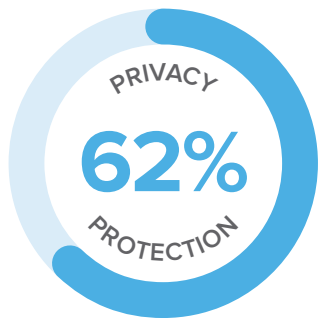


# Personal Privacy Outweighs Increased Transparency

Americans may have more ways than ever to access their personal health care data, but privacy concerns remain paramount.

Patients and consumers deserve better access to personalized, actionable health care information to empower them to make better, more informed decisions – but it should not drive up health care costs or compromise the privacy of their personal health data. That’s according to a new nationwide poll of patients and consumers from Morning Consult.

Transparency should aid and support patient decision-making, should not undermine competitive negotiations that lower patients’ health care costs, and should put downward pressure on premiums for consumers and employers. The poll found that:



**62% of Americans** said that when it comes to their personal health information, **stronger privacy protections are better than easier access to the information.** 38% picked easier access.



**90% of Americans** said private technology firms that hold health care data **should have the same privacy protections as health care providers.** 10% said they shouldn't.



**75% of Americans** said they **wouldn't support federal regulations designed to make it easier to find out the cost of medical procedures if the regulations raised the cost of premiums.** 25% said they would.