

# Rural Broadband & Health Impact Survey

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September, 2019



# Background

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:

**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 3<sup>rd</sup> 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%

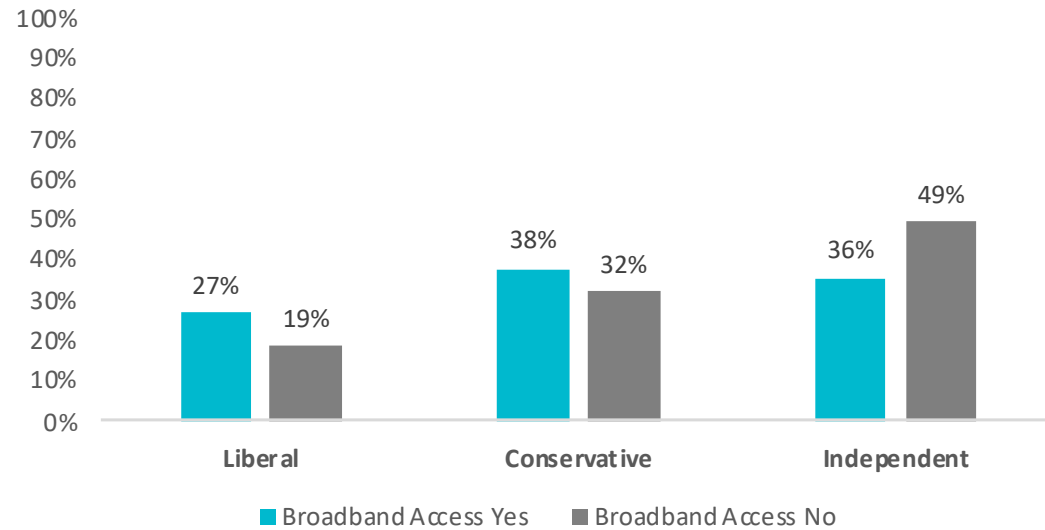
No Broadband = 31.2%

