

**COVID19 PANDEMIC
IS SHIFTING MANY
EXPERIENCES**

**HOW WE ACCESS
HEALTH SERVICES IS
CHANGING TOO**

ABACUS DATA

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION

WHAT CANADIANS THINK ABOUT VIRTUAL HEALTH CARE?

NATIONWIDE SURVEY RESULTS - MAY 2020

METHODOLOGY

THE SURVEY WAS CONDUCTED WITH 1,800 CANADIAN RESIDENTS FROM MAY 14 TO 17, 2020. A RANDOM SAMPLE OF PANELISTS WERE INVITED TO COMPLETE THE SURVEY FROM A SET OF PARTNER PANELS BASED ON THE LUCID EXCHANGE PLATFORM. THESE PARTNERS ARE TYPICALLY DOUBLE OPT-IN SURVEY PANELS, BLENDED TO MANAGE OUT POTENTIAL SKEWS IN THE DATA FROM A SINGLE SOURCE.

THE MARGIN OF ERROR FOR A COMPARABLE PROBABILITY-BASED RANDOM SAMPLE OF THE SAME SIZE IS +/- 2.31%, 19 TIMES OUT OF 20.

THE DATA WERE WEIGHTED ACCORDING TO CENSUS DATA TO ENSURE THAT THE SAMPLE MATCHED CANADA'S POPULATION ACCORDING TO AGE, GENDER, EDUCATIONAL ATTAINMENT, AND REGION. TOTALS MAY NOT ADD UP TO 100 DUE TO ROUNDING.

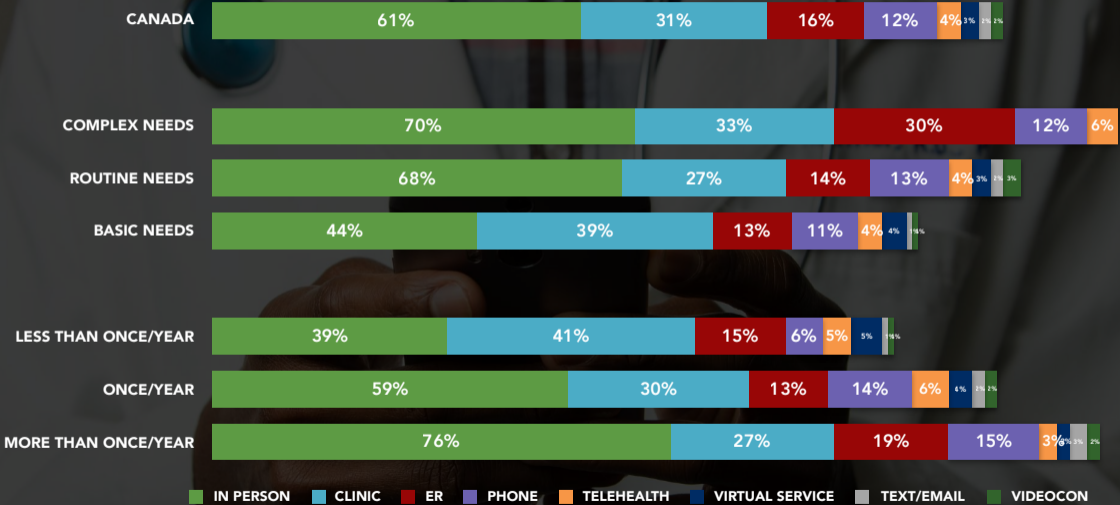


WHAT CANADIANS THINK ABOUT **COVID-19 & VIRTUAL HEALTH CARE?**

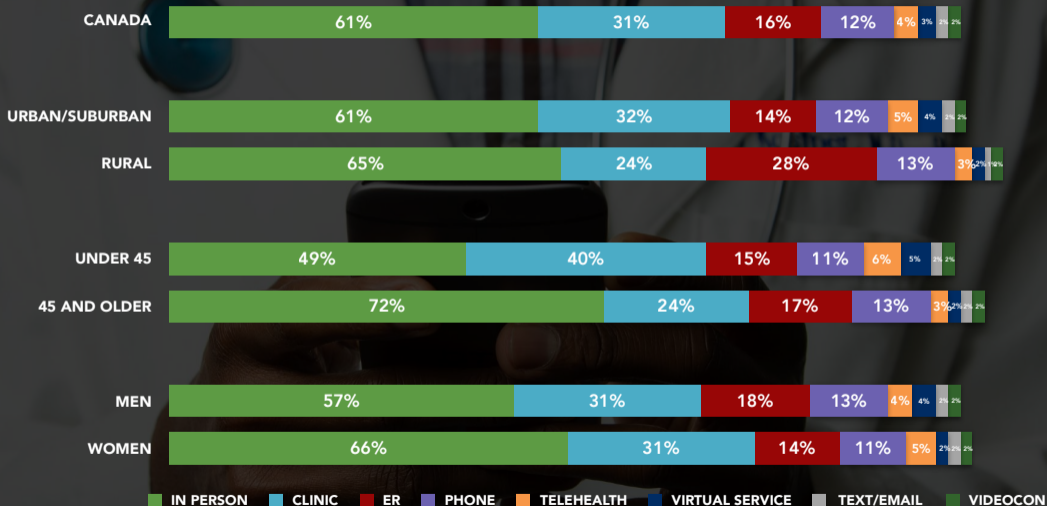
WHILE MOST CANADIANS STILL RELY ON IN PERSON CONTACT TO GET A DOCTOR'S ADVICE, ALMOST HALF HAVE ACCESSED ADVICE USING PHONE, EMAIL, VIDEOCONFERENCE, TEXT METHODS. SATISFACTION LEVELS ARE HIGH, ONLY marginally BELOW SATISFACTION LEVELS WITH IN PERSON VISITS TO SEE A DOCTOR.

