

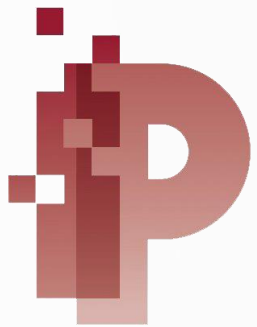


Topline Report

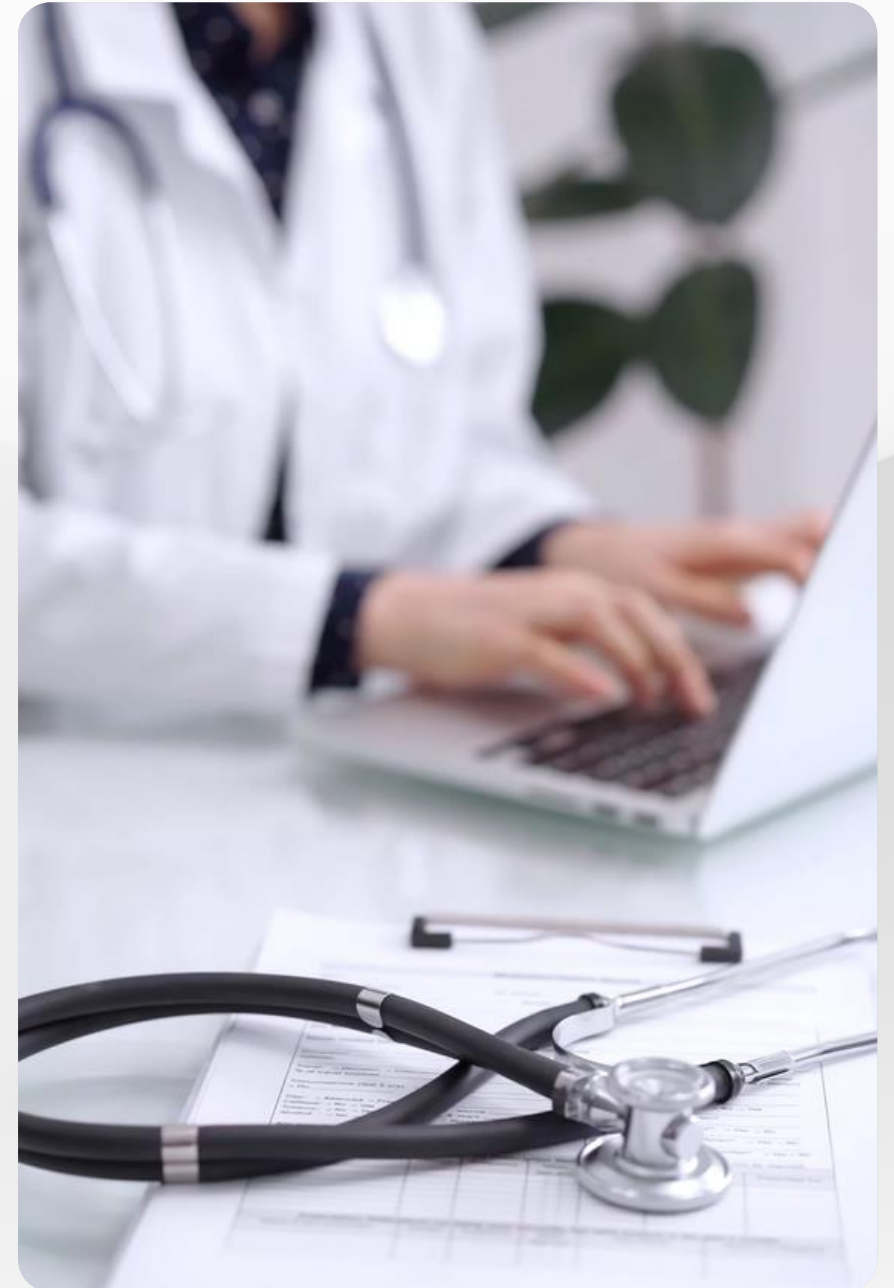
OIPC

Health Information Act

Public Engagement Survey



October 2024



Content

1	Introduction	3
2	Key Findings	5
	2.1 Data Breaches	6
	2.2 Health Information	9
	2.3 OIPC	22
	2.4 Health Information Breaches	25
	2.5 Alberta Netcare	28
	2.6 MyHealth Records	32
	2.7 Health Information Access	36
	2.8 Artificial Intelligence	44
3	Respondent Profile	54



1



Introduction

Methodology



Methodology

Online survey of n=2,016 Alberta residents 18 years of age or older.

Results were weighted according to 2021 census figures for age, gender, and region to ensure a representative sample of the Alberta population.



When

Data was collected September 11th – 21st, 2024.



Margin of Error

As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, for comparison purposes, a probability sample of similar size to the sample (n=2,016) yields a margin of error no greater than $\pm 2.2\%$ (19 times out of 20).



