

Survey findings at a glance



97%

Almost all individuals surveyed (97%) consider themselves **responsible** for their health; 93% ranked themselves most responsible. This was mirrored in individuals with long-term conditions (LTCs). **Just under half** of participants feel the **NHS** and **doctors** hold 'some responsibility'.



6 in 10 (63%)

feel they have a **great deal or total control** over their health and wellbeing. A higher proportion desire total control of their health (18% current vs. 35% desired). This is more marked in the LTC group where there is a 21% gap between current and desired control.

Technical note: Ipsos was commissioned as part of this work and conducted an online survey among 1037 adults (18+) in the UK. 332 of these respondents have been diagnosed with a chronic health condition; of those, 92 respondents had a long term health condition resulting in them interacting with the health system 4 or more times a year. In addition to the online survey, qualitative interviews were conducted with 7 respondents with long term health conditions and frequent interaction with the health system. Fieldwork took place between March and April 2023.



74%

of individuals who feel empowered through using more technology are **more likely to believe they have control** of their healthcare than those who do not feel empowered by health technologies (64% vs 55%). (Base=655).



8 in 10 (83%)

use technology for their health management. Online search is the most prominent (63%) followed by wearable/apps (34%). Using technology to monitor and support health is seen as having **real personal value** by the majority of individuals.



Nearly 4 in 5 (79%)

would be happy to use technology to manage their health if recommended by the NHS; this increases to **89% of the over-75s**.



7 out of 10

Across all age groups more than **7 out of 10 (72%)** would use technology to avoid a hospital admission, with a similar proportion (71%) happy to use technology to monitor their health and share information and data with their doctors.



53%

of individuals with **long-term conditions** are using the **NHS App** to access personal health information, compared with 33% of the general population. (Base =92).



71%

of patients with long-term conditions prefer to **get advice directly from their doctors before turning to technology**, although the same proportion — **89%** — do use some form of technology for **health management**. (Base =92).



68%

believe that **healthcare in the future will include more technology** and less reliance on healthcare professionals; 58% are concerned that without access to the right technologies, their access to healthcare may be limited.



82%

of UK GPs surveyed for Ipsos' Digital Doctor study believe that the use of connected devices and wearables will enable patients to proactively manage their health while also providing greater ownership of their personal health information.¹¹