SINCE THE PANDEMIC, USE OF VIRTUAL METHODS HAS INCREASED, AND SATISFACTION LEVELS REMAIN SOLID, WITH ALL VIRTUAL METHODS PRODUCING HIGHER SATISFACTION THAN AN ER VISIT.

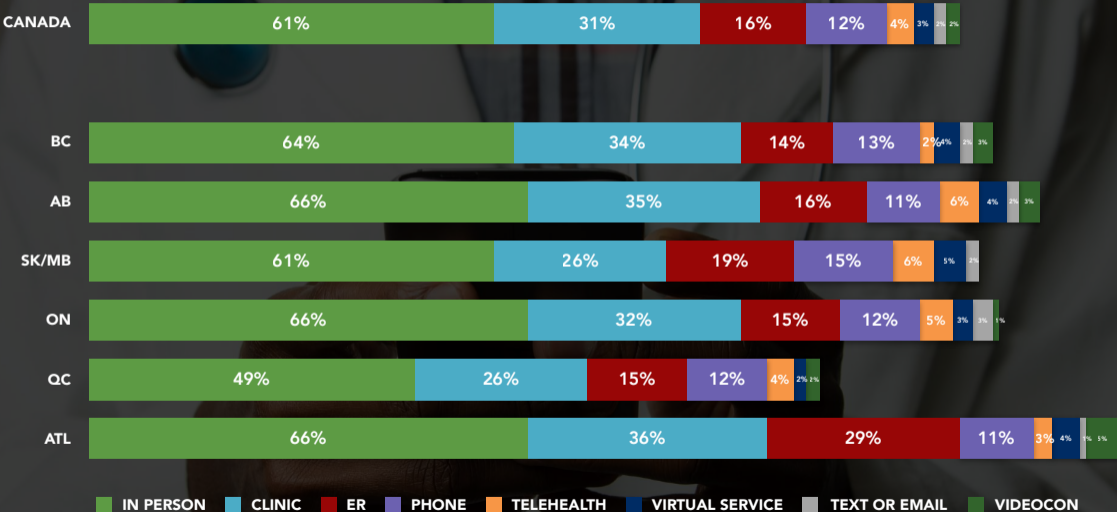
HOW WOULD YOU NORMALLY ACCESS THE CARE YOU NEED, IF YOU HAD AN ILLNESS OR MEDICAL CONDITION



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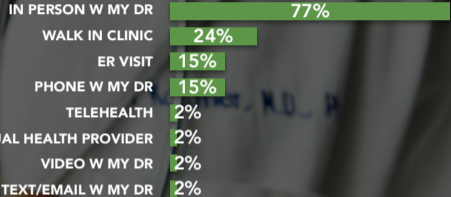
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80%
HAVE A
FAMILY
DOCTOR

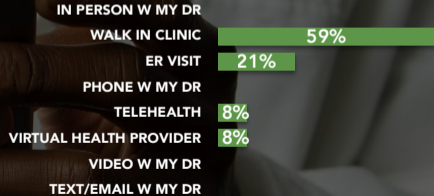
THOSE WITH
A FAMILY
DOCTOR



20%

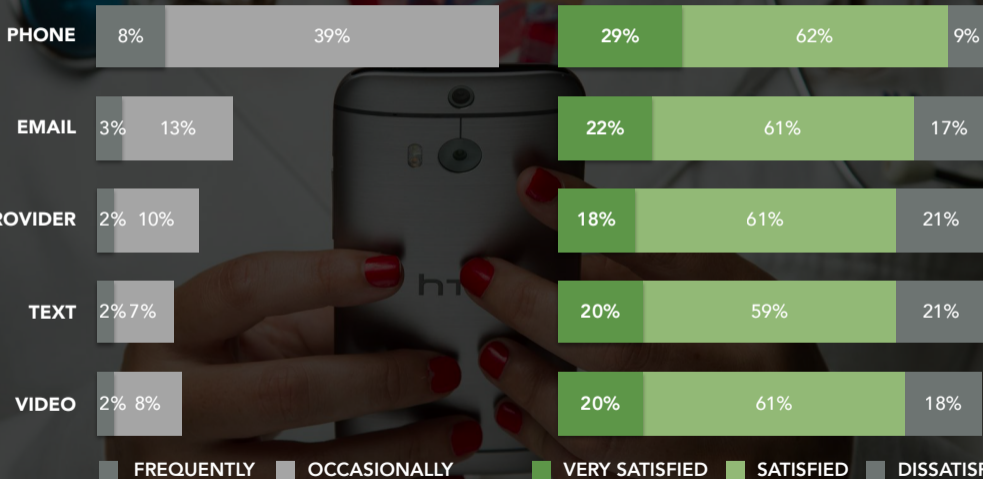
NO FAMILY
DOCTOR

THOSE WITH
NO FAMILY
DOCTOR



HAVE YOU EVER USED THE FOLLOWING METHODS TO ACCESS SERVICES FROM A DOCTOR?