Significant Differences

Significant differences between sample subgroups are marked as follows:

% % Statistically significantly **higher/lower** compared to total

2

Key Findings



2.1

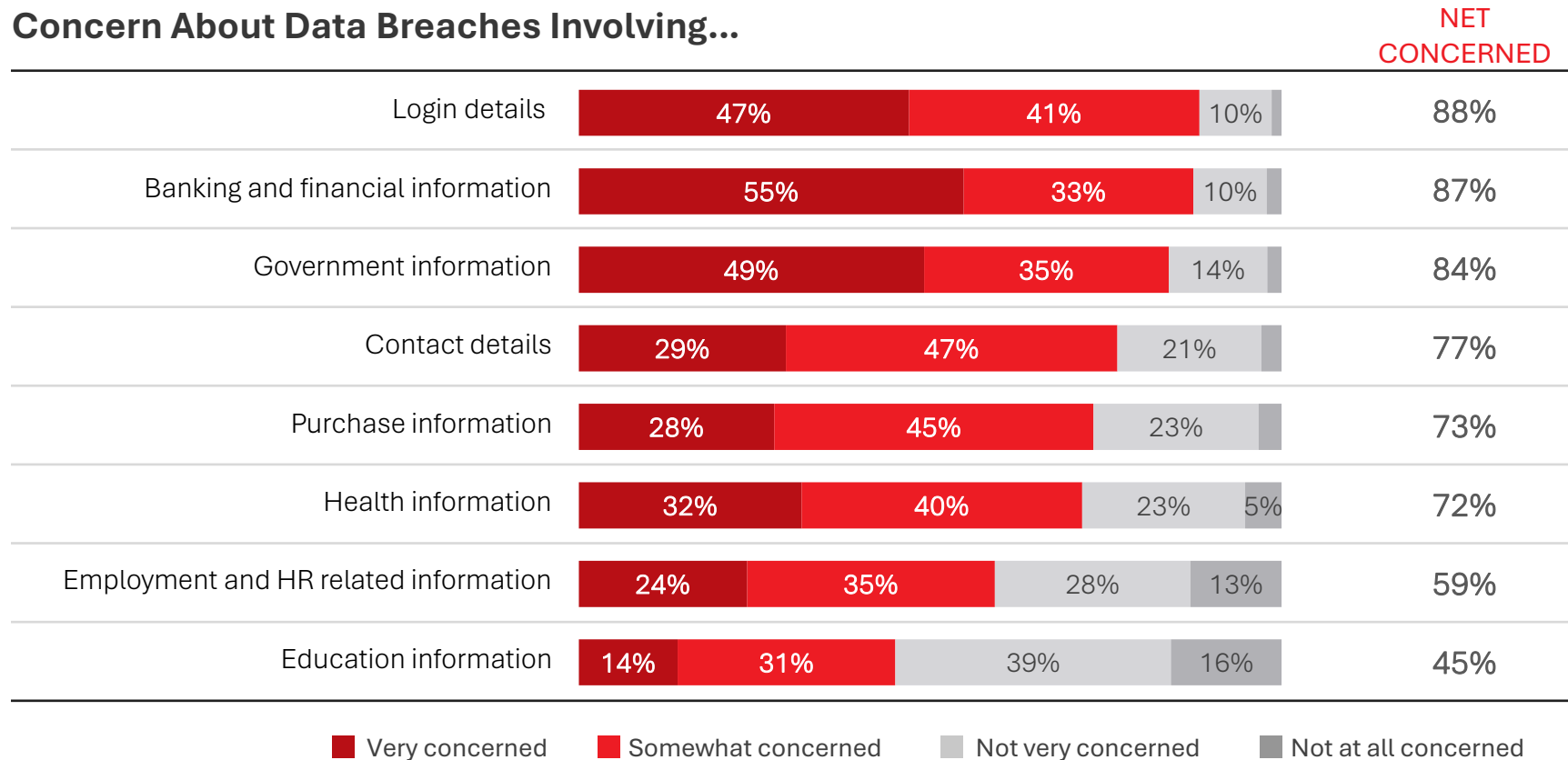
Data Breaches



Data Breach Concern

(Among All Alberta Residents)

Concern About Data Breaches Involving...



Base: Alberta Residents (n=2,016)

A1. How concerned are you about the potential for a data breach involving the following types of your personal information?










Figures 3% or less not labeled.

Experiences with Data Breaches

(Among All Alberta Residents)

% Notified About a Data Breach Involving...

