><strong>Germany</strong></td>
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<td><strong>Mexico</strong></td>
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<td><strong>France</strong></td>
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<td><strong>Japan</strong></td>
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<td><strong>Brazil</strong></td>
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<td><strong>Russia</strong></td>
<td>84%</td>
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<td><strong>Peru</strong></td>
<td>82%</td>
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<tr>
<td><strong>Poland</strong></td>
<td>81%</td>
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</tbody>
</table>

**Base:** 18,180 adults across 23 countries incl. c.1,000 GB, online, 12 Sep – 11 Oct 2016

**Source:** Ipsos MORI Global Trends Survey 2016
A majority of us are interacting with health services in new ways - most commonly through receiving SMS appointment reminders

In which, if any, of the following ways have you had contact with an NHS service (such as your GP surgery, local hospital, dentist or pharmacy) in the last year?

- Receiving reminders about appointments by mobile phone text message
- Online appointment booking service
- Online repeat prescriptions ordering service
- Receiving reminders about repeat prescriptions by mobile phone text message
- Accessing your GP health records online*
- None of these

Responses of 2% or more

Participants are able to give more than one answer at this question.

Base: Adults aged 16+ in England (c. 1000 per wave)  *'Accessing your GP health records online' was not listed as an option in the Winter 2011 wave.

Source: Ipsos MORI / DH Perceptions of the NHS Tracker
Awareness of online GP services is improving

As far as you know, which of the following online services does your GP surgery offer? (multiple responses allowed)

- Booking appointments online
- Ordering repeat prescriptions online
- Accessing my medical records online
- None of these
- Don’t know

Patient awareness of online services available through their surgery has increased. For example, just over a third (36.1%) of patients say that their GP surgery offers online appointment booking, compared with 28.2% of patients in July 2015. Almost half of patients (46.3%) are still unsure of which services their surgery offers, although this has decreased from 51.7% in July 2015.


And slightly more patients are using these online services at their GP surgery

And in the past 6 months, which of the following online services have you used at your GP surgery? (multiple responses allowed)

- Ordering repeat prescriptions online
  - Jul-17: 11.8%
  - Jul-16: 10.9%
  - Jul-15: 10.4%

- Booking appointments online
  - Jul-17: 8.9%
  - Jul-16: 7.9%
  - Jul-15: 6.8%

- Accessing my medical records online
  - Jul-17: 1.6%
  - Jul-16: 0.9%
  - Jul-15: *

- None of these
  - Jul-17: 83.4%
  - Jul-16: 84.9%
  - Jul-15: 85.9%

Base: all patients who answered question: July 2017 (786,183) July 2016 (403,363) July 2015 (417,006)

But there are limitations...
**Around a quarter don’t see connected health devices as useful and another quarter don’t know enough about them**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>I don’t see it as useful</td>
<td>27%</td>
</tr>
<tr>
<td>I don’t know enough about them</td>
<td>26%</td>
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<tr>
<td>Nothing prevents me or is a barrier</td>
<td>23%</td>
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<tr>
<td>The cost is a barrier</td>
<td>22%</td>
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<tr>
<td>I am not interested in technology for my health</td>
<td>19%</td>
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<tr>
<td>I find devices, trackers and apps too much effort</td>
<td>14%</td>
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<tr>
<td>I don’t trust the quality of data it delivers</td>
<td>12%</td>
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<tr>
<td>I am concerned about the privacy of my health data and who will have access to it</td>
<td>11%</td>
</tr>
<tr>
<td>I am concerned about insurance companies/public health bodies using my health data</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Global Trends Survey 2016

Base: c.1,000 GB, online, 12 Sep – 11 Oct 2016
And use of online services is lower among the over 75s

And in the past 6 months, which of the following online services have you used at your GP surgery? (multiple responses allowed)

- Booking appointments online
- Ordering repeat prescriptions online
- Accessing my medical records online
- None of these

This matches what we know about access to the internet:
- Those aged 65 and over are less likely to have access to the internet.
- Women aged 65 and over are particularly less likely to have access (65% have access vs. 74% of men)
- Those in social grades D and E are also less likely to have access, particularly women (46% of women in social grades D and E have access vs. 56% of men in social grades D and E).

