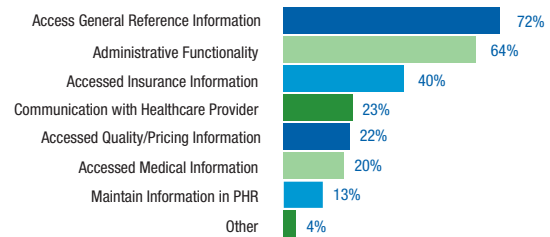


**Summary**

Healthcare information is becoming increasingly available online. Nearly three-quarters of respondents indicated that they have accessed general reference information (such as treatment options) online. Respondents believe that individuals with chronic diseases such as high blood pressure or diabetes are going to be the population that will most benefit from access to this information. Indeed, respondents believe that an improved quality of care is one of the key benefits that consumers will reap from the availability of online healthcare information.

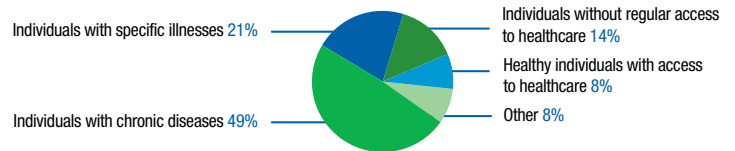
**Online Capabilities Used by Consumers**

A recent statistic suggests that 160 million people in the United States have gone online for health information. Nearly three-quarters of respondents indicated that they have accessed general reference information, such as information on treatment options and/or wellness information. Another two-thirds indicated that they have used an online resource for administrative functions such as finding a physician or scheduling an appointment.



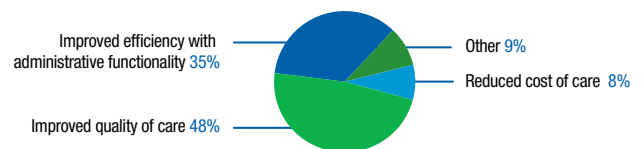
**Population Segment with Most Potential to Benefit From Online Access to Health Information**

Half of respondents suggested that individuals with chronic diseases (such as diabetes or high blood pressure) would be the population that could benefit the most from the widening availability of online access to healthcare information. Nearly one-quarter suggested that individuals with a specific illness (such as cancer or HIV/AIDS) would benefit from the widening availability of this type of information.



**Biggest Benefit to Consumers from Widening Availability of Online Healthcare Information**

Half of respondents indicated that the greatest benefit to consumers as a result of the widening availability of healthcare information would be an improved quality of care. Another third (35 percent) indicated that they expected that consumers would benefit as a result of improved efficiency with administrative functionality (such as scheduling an appointment).



**Biggest Potential Benefit that Access to Online Information Offers Healthcare Organizations**

Respondents were divided with respect to the area in which healthcare organizations would have the greatest benefit from the widening availability of healthcare information. While 39 percent reported that organizations would most benefit from an improved level of quality of care, 28 percent reported that staff efficiencies would take place. Another 24 percent indicated that availability of online information would make healthcare organizations more competitive in their local market.