Don't Know

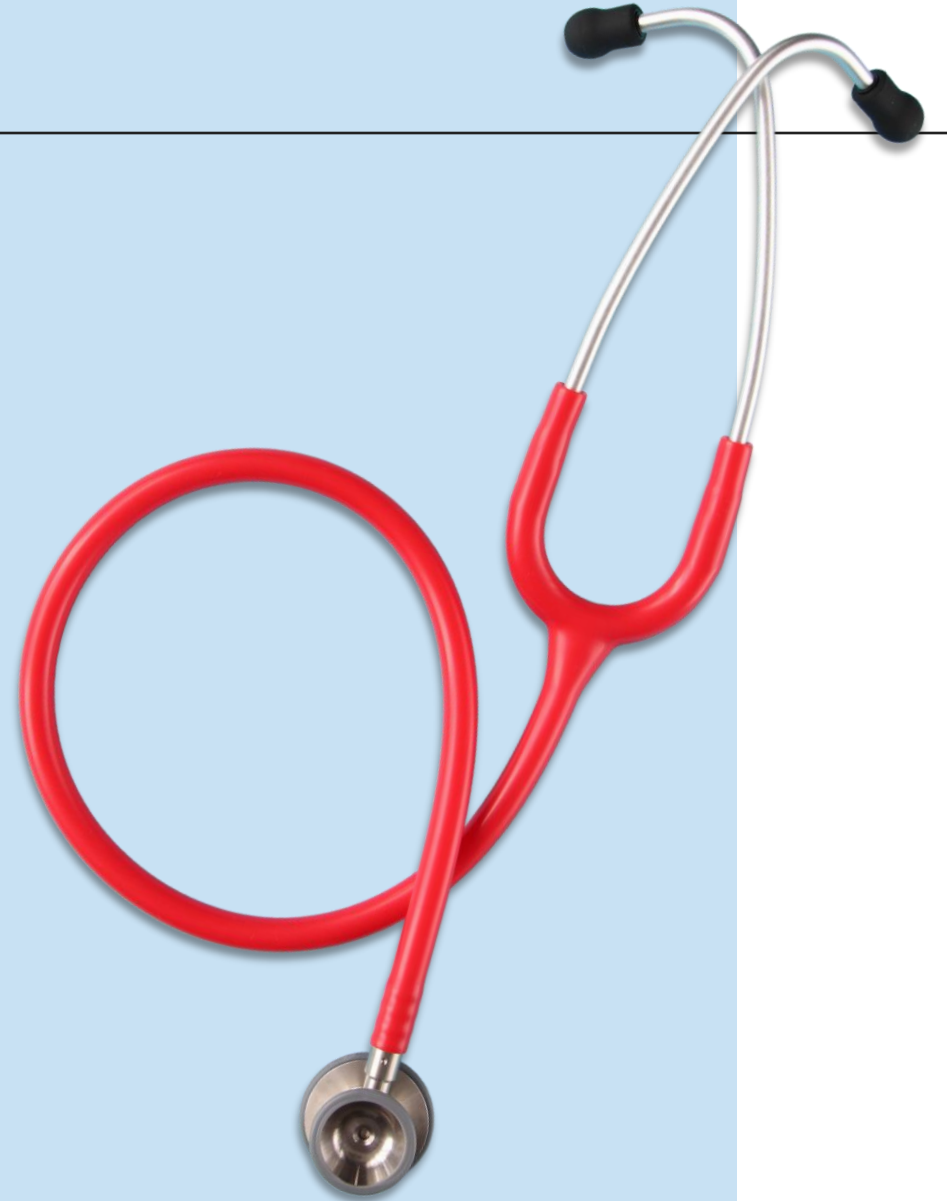
Any [NET]	 63%	-
Login details	 41%	7%
Banking and financial information	 27%	5%
Contact details	 24%	8%
Purchase information	 24%	7%
Health information	 12%	5%
Government information	 11%	5%
Employment and HR related information	 8%	6%
Education information	 6%	5%

Base: Alberta Residents (n=2,016)

A2. Have you ever been notified about a data breach involving the following types of your personal information?

