In September, 2019, Communicating for America conducted a survey to determine whether the availability of broadband internet impacts the way people engage with the healthcare system.

As more and more of our healthcare activities happen online, our main research question was:

Background

Compared to people with broadband internet, are people without broadband internet:

- More likely to be uninsured?
- Less likely to use telemedicine?
- Less likely to use online medical records?
- Less likely to schedule appointments online?
Methodology

471 people completed the survey:
• 250 with access to broadband internet
• 221 without access to broadband internet

The survey was fielded online using a 3rd party panel of respondents.

All results presented are statistically significant at p<.05, unless otherwise noted.
Demographics
**Average Age:**
- Broadband = 41
- No Broadband = 42

**% Male:**
- Broadband = 40.4%
- No Broadband = 31.2%

**% Own a Computer:**
- Broadband = 92.4%
- No Broadband = 48%

**Political Affiliation**
- Liberal: Broadband = 27%
- Conservative: Broadband = 38%
- Independent: Broadband = 36%

**Urbanicity**
- Urban: Broadband = 39%
- Semi-Urban: Broadband = 39%
- Rural: Broadband = 21%
- I don't know: Broadband = 10%
Results
People without access to broadband internet are significantly less likely to have health insurance (61%) than people who do have broadband internet (88%).

NOTE: In our survey, people with access to broadband internet had a health insurance rate similar to the national rate of 91% (KFF, 2017).
People without access to broadband internet are significantly less likely to use telemedicine (5%) than people who do have broadband internet (22%).

NOTE: The American Hospital Association shows that telemedicine lowers healthcare costs while increasing access and quality of care.
People without access to broadband internet are significantly less likely to use online medical records (29%) than people who do have broadband internet (59%).

NOTE: Research shows that patient access to online medical records can improve health outcomes in diabetic patients.
People without access to broadband internet are significantly less likely to schedule appointments online (17%) than people who do have broadband internet (36%).

NOTE: Research shows that web-based appointment scheduling systems reduced no-show rate, decreased staff labor, decreased waiting time, and improved satisfaction.

% of Respondents who use Schedule Appointments Online

- 17% of respondents do not have access to high-speed, broadband internet.
- 36% of respondents have access to high-speed, broadband internet.

N = 452 (19 respondents did not answer this question)
Conclusion:
Compared to people with broadband internet, people without broadband internet are:
• More likely to be uninsured
• Less likely to use telemedicine
• Less likely to use online medical records
• Less likely to schedule appointments online