

## **NEWS RELEASE** .....

*For Immediate Release*

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### **Morpace Reports: Electronic Medical Records Viewed Favorably, but Many Have Privacy Concerns**

**FARMINGTON HILLS, MI**, October 14, 2008 – A new Morpace Omnibus study, fielded in September, reveals that 48 percent of American adults support creation of a nationwide system of medical records, while 23 percent oppose such a system.

Susan Semack, Vice President of the Health Care Practice at Morpace, said the study also shows that 29 percent of consumers remain undecided regarding support of a system that would allow patients, physicians, and other health care providers to access personal health records through the Internet. She added that many of those surveyed also have little knowledge about the system.

“Four years ago President Bush signed an Executive Order mandating creation of a nationwide system of electronic medical records to facilitate the continuity of health care, but most people are not aware of this,” said Semack. She added that consumers do see some potential benefits in this system, including improved quality of care and a reduction of medical errors.

More notably, however, survey participants cite significant privacy concerns about a national medical record system. Fear of identity theft tops the list, along with unauthorized access to an individual’s medical information by marketing firms, employers and even health insurance companies.

“Due to Americans’ concern about this type of privacy violation,” Semack said, “it is not surprising that the majority feel the Federal government should have a role in establishing rules and standards to protect the privacy and confidentiality of electronic medical records.”

The Morpace Omnibus study completed 1,171 interviews using an Internet panel of adults aged 18 and older. The sample reflects the demographic profile of the U.S. population.

#### **About Morpace Inc.**

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: market definition and segmentation; product development and pricing; brand and image positioning; and customer satisfaction and loyalty. Morpace is certified by NCQA to conduct CAHPS® and HOS.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.