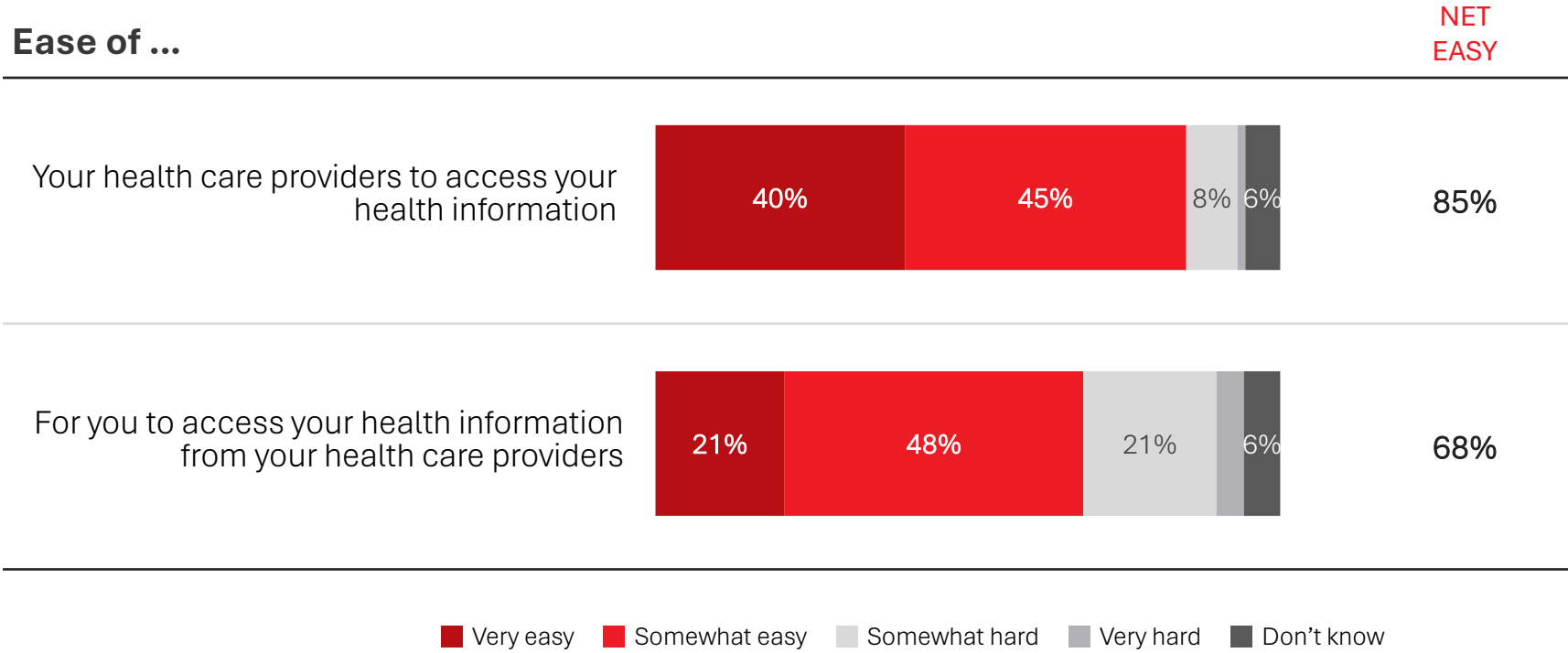
2.2

Health Information



Ease of Accessing Health Information

(Among All Alberta Residents)

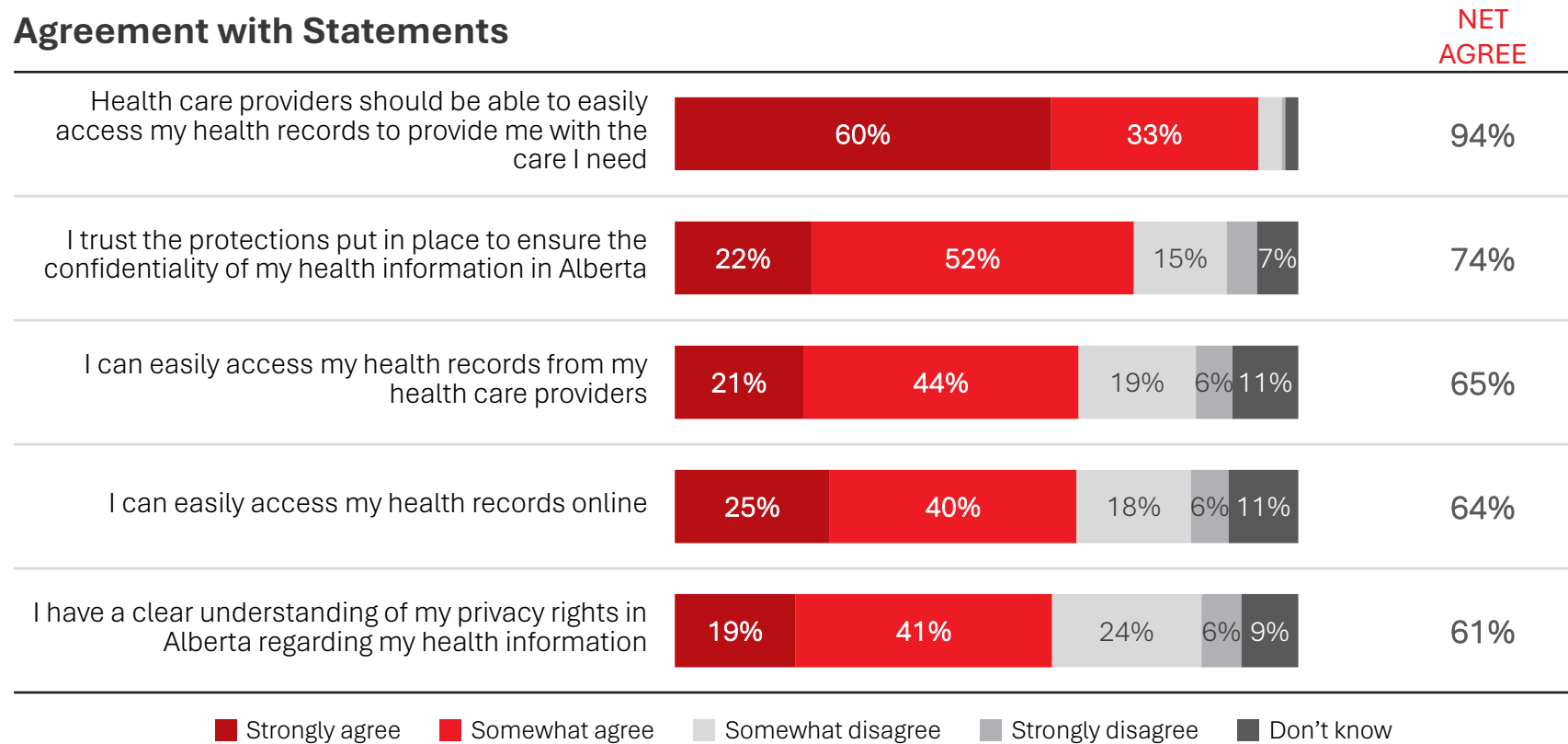


Base: Alberta Residents (n=2,016)
 B1. How easy or difficult do you think it is for:
 Figures 4% or less not labeled.