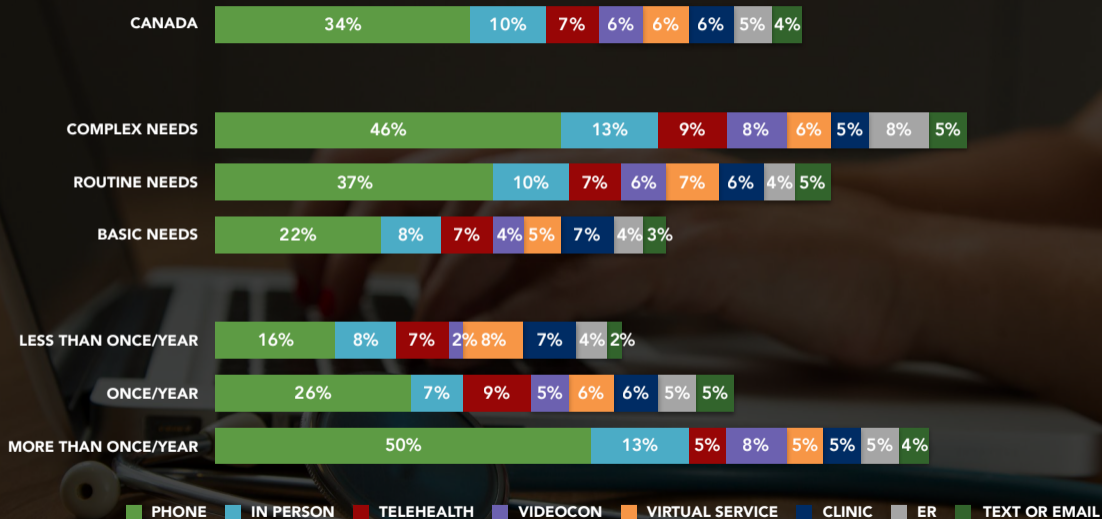
SATISFIED WITH THIS METHOD OF EXCHANGING INFORMATION & GETTING ADVICE



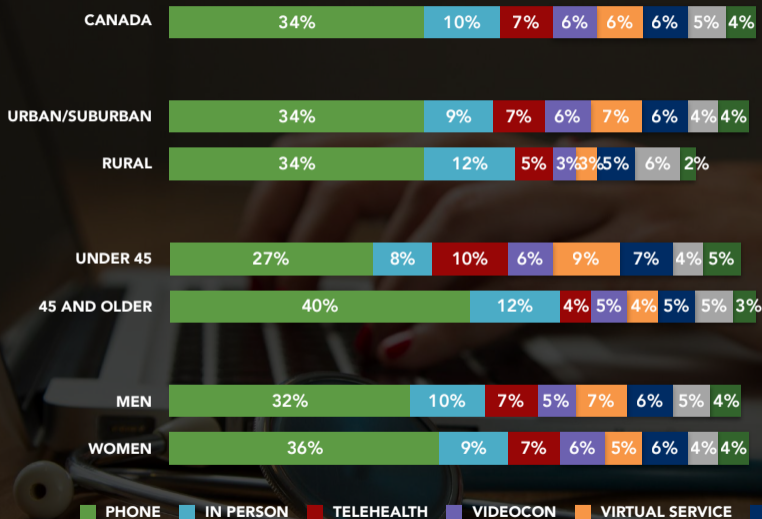
SINCE THE COVID19 PANDEMIC WAS DECLARED IF YOU NEEDED ADVICE FROM A DOCTOR WHICH OF THESE METHODS DID YOU USE?



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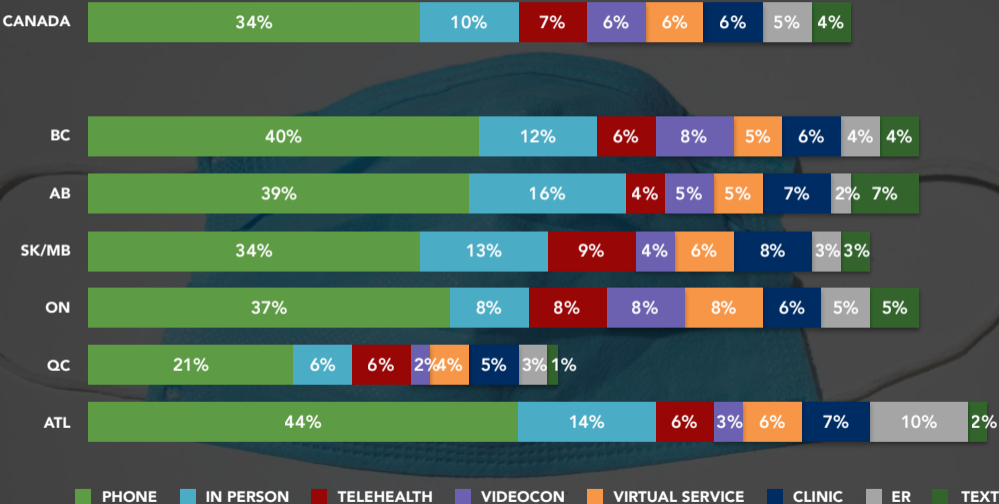