### % Own a Computer:

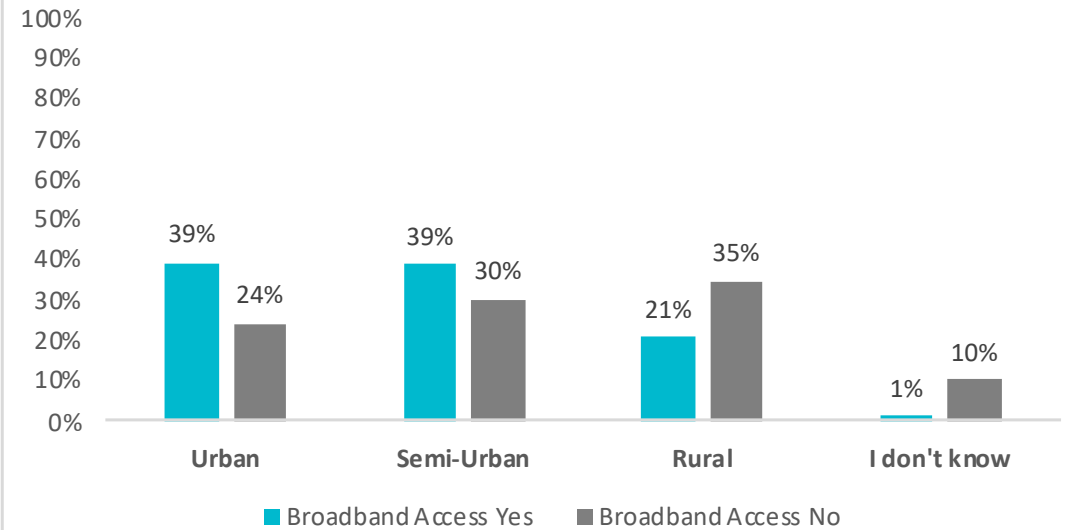
Broadband = 92.4%

No Broadband = 48%

#### Political Affiliation



#### Urbanicity

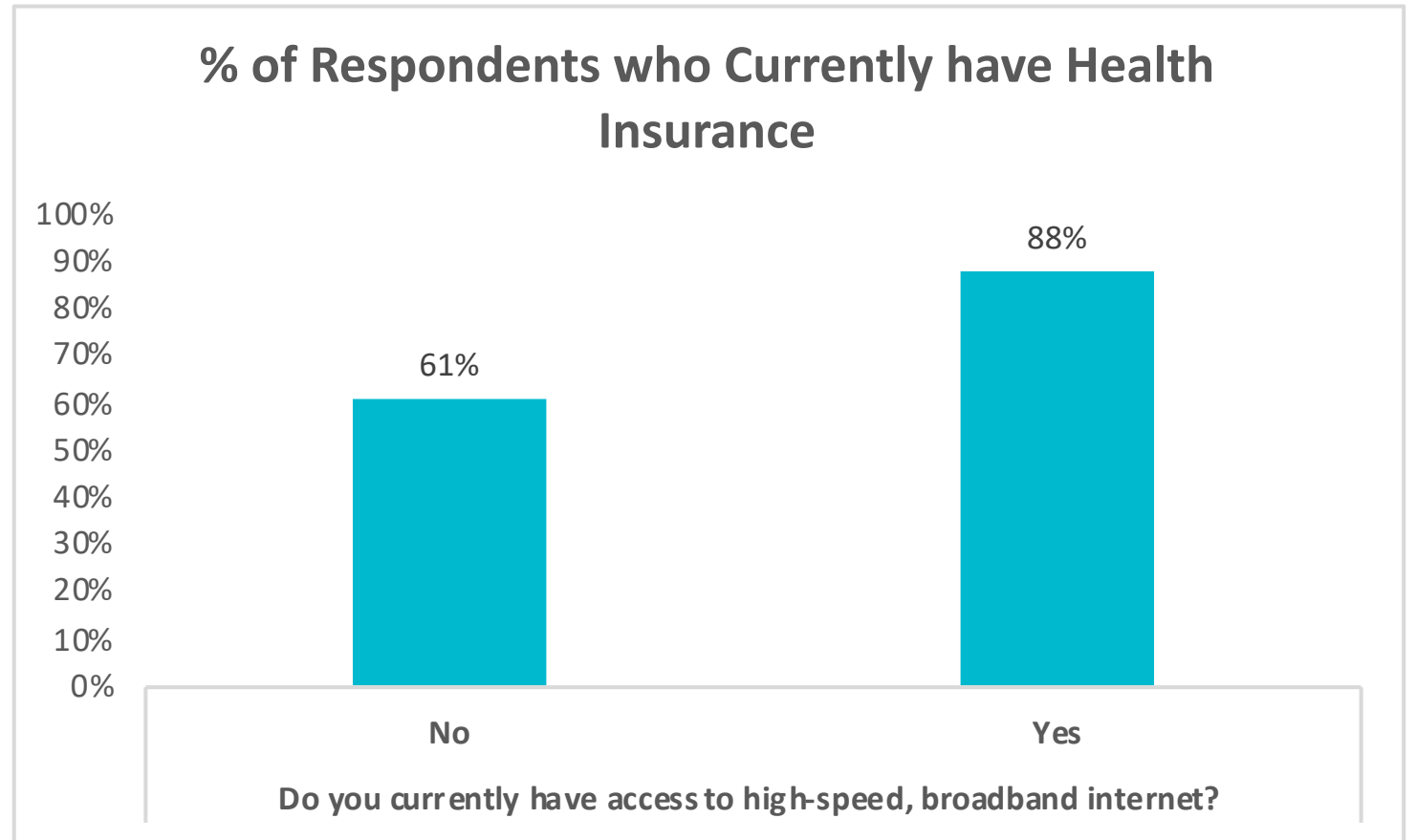


# Results

# Health Insurance



People without access to broadband internet are significantly less likely to have health insurance (61%) than people who do have broadband internet (88%).