Perceptions Towards Health Information

(Among All Alberta Residents)

Agreement with Statements



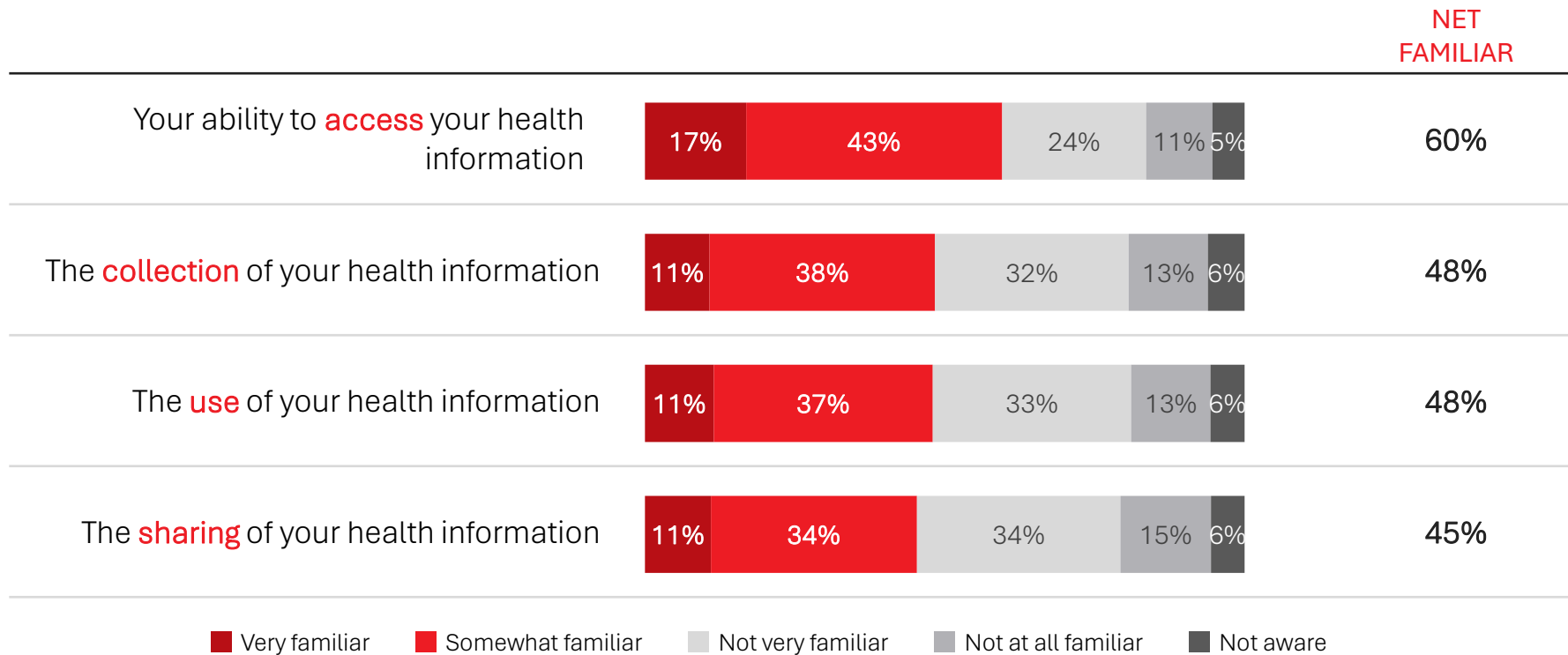
Base: Alberta Residents (n=2,016)

B2. How much do you agree or disagree with the following statements about your health information?

Figures 5% or less not labeled.

Familiarity with Alberta Privacy Rights

(Among All Alberta Residents)



