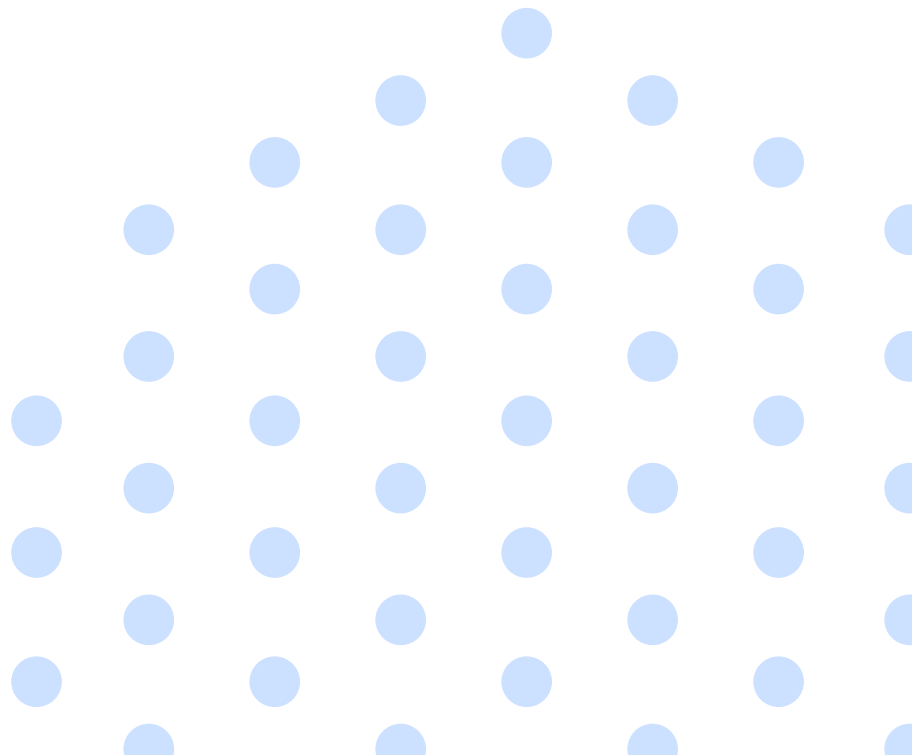

The patient pulse 2022 survey report



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Executive Summary

From patients to partners

Today, health information is everywhere. Patients self-diagnose with a few taps and swipes. We're at the peak of "always on," expecting all the answers to be there for us at any point in time. We see the impact in the ways patients interact with the healthcare system - they're taking more initiative and want to be actively involved in their care.

This trend has been growing for the last decade, and the pandemic only accelerated it. With healthcare systems at max capacity, patients adapted by practicing more self-care and taking the initiative to educate themselves, referring more often to resources such as CDC guidelines and health advisories. COVID-19 encouraged patients to better understand their underlying conditions and how their risks and outcomes were impacted.

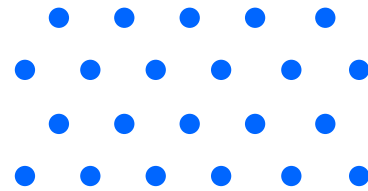
There is an opportunity to lean into the patient's desire to play a more involved role in their health care and take advantage of the shifting dynamic to improve patient perceptions of the care they are receiving, and ultimately their health outcomes.



To gain insights on this trend, we **collected data from 242 patients** across the U.S. and Canada.

For healthcare providers, understanding patient sentiment toward the role they want to play in their own health care, and the care of their dependents and loved ones, is invaluable. A better understanding of patients has been demonstrated to deliver more effective treatments and drive better outcomes.

Generally, the sentiment was that patients want more control over their care—a finding consistent with current research. In other words, they want to be a partner rather than just a patient.



3 key themes emerged from the survey data

01

Knowledge

The survey found that the majority of patients actively seek out information across multiple sources. Building a knowledge base combined with a deep understanding of their own medical histories makes them feel more involved in decisions about their health.

