



IpsosCanadaNext



The Future of Health

Ipsos CanadaNext examines Canadians' perceptions about how demographic shifts and advances in technology are changing Canada.

We talked to Canadians about the impact of robots, artificial intelligence and the internet of things and how these will change their lives. Health and the healthcare system have been top issues for Canadians since the publicly funded system was introduced. Canadians consider the system one of their nation's defining attributes. Understanding the breadth and scope of changes and disruptions Canadians expect in health in the near future is therefore key in understanding Canadians' expectations for the future more generally. The national survey of 2,000 adults examined the future of health in Canada. It explored topics from nano sensors, to connected devices, to virtual visits.

Seven in ten Canadians predict that organs and tissues grown from stem cells will be available to Canadians needing transplants.

Nearly all think this will have a positive impact on Canadians.

More than one-third of Canadians (or **half of Millennial men**) are comfortable sharing their health data in order to lower insurance premiums.

Canadians expect significant change and disruption in their lives in the next ten years. They are decidedly positive in the expected changes in healthcare, but exactly how much change are they ready for?

- What role does government play in these changes?
- Who owns the health data collected?
- How does the sector rank in terms of leading in technology?
- How many well-paying jobs will the health sector create vs others?
- How much will the health sector benefit from the development and adoption of new technology?

A copy of [the CanadaNext report](#) is available on our website.

If you would like to discuss the findings specific to the health sector please contact:

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