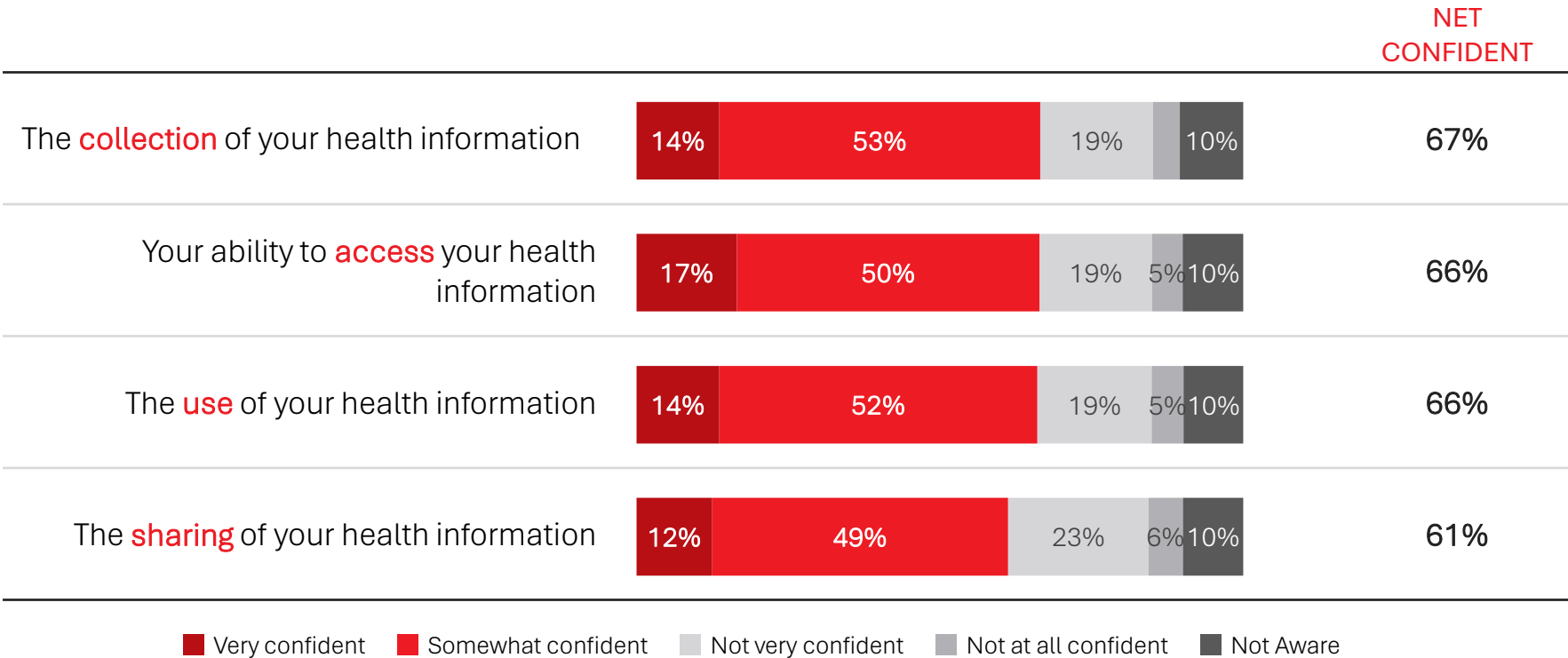
94%
AVERAGE AWARENESS ACROSS ALL TOPICS

Base: Alberta Residents (n=2,016)

B3. How familiar are you with your privacy rights in Alberta regarding ...

Confidence in Privacy Laws

(Among All Alberta Residents)



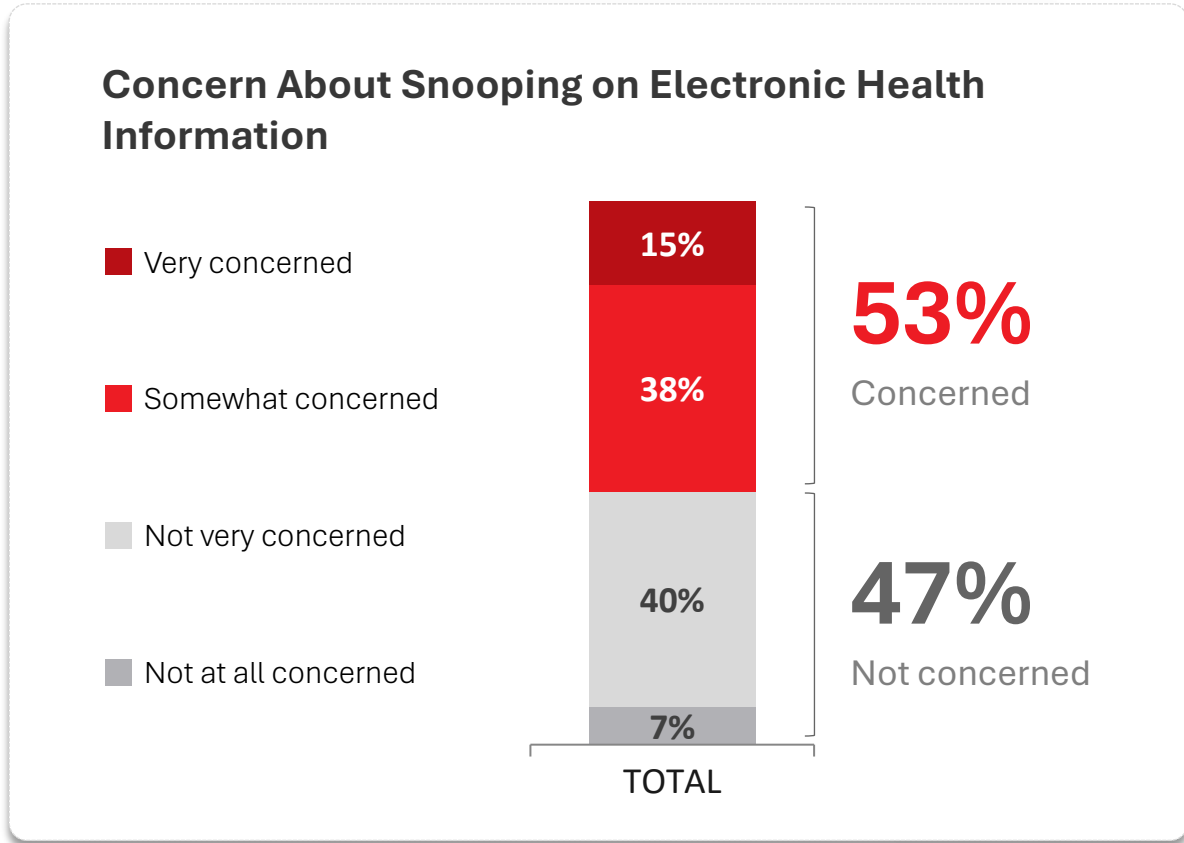
Base: Alberta Residents (n=2,016)

B4. How confident are you that current privacy laws adequately protect...

Figures 4% or less not labeled.