02

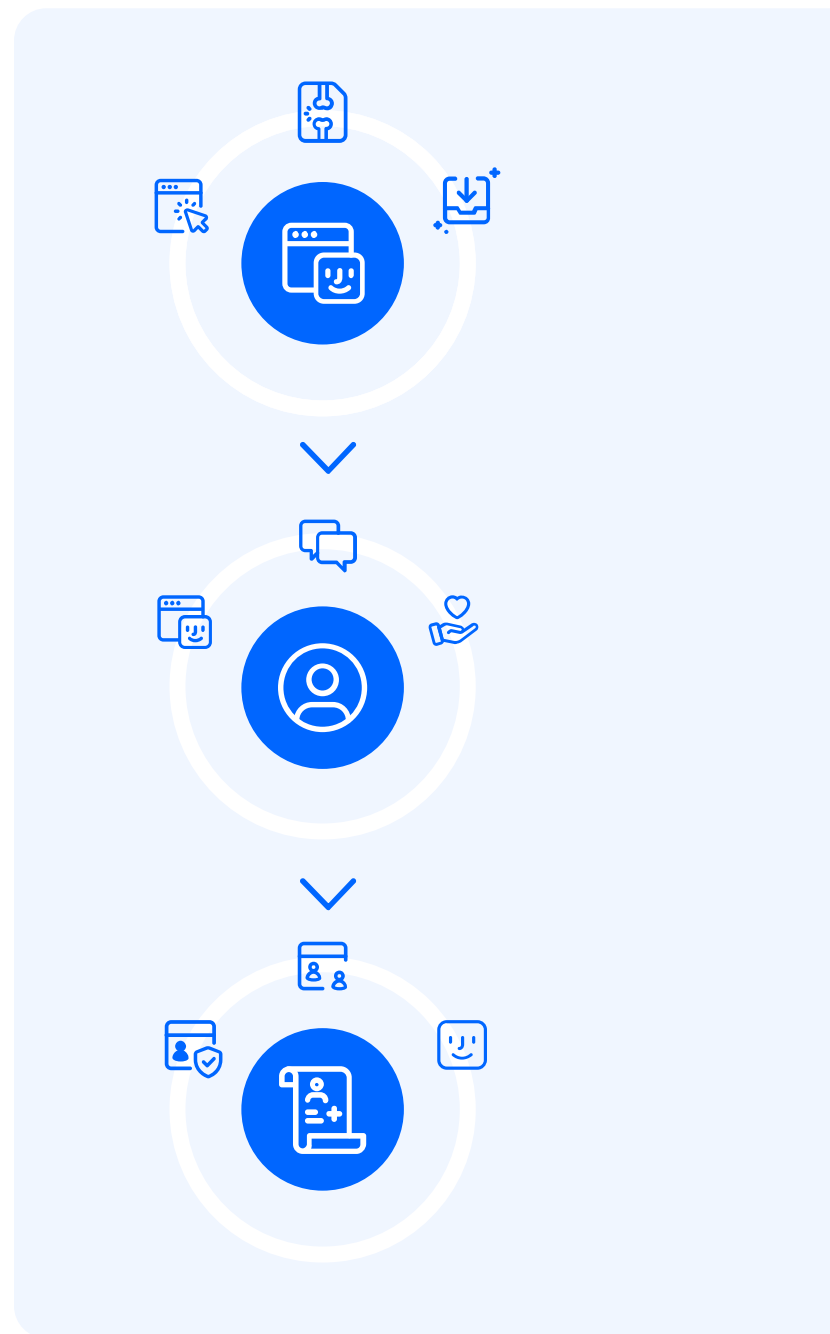
Confidence

With knowledge and an understanding of their own health, patients voice their concerns and strengthen relationships with providers. Many survey respondents experienced medical report errors and even misdiagnoses—events that undermine patients’ trust in their provider and the system as a whole.

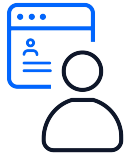
03

Self-Determination

Armed with the right information and a strong partnership with their care team, the empowered patient realizes their agency in their own health decision making. They take initiative and acknowledge health behaviors that can help or hurt their outcomes.



The patient appetite for information



71%

of survey respondents said they **actively researched** their own health conditions



83%

of them said they **felt greatly empowered** by the process



The interest in assuming a more active role in the healthcare process was top of mind among the vast majority of respondents. After feeling powerless for much of the pandemic, patients revealed that they are hungry for tools and information that give them more control over their health. Generally, patients are ready to be active participants in their own healthcare processes. This burgeoning sense of empowerment must be applied at an individual and systemic level in order to make real lasting changes to the way health care is delivered.

Knowledge

More resources means more power

SOURCES OF INFORMATION



Sources of information for patients who **feel empowered** by research:



Internet

83% ↑



Articles

56% ↑



Online Communities

29% ↑

Patients who felt empowered by their own research were more willing to seek out sources of information beyond what their doctors provided. These knowledgeable patients were more likely than the uninformed to rely on additional sources of information, including the internet.

Research shows that the ability to access the right information, at the right time and in the right way increases a patient's ability and desire to be an active participant in their own care. Ensuring high quality tools and resources are available to patients can help facilitate this empowerment.



The benefits of an **informed** patient

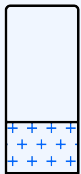
The need for transparency in healthcare is evident. But what do providers have to gain from knowledgeable patients? There's evidence of their impact.

