

Asia-Pacific consumer eHealth survey

Client context

- Asia-Pacific government in the process of launching a ~\$1b national eHealth record
- Unclear of major consumer segments and how to position value proposition
- Australian government also wanted an objective assessment of the readiness of consumers for a national eHealth record system

Client name: X
Team set-up: X
Fees Structure: X

Approach

- Designed and conducted survey of consumers in Australia across a range of dimensions
 - Readiness to adopt (infrastructural, aptitudinal, attitudinal)
 - Barriers to adoption
 - Drivers of adoption
- Combined qualitative and quantitative primary research, secondary research, and existing perspectives from various organisations
- Surveyed 1,919 consumers between 13 September and 16 October 2011
 - Used combination of approaches to avoid sample bias (~2% error margin)
 - Captured key demographic lenses
- Identified 5 core consumer segments and developed a tailored engagement model to each segment

What was unique: X

Impact

Actions

New consumer communications strategy with tailored messaging and channels

Results

Validated strong foundation for adoption and use of eHealth record
 Led to further \$485m funding committed by Australian government post election