Concern About Snooping

(Among All Alberta Residents)

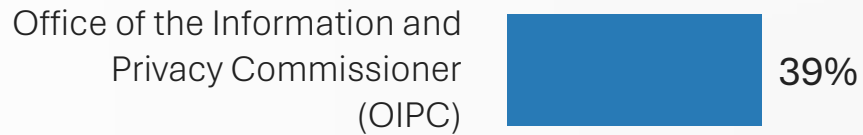
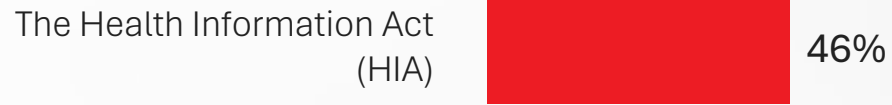


Base: Alberta Residents (n=2,016)

B5. How concerned are you about the possibility of your electronic health information being looked at by health care professionals or their staff for non-work related purposes, otherwise known as “snooping”?

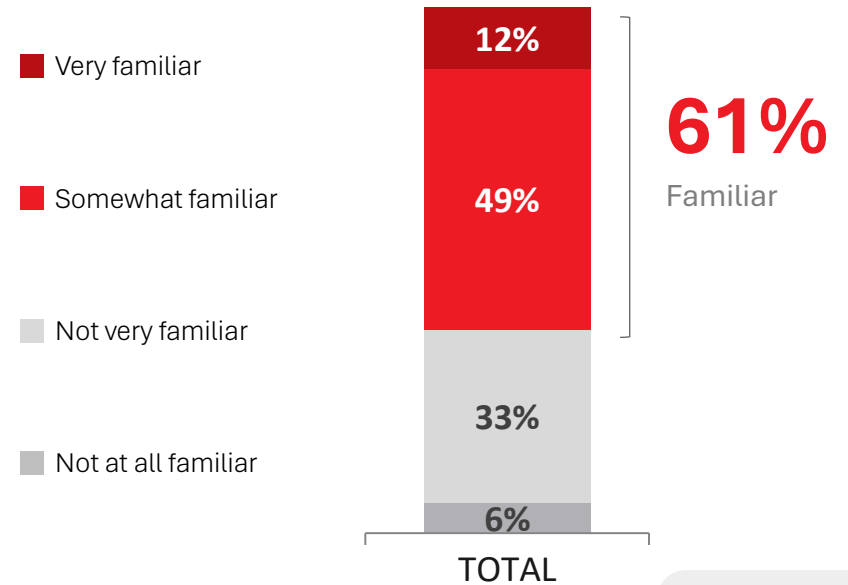
Awareness of OIPC, HIA and Privacy Rights

% Have Ever Heard of..... (Among All Alberta Residents)



Familiarity with Privacy Rights Under the HIA

(Among Alberta Residents Who Have Heard of the HIA)