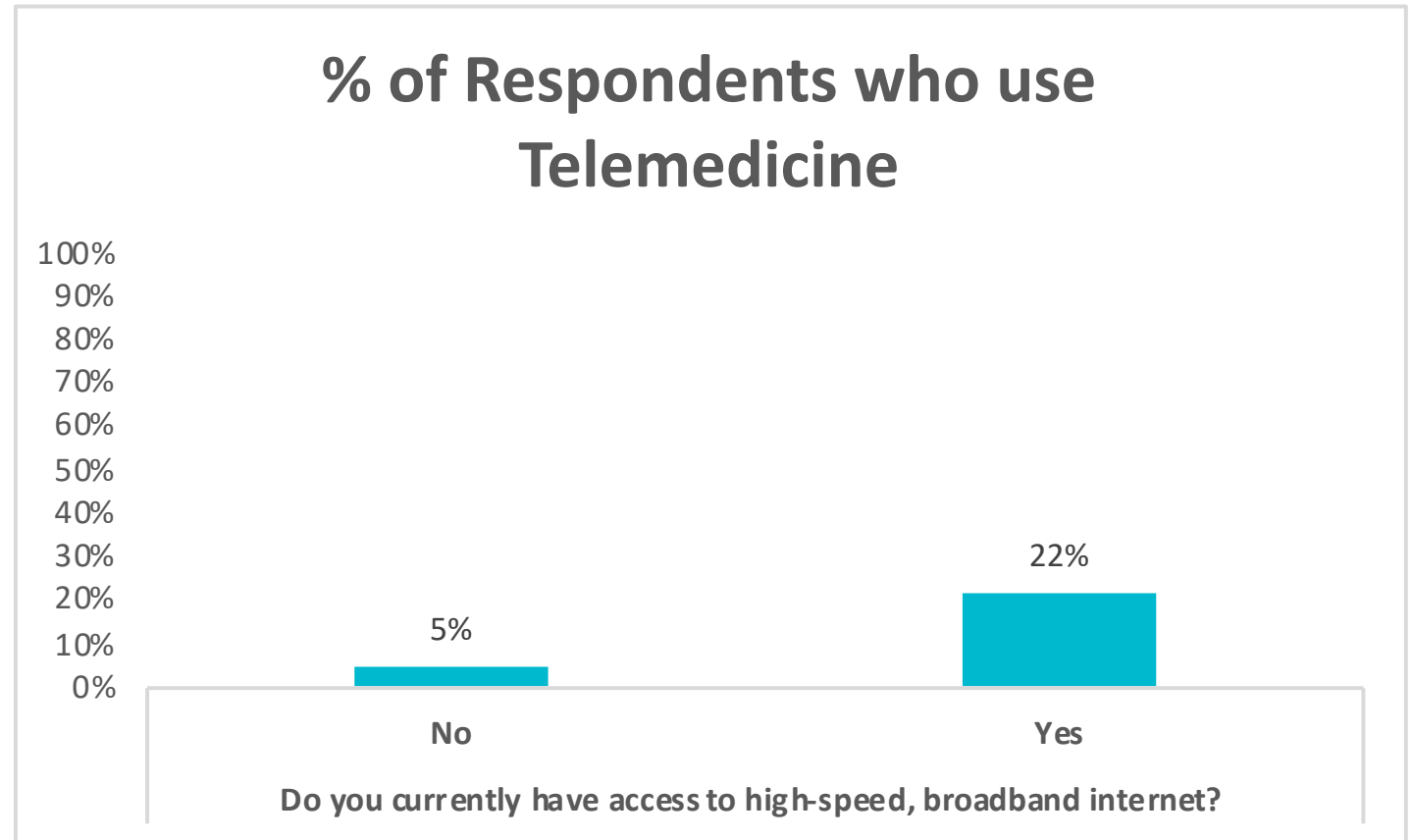
N = 441 (30 respondents did not answer this question)

NOTE: In our survey, people with access to broadband internet had a health insurance rate similar to the national rate of 91% ([KFF, 2017](#)).