SINCE THE COVID19 PANDEMIC WAS DECLARED IF YOU NEEDED ADVICE FROM A DOCTOR WHICH OF THESE METHODS DID YOU USE?



PHONE IN PERSON TELEHEALTH VIDEOCON VIRTUAL SERVICE CLINIC ER TEXT OR EMAIL

SINCE THE COVID19 PANDEMIC WAS DECLARED IF YOU NEEDED ADVICE FROM A DOCTOR WHICH OF THESE METHODS DID YOU USE?



A doctor in a white coat with a stethoscope, holding a smartphone, with a network diagram overlay.

WHAT CANADIANS THINK ABOUT **COVID-19 & VIRTUAL HEALTH CARE?**

LOOKING TO THE FUTURE, 38% WOULD CHOOSE THE OPTION OF PHONE, VIDEO CONFERENCE, EMAIL OR TEXT RATHER THAN AN IN PERSON CONSULTATION AS THE FIRST POINT OF CONTACT FOR A DOCTOR'S ADVICE.

MAJORITIES WOULD LIKE TO HAVE THE OPTION IN THE CASE OF EACH OF THESE VIRTUAL METHODS OF CONTACT WITH A DOCTOR.

IN THE FUTURE, AFTER THE COVID19 PANDEMIC IS RESOLVED, SOME WOULD LIKE TO SEE THE FIRST POINT OF CONTACT WHEN YOU NEED MEDICAL ADVICE FROM A DOCTOR BE VIRTUAL (E.G. PHONE/TEXT/EMAIL/ VIDEOCONFERENCE RATHER THAN AN IN PERSON APPOINTMENT.

OTHERS SAY IT IS BETTER TO STAY WITH THE FIRST POINT OF CONTACT BEING AN IN PERSON EXAMINATION BY A DOCTOR.

WHICH VIEW IS CLOSER TO YOURS?