Base: GPPS - all patients who answered question: July 2017 (786,183);
Technology Tracker – c. 4000 GB adults aged 15+, 2017-18

Source: The GP Patient Survey Ipsos MORI / NHS England 2017
Source: Ipsos MORI Technology Tracker 2018
There is scope to use online and health technology further
In which, if any, of the following ways have you consulted your GP in the last year? By consulted your GP, I mean sought advice from them about a health related matter

Responses of 5% or more

- **85%** Face-to-face
- **30%** Telephone (not including NHS 111)*
- **10%** None

Participants are able to give more than one answer at this question.

Base: Adults aged 16+ in England (c. 1000 per wave)

* The code ‘Telephone (not including NHS 111)’ was worded ‘Telephone (not including NHS Direct or NHS 111)’ in the Winter 2014 wave and ‘Telephone (not including NHS Direct)’ in all waves prior to that.

Source: Ipsos MORI / DH Perceptions of the NHS Tracker
But people are generally in favour of video consultations, even where they do not already know that GP – particularly for advice on a minor ailment.

In which, if any, of the following circumstances would you be willing to use a video consultation?

- Advice on a minor ailment
- For advice on an ongoing problem or condition
- For immediate or emergency medical advice

**Base: all willing to use a video consultation with own GP (1,726), adults 15+ in the UK, 11 – 29 May 2018

Source: Ipsos MORI / The Health Foundation 2018
And over half would find it useful to book GP appointments online

Which two or three of these, if any, would you find most useful to be able to do?

- Book GP appointments online
- Receive reminders about GP appointments by mobile phone text message
- Order repeat prescriptions online
- Access your GP health records online
- Receive reminders about repeat prescriptions by mobile phone text message
- None of these
- Don’t know

Participants are able to give more than one answer at this question.
Base: Adults aged 16+ in England (c. 1000 per wave)

Source: Ipsos MORI / DH Perceptions of the NHS Tracker
## For connected health devices, healthcare professionals – especially doctors – have a role to play in promoting their use

If my doctor recommended that I use a connected health device or tool as part of my treatment plan I would use it

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</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>85%</td>
<td>9%</td>
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<tr>
<td>Turkey</td>
<td>84%</td>
<td>14%</td>
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<td>Indonesia</td>
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<td>Argentina</td>
<td>81%</td>
<td>11%</td>
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<td>Brazil</td>
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<td>India</td>
<td>81%</td>
<td>14%</td>
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<td>Peru</td>
<td>80%</td>
<td>3%</td>
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<tr>
<td>China</td>
<td>76%</td>
<td>12%</td>
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<td>GB</td>
<td>73%</td>
<td>13%</td>
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<td>Australia</td>
<td>69%</td>
<td>18%</td>
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<td>U.S.</td>
<td>69%</td>
<td>21%</td>
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<td>Italy</td>
<td>66%</td>
<td>24%</td>
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<td>Canada</td>
<td>67%</td>
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<td>Poland</td>
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<td>Belgium</td>
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<td>Germany</td>
<td>57%</td>
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<tr>
<td>Russia</td>
<td>57%</td>
<td>28%</td>
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<tr>
<td>France</td>
<td>55%</td>
<td>27%</td>
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<tr>
<td>Japan</td>
<td>40%</td>
<td>28%</td>
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</tbody>
</table>

Base: 18,180 adults across 23 countries incl. c.1,000 GB, online, 12th Sep – 11th Oct 2016

Source: Ipsos MORI Global Trends Survey 2016
The public mostly support the use of health data to drive improvements
There is strong support for the NHS using personal data to improve their services and treatment

To what extent, if at all, do you support or oppose government organisations, such as public services and government departments, using your personal data in the following ways?

- **The NHS using people’s personal health data to understand more about people’s needs and improve the services and treatments it provides**
  - Strongly support: 38%
  - Somewhat support: 39%
  - Neither support nor oppose: 13%
  - Somewhat oppose: 6%
  - Strongly oppose: 3%

- **Government departments using your personal data to inform funding decisions about public services in your local area**
  - Strongly support: 19%
  - Somewhat support: 37%
  - Neither support nor oppose: 23%
  - Somewhat oppose: 12%
  - Strongly oppose: 8%

- **Government departments securely sharing people’s personal data between them to provide a more efficient service**
  - Strongly support: 19%
  - Somewhat support: 37%
  - Neither support nor oppose: 20%
  - Somewhat oppose: 14%
  - Strongly oppose: 9%

- **Government departments having access to your personal data to investigate national security issues**
  - Strongly support: 24%
  - Somewhat support: 32%
  - Neither support nor oppose: 19%
  - Somewhat oppose: 14%
  - Strongly oppose: 10%

Base: 1,071 GB adults 15+ 2018

Source: Ipsos MORI / Deloitte LLP for The State of the State 2017-18
Over half of us trust public sector healthcare providers with our personal data – more so than any other organisation.