# Tele- medicine



People without access to broadband internet are significantly less likely to use telemedicine (5%) than people who do have broadband internet (22%).



N = 443 (28 respondents did not answer this question)

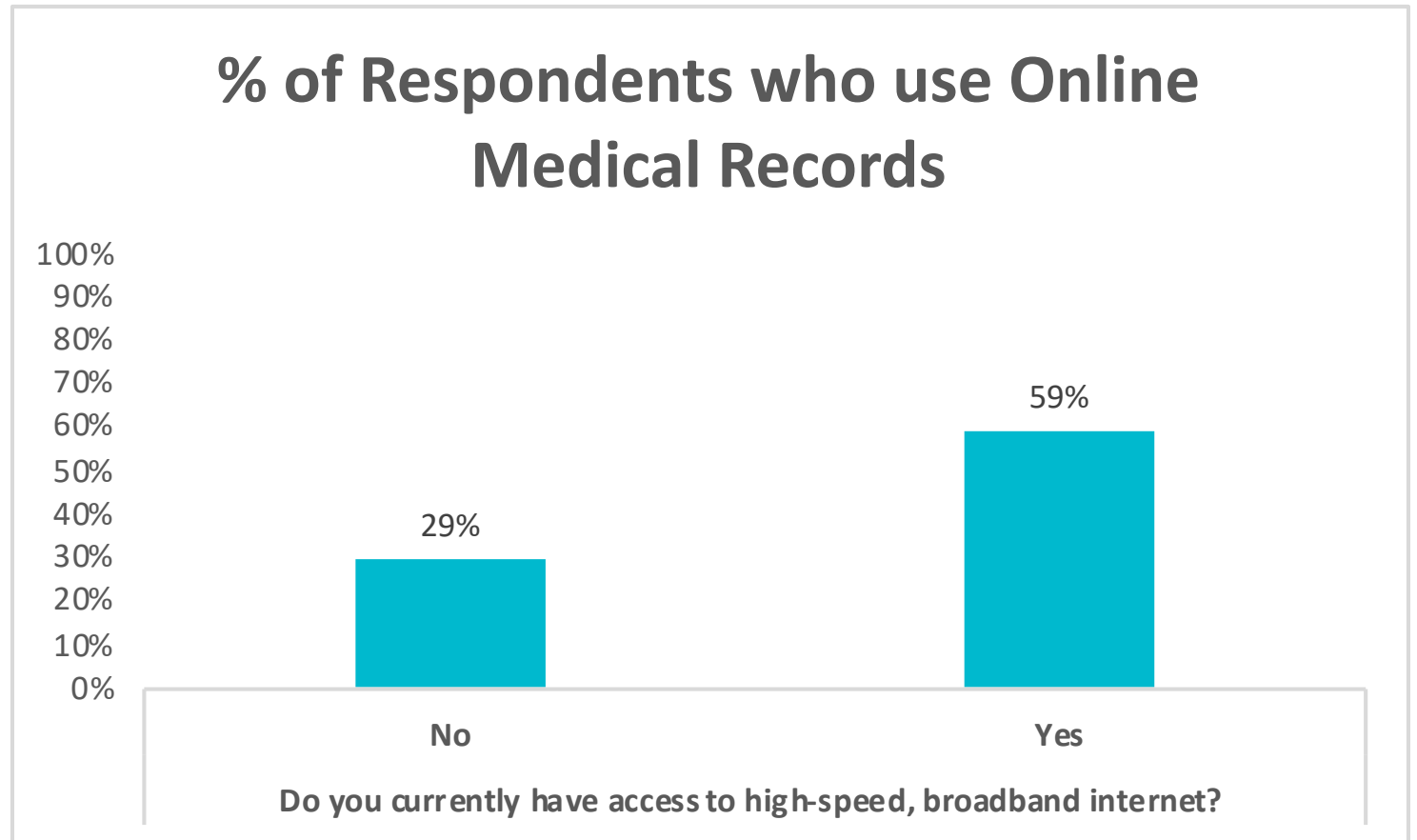
NOTE: The [American Hospital Association](#) shows that telemedicine lowers healthcare costs while increasing access and quality of care.