IN PERSON

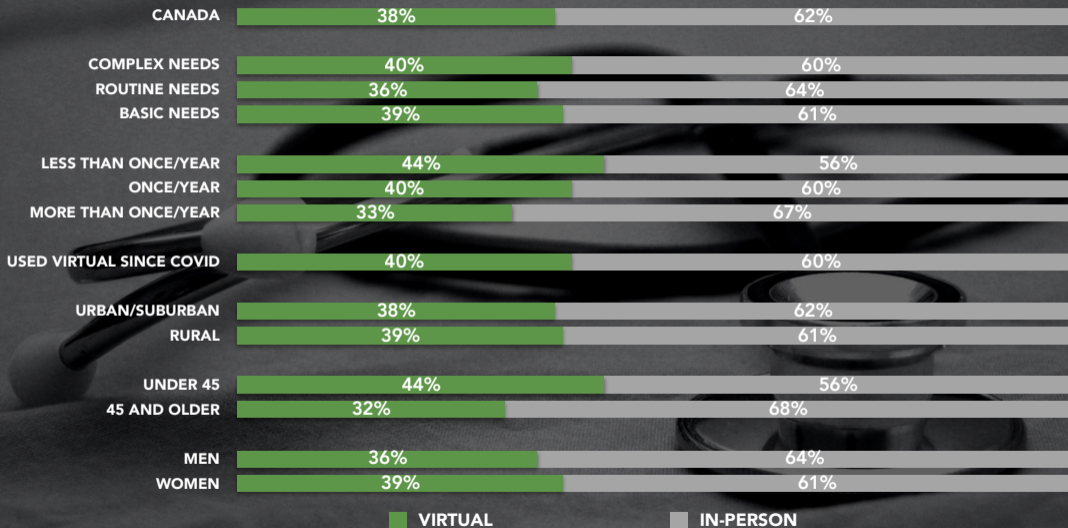
62%

VIRTUAL

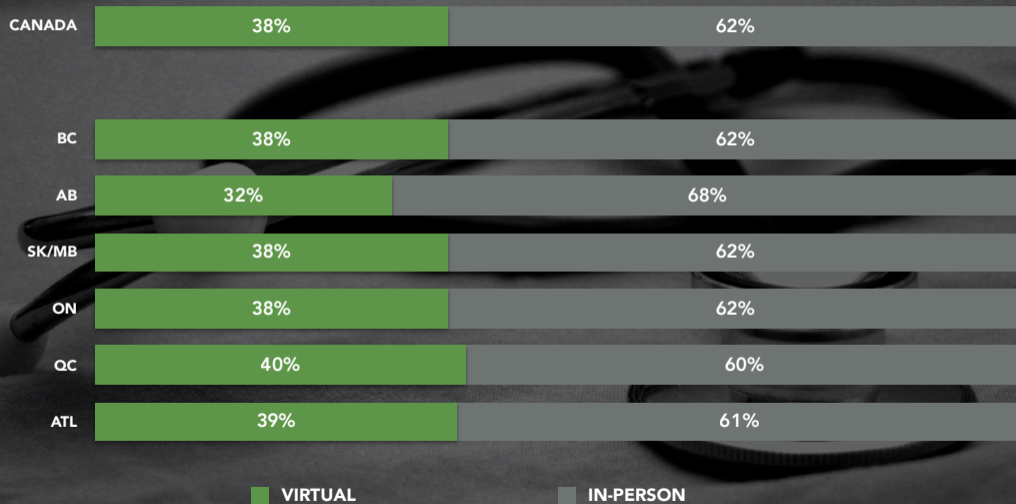
38%

IDEAL FIRST CONTACT

IDEAL FIRST POINT OF CONTACT POST COVID-19



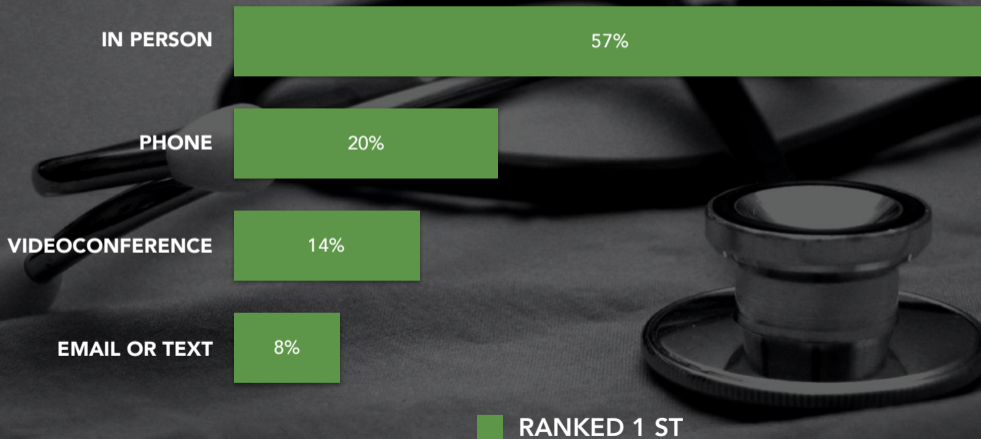
IDEAL FIRST POINT OF CONTACT POST COVID-19



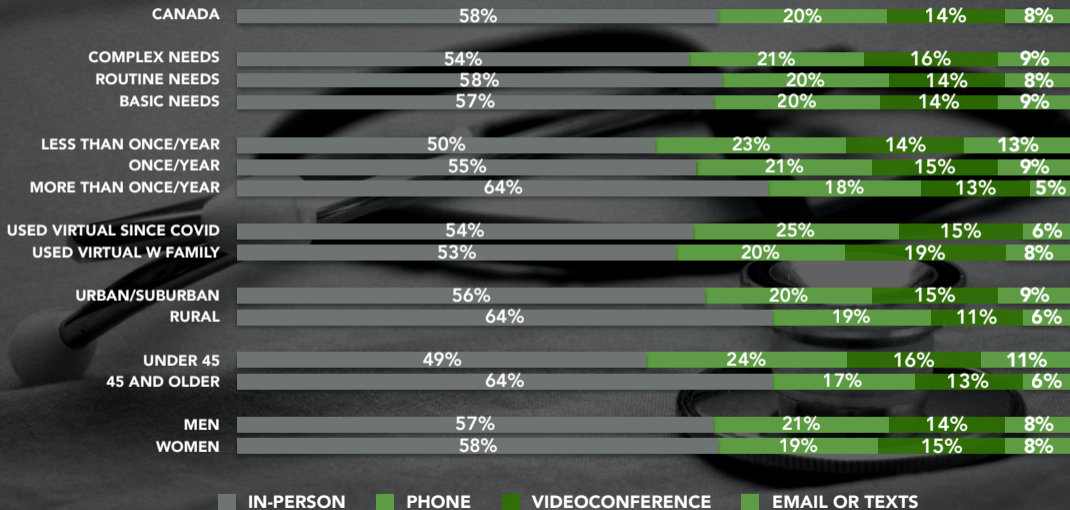
IN THE FUTURE WOULD YOU PREFER TO HAVE THE OPTION TO USE THE FOLLOWING METHODS TO EXCHANGE INFORMATION AND ACCESS ADVICE FROM A DOCTOR