For example, an analysis of studies found that giving patients access to their EHRs provided benefits like re-assurance, reduced anxiety, better doctor-patient relationships and increased awareness and adherence to medication. Additionally, patient access to EHRs had positive effects on outcomes in various study populations, including better control of blood pressure and sugar levels, improving functional status and reduced high-cost healthcare utilization in patients with chronic conditions.¹



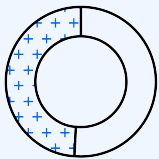
Confidence

Building a personal safety net



33%

of patients said **they**, or **someone they knew**, had **received incorrect test results** or noticed an error on a medical report



46%

have been misdiagnosed or knew someone who had experienced a misdiagnosis

An increasingly overburdened medical system, a shortage of primary care physicians and other factors are making it more difficult for patients to rely solely on providers. Patients increasingly need the tools to learn about their health and take better control of their care.

Even if the frequency of these errors does not harm a patient, it takes a heavy toll on the empowerment process by undermining confidence in the system and its ability to provide critical care.



Confidence

The impact of medical errors



Respondents who experienced a misdiagnosis, either personally or second-hand were...

Frustrated while waiting to hear from their care providers

44% ↑



Respondents who did not experience a misdiagnosis were...

33%

Inclined to do their own research

49% ↑

41%

Felt empowered by their research

35% ↑

27%

Patients who have watched others fall through the cracks are likely determined to avoid the same fate by embracing technologies and information sources that give them greater control over their health.



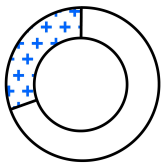
They are eager to access tools that not only educate but **build trust in the system** itself.



Self-Determination

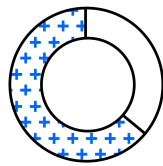
Trust through transparency

Before patients had access to their medical records...



27%

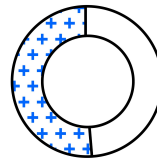
said they were able to **see their medical imaging and reports**



64%

received their images on CDs, which were **not accessible** on their own devices

Of those:



51%

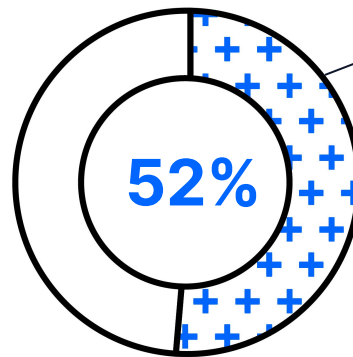
saw their images during their doctor's office visit

Before getting access to their medical records, most patients were in the dark about their health or looked to unreliable sources to obtain this information. These limitations prevent transparency and don't give the patient the opportunity to fully understand their condition.



The **barriers** to accessing information

Prior to getting access to their records, **nearly half (52%)** of respondents...



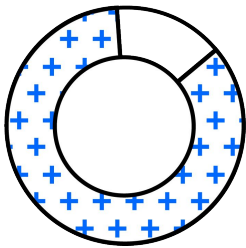
Had **difficulty accessing and sharing** imaging records with their healthcare team.

Access was a major pain point for patients, who already deal with the stress of navigating the healthcare system. Additionally, without the ability to easily share with their healthcare team, patients lose out on continuity of care and spend more time ensuring their images get to the right people.



Self-Determination

Transparency improved healthcare experience for 85% of respondents



Once they were able to access this information, almost **85%** of respondents reported a moderate to great deal of improvement in their overall healthcare experience. This level of patient satisfaction was tied to improvements in access, control and sharing abilities.



77%

of patients have experienced **easier access** to imaging results



49%

felt they had **more control** over their medical imaging and records



64%

have experienced **faster access** to imaging results



27%

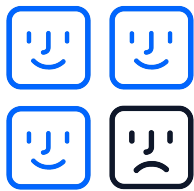
have found it **easier to share** their imaging and records with their healthcare team



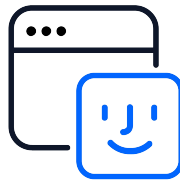
Self-Determination

Fueling better health outcomes

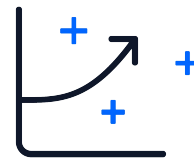
Once they had the ability to see
their imaging...



3 out of 4
patients felt
more informed
about their health



61%
felt **more engaged**
in their own treatment



+50%
said that it gave them
greater peace of mind
when it came to accessing
their information

Access to trust-building tools and health information helps to activate patients, giving them the self-determination to take control of their own care. For many patients, interacting with healthcare

systems can be overwhelming and stressful, and giving them peace of mind can go a long way in easing their anxieties and maintaining a positive outlook throughout their treatment.