# Online Medical Records



People without access to broadband internet are significantly less likely to use online medical records (29%) than people who do have broadband internet (59%).



N = 437 (34 respondents did not answer this question)

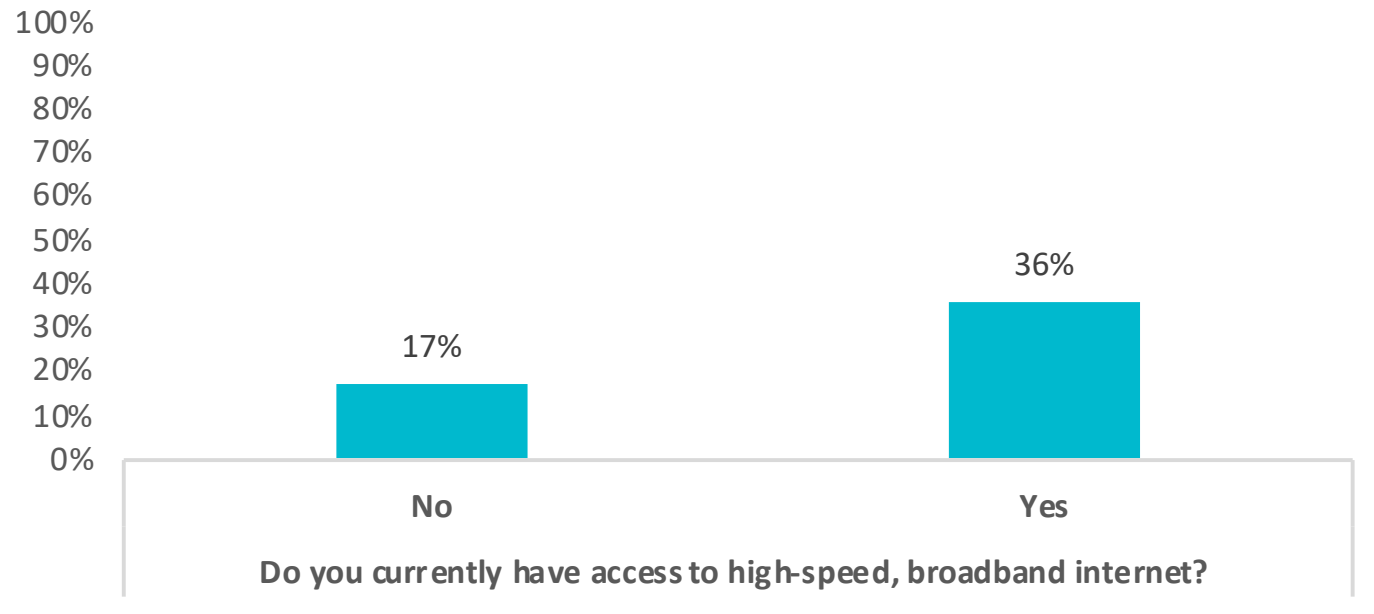
NOTE: [Research](#) shows that patient access to online medical records can improve health outcomes in diabetic patients.

# Online Appointment Scheduling



People without access to broadband internet are significantly less likely to schedule appointments online (17%) than people who do have broadband internet (36%).

## % of Respondents who use Schedule Appointments Online



N = 452 (19 respondents did not answer this question)

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

# 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