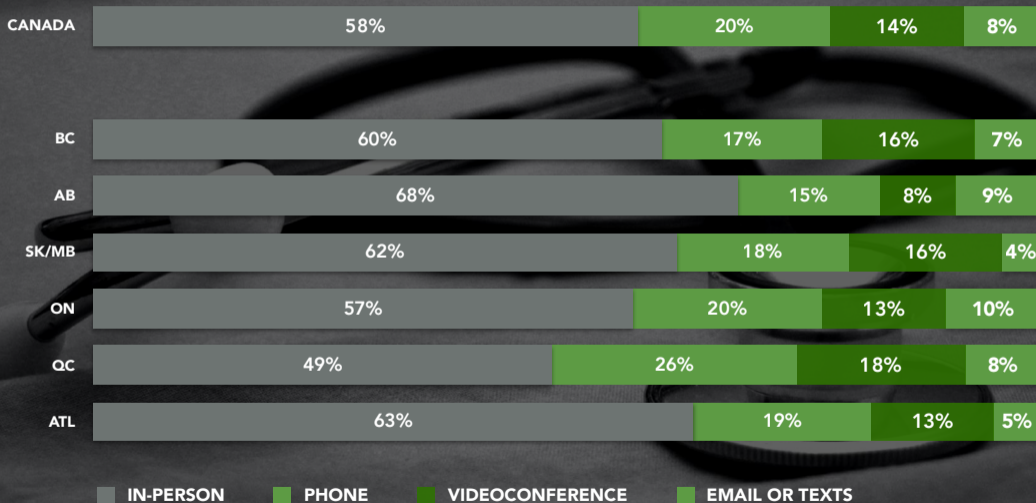
IF YOU HAD THE CHOICE IN THE FUTURE WHICH WOULD YOU CHOOSE AS THE FIRST WAY YOU WOULD WANT TO SEEK A DOCTOR'S ADVICE?



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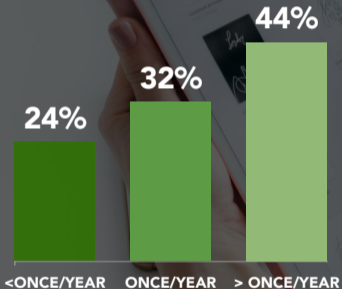


WHAT CANADIANS THINK ABOUT **COVID-19 & VIRTUAL HEALTH CARE?**

THOSE WHO CONSULT A PHYSICIAN MORE THAN ONCE A YEAR ARE MORE INCLINED TO PREFER THE FIRST CONTACT TO BE AN IN PERSON VISIT, BUT MORE THAN A THIRD OF THOSE PATIENTS WOULD PREFER A VIRTUAL CONTACT FIRST.

AMONG THOSE WHO CONSULT A PHYSICIAN LESS THAN ONCE A YEAR, HALF WOULD PREFER A VIRTUAL CONTACT AS A STARTING POINT.

NORMAL CONSULTATION WITH PHYSICIAN



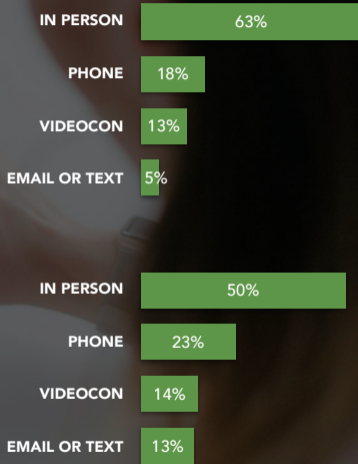
THOSE WHO CONSULT MORE THAN ONCE A YEAR



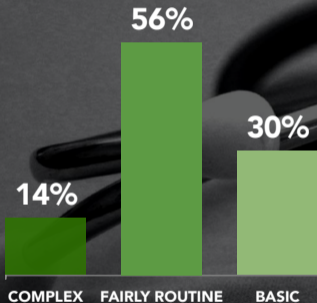
THOSE WHO CONSULT LESS THAN ONCE A YEAR



IF YOU HAD THE CHOICE IN THE FUTURE WHICH WOULD YOU CHOOSE AS THE FIRST WAY YOU WOULD WANT TO SEEK A DOCTOR'S ADVICE?



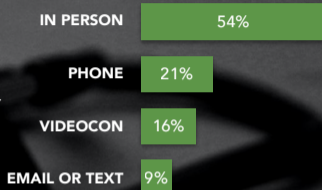
WOULD YOU SAY YOUR
MEDICAL NEEDS ARE
GENERALLY



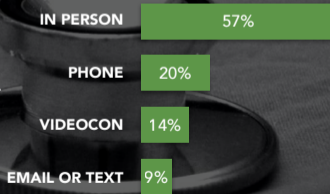
THOSE WHO
HAVE COMPLEX
NEEDS



IF YOU HAD THE CHOICE IN THE FUTURE
WHICH WOULD YOU CHOOSE AS THE FIRST
WAY YOU WOULD WANT TO SEEK A
DOCTOR'S ADVICE?