Moving forward with a patient-centric lens

Adapting to these patient needs won't happen overnight, but as medicine becomes more personalized, practices will need to recalibrate. The alternative is to continue operating on a decades-old framework in a post-COVID environment - an unsustainable strategy. Healthcare workers have also evolved and continue to experience all levels of burnout, frustration and weaknesses of health systems.

The bottom line:

Patients need access to their information, or they will find ways to obtain it on their own. It's mandated by The *21st Century Cures Act*, which prohibits providers from blocking patient records, reinforcing the need for advanced, streamlined platforms to communicate and make data more readily available to patients.

When patients have access to their records, they're encouraged to engage in more meaningful conversations with providers around their care. Strong provider communication is a core clinical skill that can impact **outcomes** and **patient satisfaction**.¹ It's integral to the doctor-patient relationship because it creates an environment where patients feel comfortable sharing concerns and are receptive to a provider's recommendations.

Empowered and activated patients don't just help themselves, they provide a wealth of benefits that hold the potential to alleviate overburdened healthcare systems. They can play a role in addressing health disparities and ultimately help lower systemic costs.² Without this level of confidence, patients are more likely to fall through the cracks, lose trust in providers, and be vulnerable to malpractice and other consequences.

When patients are willing to take on **shared ownership** of their own health, they're willing to accept accountability. They recognize that what happens outside the clinic is just as important as what takes place inside. Inspiring patients with the self-determination to make healthy choices and create a routine strengthens their care and moves us away from the authoritarian model of healthcare.

Placing patients at the center of their own healthcare journey will help providers in the long-run. The more informed, confident and empowered they are, the less strain there is on providers and healthcare workers in general.

Healthcare is at an inflection point, and if we don't face the reality and shift our thinking, quality and outcomes are at risk. The future of care will be determined by how we disseminate information to patients.

01

Improved patient satisfaction



02

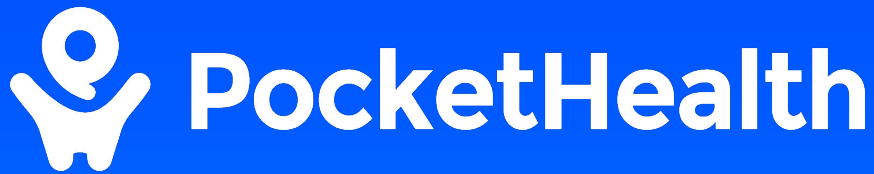
Improved outcomes



03

Shared ownership



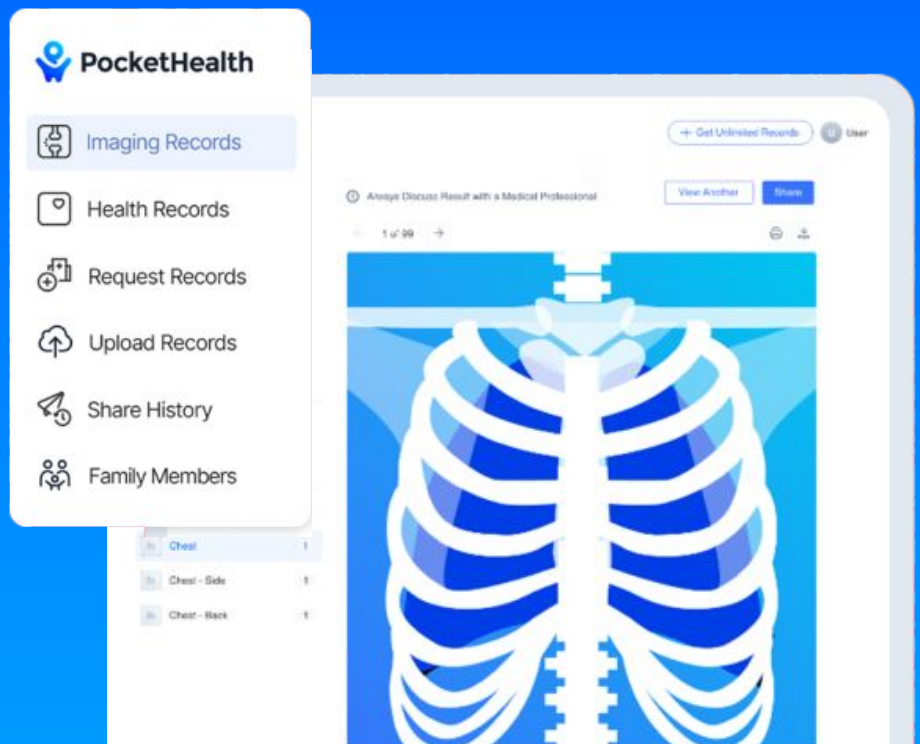


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