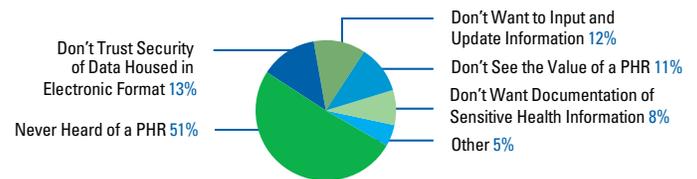


## Summary

Results of a recent survey found that the majority of Americans have no experience with personal health records (PHRs). Indeed, the HIT professionals responding to this survey indicated they believe that half of Americans have not even heard of a PHR. They also noted that the primary driver to get the public to use this type of tool would be a physician recommendation (who would then have just-in-time access to critical medical information). Web-based tools or credit card-type smart cards were identified as having the best chance of achieving widespread success.

## Why Don't Most Americans Use a PHR

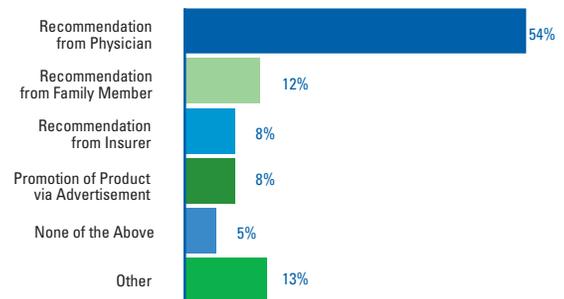
A recent survey suggests that the majority of Americans have no experience with PHRs. Half of respondents to this survey suggest this is due to a lack of awareness—Americans simply haven't heard of PHRs. Among the HIT professionals in this sample, only 22 percent access a PHR (for more information, please see the HIMSS Web site).



## PHR Utilization:

### What is the Best Way to Encourage Americans to Use a PHR?

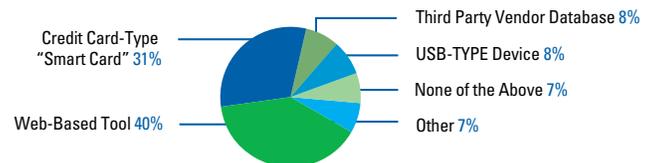
Over half of survey respondents noted it will take a recommendation from a physician to encourage Americans to use a PHR. Recommendations from other sources such as friends, family members and insurance companies were perceived to have much less impact.



## PHR Devices:

### Which Format Has the Best Possibility for Widespread Use?

There is no clear cut leader with respect to the type of PHR that has the best chance for widespread use. Forty percent of respondents are in favor of a Web-based tool, while nearly one-third are in favor of a credit card-type "smart card". Another seven percent noted the type of device doesn't matter—this technology won't be widely adopted by the American public.



## Most Valuable Benefit of a PHR

Nearly half of respondents note "just in time" access to medical information for clinicians will be the most valuable benefit a PHR can offer. Another quarter indicated it would be of great value for patients to have access to their medical information. Only one percent of respondents indicated PHRs will afford no benefit to the American public.