THOSE WHO
HAVE BASIC
NEEDS



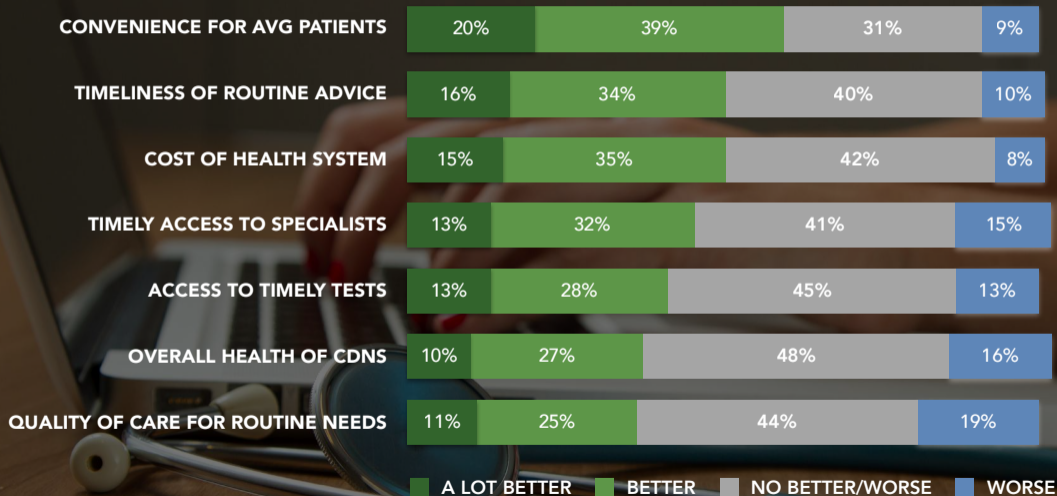
A doctor in a white coat with a stethoscope, holding a smartphone, with a digital network overlay.

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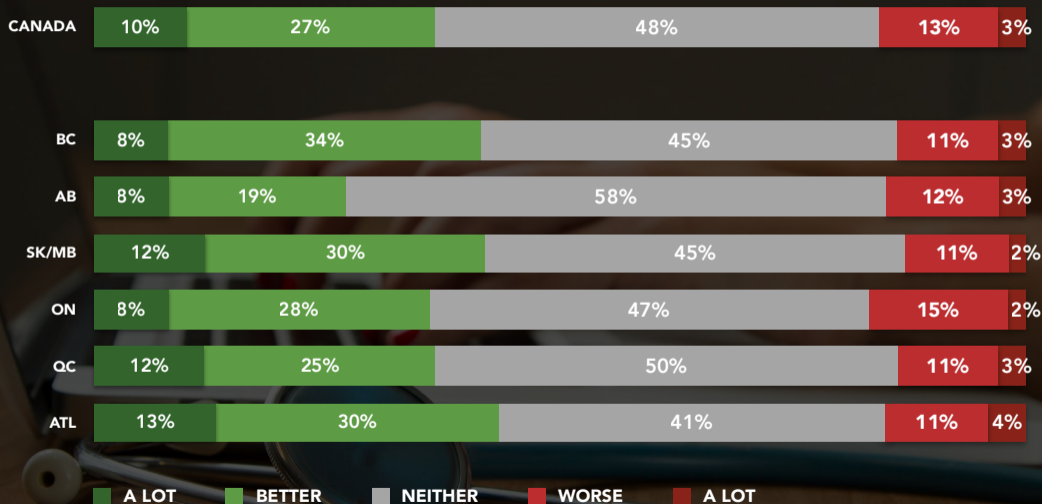
MANY PEOPLE BELIEVE THAT EXPANDING ACCESS TO VIRTUAL CARE WOULD BENEFIT PATIENTS (EG. CONVENIENCE FOR PATIENTS, TIMELINESS OF ROUTINE ADVICE, TESTS, AND ACCESS TO SPECIALISTS) AND ALSO IMPROVE HEALTH OUTCOMES AND REDUCE HEALTH CARE COSTS FOR CANADA.

VERY FEW SEE DOWNSIDES IN MAKING THIS A MORE COMMON OPTION.

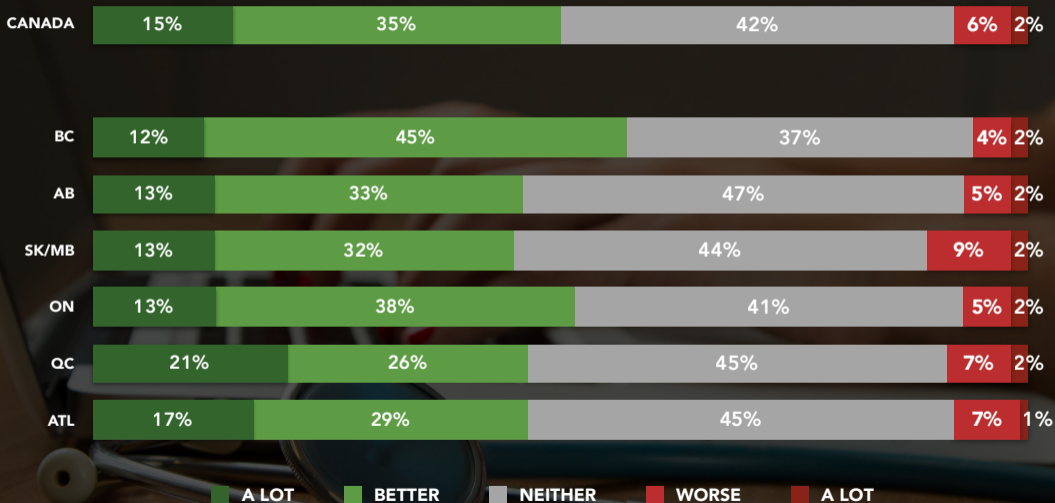
IF MORE PEOPLE USED VIRTUAL CONTACT AS THE FIRST POINT OF CONTACT IN THE FUTURE, WHAT WOULD BE THE IMPACT ON THE FOLLOWING THINGS ...



