



Press Release

Mixed global outlook on the future of healthcare

Ipsos *What the Future* report presents public opinion data on privacy, artificial intelligence, DNA kits and more

New York, NY, July 24, 2018 — As our nation ages and a caregiver shortage looms, will technology be able to bridge the gap? That is one of many big questions about the future of healthcare addressed in a new report from Ipsos.

Americans are hopeful that their health and healthcare system will improve in the next decade, according to a global study conducted as part of the Ipsos **What the Future** report. But like in many nations, they are concerned about rising costs. Across 27 countries, people in newly advanced economies are more positive about their future health prospects than those in Western nations.

Health insurance is a key cost center for Americans and more than half of Americans (58%) would be willing to pay at least a little more so everyone in the U.S. has adequate health insurance. However, 41% would pay nothing additional.

This edition of *What the Future* includes exclusive, new survey data, including more than 30,000 interviews around the world with deeper dives in the U.S. and Canada. That data is coupled with discussions with experts from IBM/Watson, MIT, patient advocate and cellist Zoë Keating and the Milken Institute to explore “big questions” that companies should be asking about the future of their industries. Genetic Genealogist CeCe Moore discusses the privacy concerns around consumer DNA testing. Also, Dan Ariely and Ipsos’ Namika Sagara show how behavioral science can help us lead healthier lives. This issue of *What the Future* focuses on healthcare but has broad implications for other industries as well.

A key theme is the **growing demand for caregiving**. The U.S. is on track for its seniors to outnumber children by 2035. It’s already happened in Canada. Although the U.S. is the top destination in the world for physician training, by 2030, the U.S. will face a shortage by as many as 120,000 doctors. This will put create more demand for people to care more for themselves and as caregivers in the future.

Additional findings from the report (available for download at gen-pop.com/wtf):

- Most Americans (57%) would be willing to share their personal medical data with academic and nonprofit researchers to develop better disease treatments or cures **if they could be anonymous**. Slightly fewer would share with corporate researchers (52%) and about a third (37%) would share with insurance companies.
- Half of U.S. adults would be **interested in a mobile phone that worked only if they followed behaviors** like eating well, exercising or taking medications on time.
- Two thirds of Americans (65%) are extremely or very concerned about **insurance companies determining coverage based on their DNA**.

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- Nearly three of five American adults consider themselves in excellent to very good health. The majority are interested in **using technology to make caregiving easier**. That includes smart appliances and thermostats (65%), security monitoring (67%), vital statistic monitoring (88%) and video calling or intelligent voice automation (64%).
- Just 17% of people agree that the health care system in the U.S. is easy to navigate. Half of Americans would be interested in having **a person or computer-based service to help them navigate** the health care system.
- Two-thirds of Americans (64%) ranked **national policies as least influential** on their personal health.
- Four of five people like the idea of a **universal computer-based system** for gathering patient information.

Experts on the world's aging population have sounded the alarm for years about a crisis in caregiving. This tsunami in health care is only just now in the initial stages. More people are caring for older and chronically ill loved ones. That will only increase as people age and healthcare gets ever more complex. More than 80% of people polled say the health care system **already is too complicated**.

About the Study

Wave one results are from an Ipsos survey conducted between May 17 and 21, 2018 among 1,890 U.S. adults. Wave two results are from an Ipsos survey conducted between June 6 and 8, 2018 among 2,007 U.S. adults.

Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.5 percentage points, 19 times out of 20, had all citizens been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. See www.ipsos.com/en-us for full datasets and methodology.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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