![Chart showing trust levels in various institutions and organisations.]

Although doctors are concerned about how patient data is handled.

58% of doctors are concerned about how patient data is handled and secured.

Base: c.1,000 British adults aged 16-64, online, 12 Sep – 11 Oct 2016

Source: Ipsos Global Trends Survey 2017
And people are unclear about how organisations use health data for research into diseases and treatments

How much, if anything, would you say you know about how the following organisations use health data for these purposes?

- A great deal
- A fair amount
- Just a little
- Heard of, know nothing about
- Never heard of
- Don't know

<table>
<thead>
<tr>
<th>Organisation</th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Just a little</th>
<th>Heard of, know nothing about</th>
<th>Never heard of</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic researchers</td>
<td>9</td>
<td>18</td>
<td>28</td>
<td>21</td>
<td>22</td>
<td>1</td>
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<tr>
<td>Commercial organisations, such as drug companies and medical equipment manufacturers</td>
<td>7</td>
<td>15</td>
<td>29</td>
<td>24</td>
<td>24</td>
<td>1</td>
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<tr>
<td>The NHS</td>
<td>15</td>
<td>23</td>
<td>29</td>
<td>17</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

Base: 2,083 adults 15+ in the UK, 11 – 29 May 2018

Source: Ipsos MORI / The Health Foundation 2018
This lack of knowledge may explain why views about NHS organisations accessing data are mixed

How willing or unwilling would you be to allow NHS organisations access to lifestyle data you have collected yourself via an app or fitness tracker for the purposes of delivering care?

- 24% Very willing
- 33% Fairly willing
- 17% Fairly unwilling
- 22% Very unwilling
- 4% Don't know

Source: Ipsos MORI / The Health Foundation 2018

Base: 2,083 adults 15+ in the UK, 11 – 29 May 2018
And there is even less support for commercial organisations gaining access to health data

To what extent, if at all, would you support your health data being accessed by commercial organisations if they are undertaking health research?

- Strongly support: 14%
- Tend to support: 25%
- Neither support nor oppose: 26%
- Tend to oppose: 16%
- Strongly oppose: 16%
- Don’t know: 2%

Base: 2,083 adults 15+ in the UK, 11 – 29 May 2018

Deliberative research for the Wellcome Trust also showed that low understanding of how healthcare works/how data is used led to wariness and scepticism about the idea of commercial access to healthcare data.

“There’s a certain level of accountability if it’s being done by government, but if it’s a private company that is only accountable to its shareholders’ profit, then the public good is undermined.”

Source: Ipsos MORI / The Health Foundation
Qualitative source: Ipsos MORI / Wellcome Trust 2016;
Though the use of data could be guided by public principles

Deliberative work for the Wellcome Trust found that there are four key tests people apply that drive acceptability of uses of their data:

- **Why** (does the activities’ outcome have a provable and sufficient public benefit?)
- **Who** (can the organisations doing this be trusted to have public interest at heart)
- **What** (how anonymised and/or aggregated is the data)
- **How** (does the safeguarding, access and storage protocol reassure me that the data will be safe?)

Participants in deliberative work for Deepmind felt that companies using patient data should be aiming for three kinds of impact:

**Solve the right problems**
What the NHS needs not what looks good

**Work towards social goods**
Reduce health inequalities, create progressive outcomes for healthcare

**Create measurable impacts**
On care for individual patients and on NHS staff and systems

And adhere to the following behaviours:

**Transparency**

**Safety and security**
Prioritise data security, good governance and accountability

**Collaboration**
With NHS staff, patients, public and others

Source: Ipsos MORI / Wellcome Trust 2016; Ipsos MORI / DeepMind Health Collaborative Listening Summit 2017
NHS AT 70

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