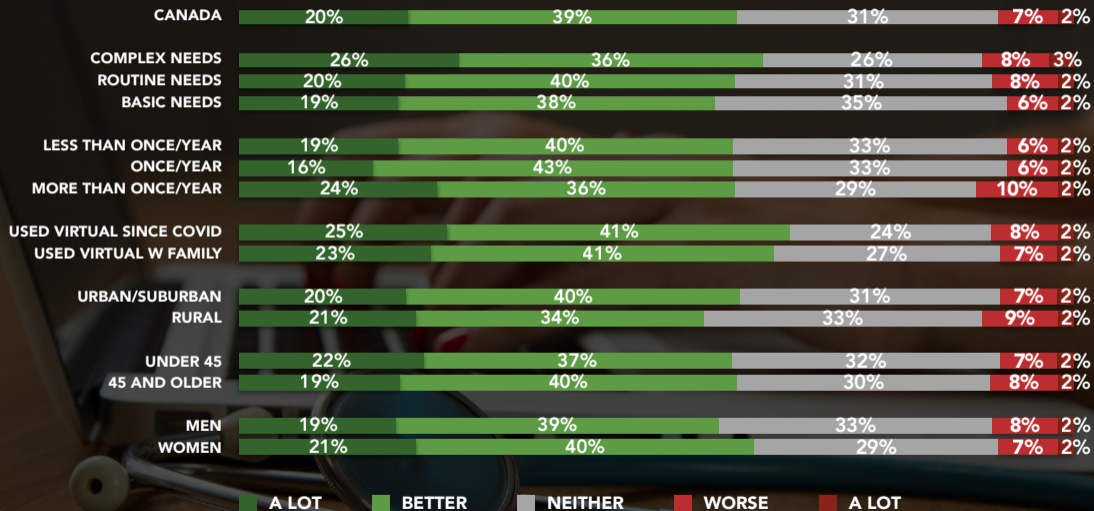
IMPACT OF VIRTUAL CARE ON THE OVERALL LEVEL OF HEALTH OF CANADIANS



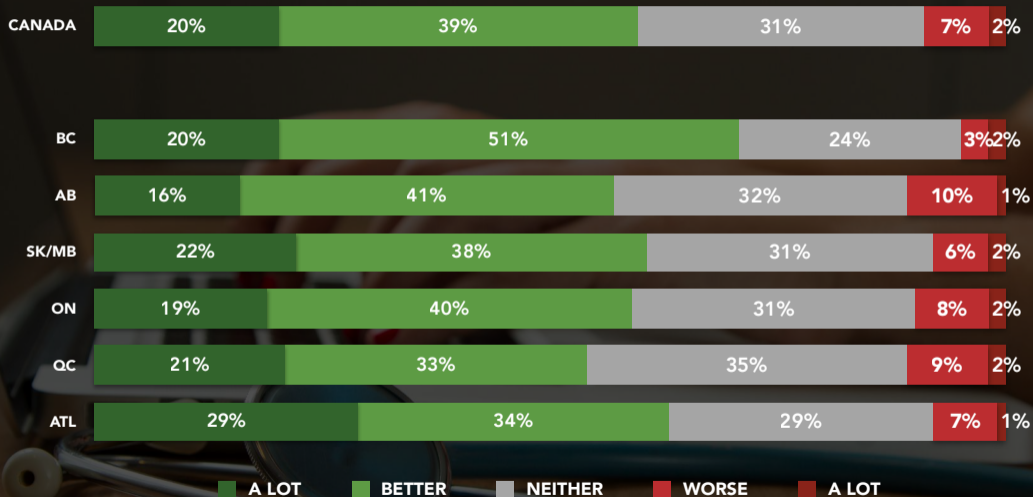
IMPACT OF VIRTUAL CARE ON THE OVERALL COST OF THE HEALTH CARE SYSTEM



IMPACT OF VIRTUAL CARE ON CONVENIENCE FOR THE AVERAGE PATIENT



IMPACT OF VIRTUAL CARE ON CONVENIENCE FOR THE AVERAGE PATIENT



HAVE YOU USED THE FOLLOWING WAYS TO STAY IN TOUCH WITH FRIENDS AND FAMILY DURING THE PANDEMIC?