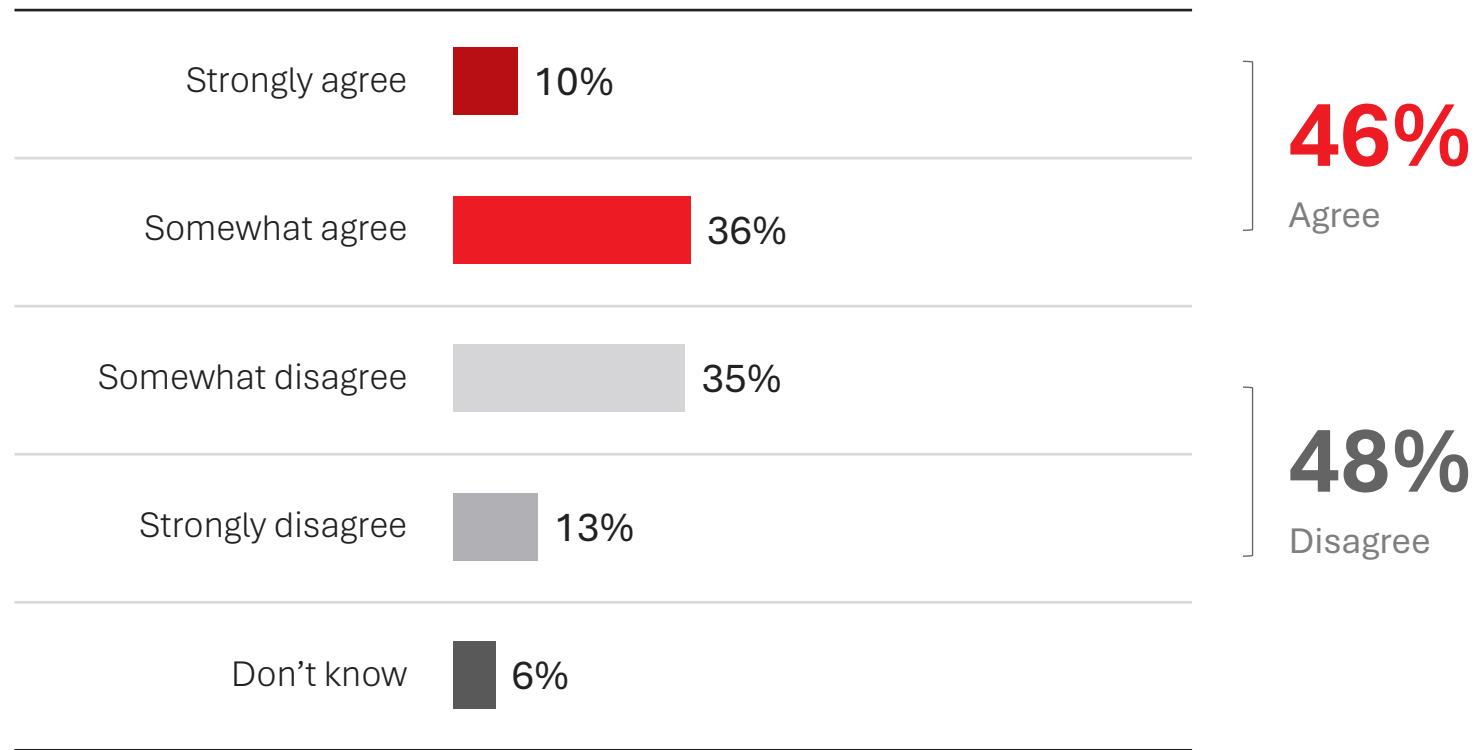


28% Familiar Among All Alberta Residents (n=2,016)

Understanding of **Exercising Rights** under HIA

(Among Alberta Residents Who Have Heard of the HIA)

'I have a clear understanding of how to exercise my rights under the Health Information Act (HIA)'



Base: Alberta Residents who have heard of the HIA (n=950)

B8. How much do you agree or disagree with the following statement:

Understanding of Rules and Rights of HIA

(Among All Alberta Residents)

Awareness of Privacy Rights Under the HIA



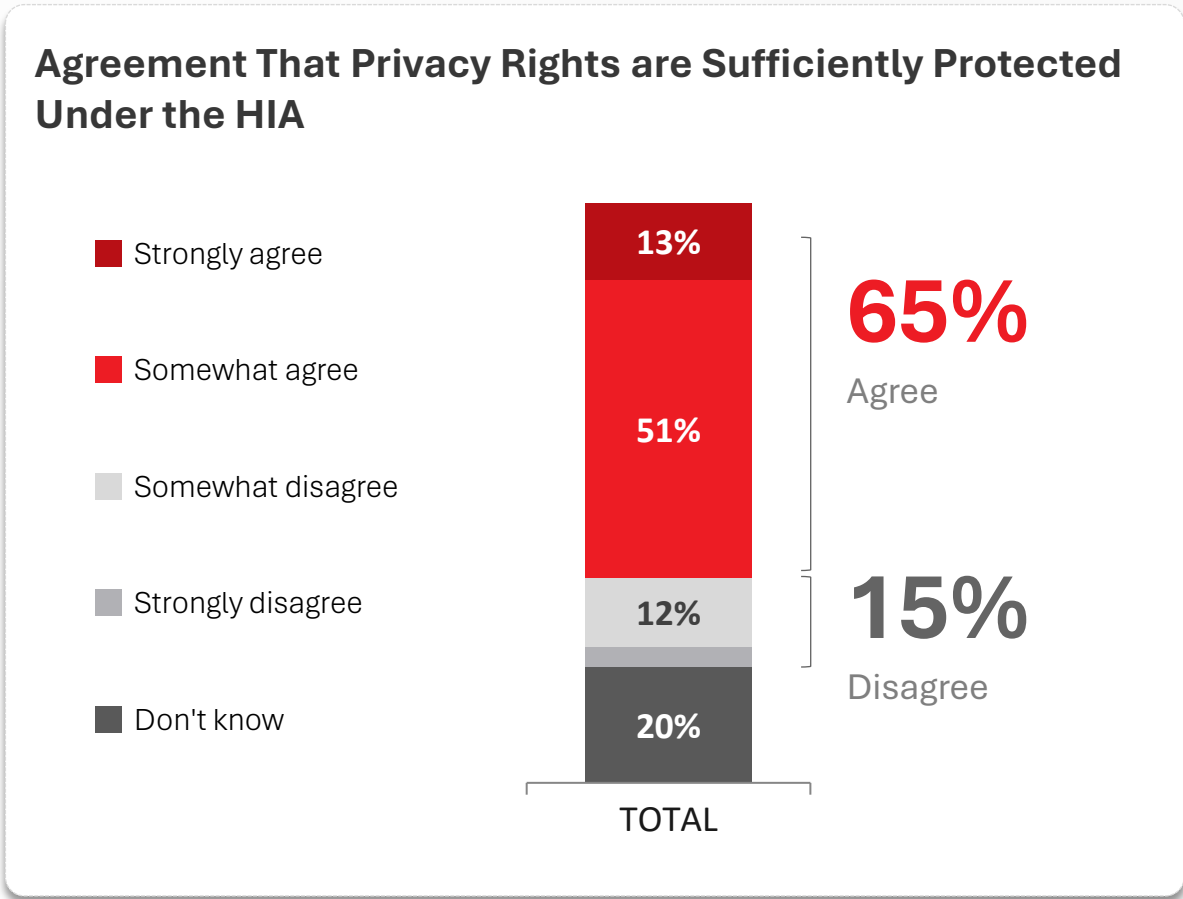
Health care providers and their staff are required to follow rules in the Health Information Act for any collection, use, sharing and security of your health information.



You have the right to express your wishes about who your health information is shared with.

Sufficient Protection of Privacy Rights under HIA

(Among All Alberta Residents)



Base: Alberta Residents (n=2,016)

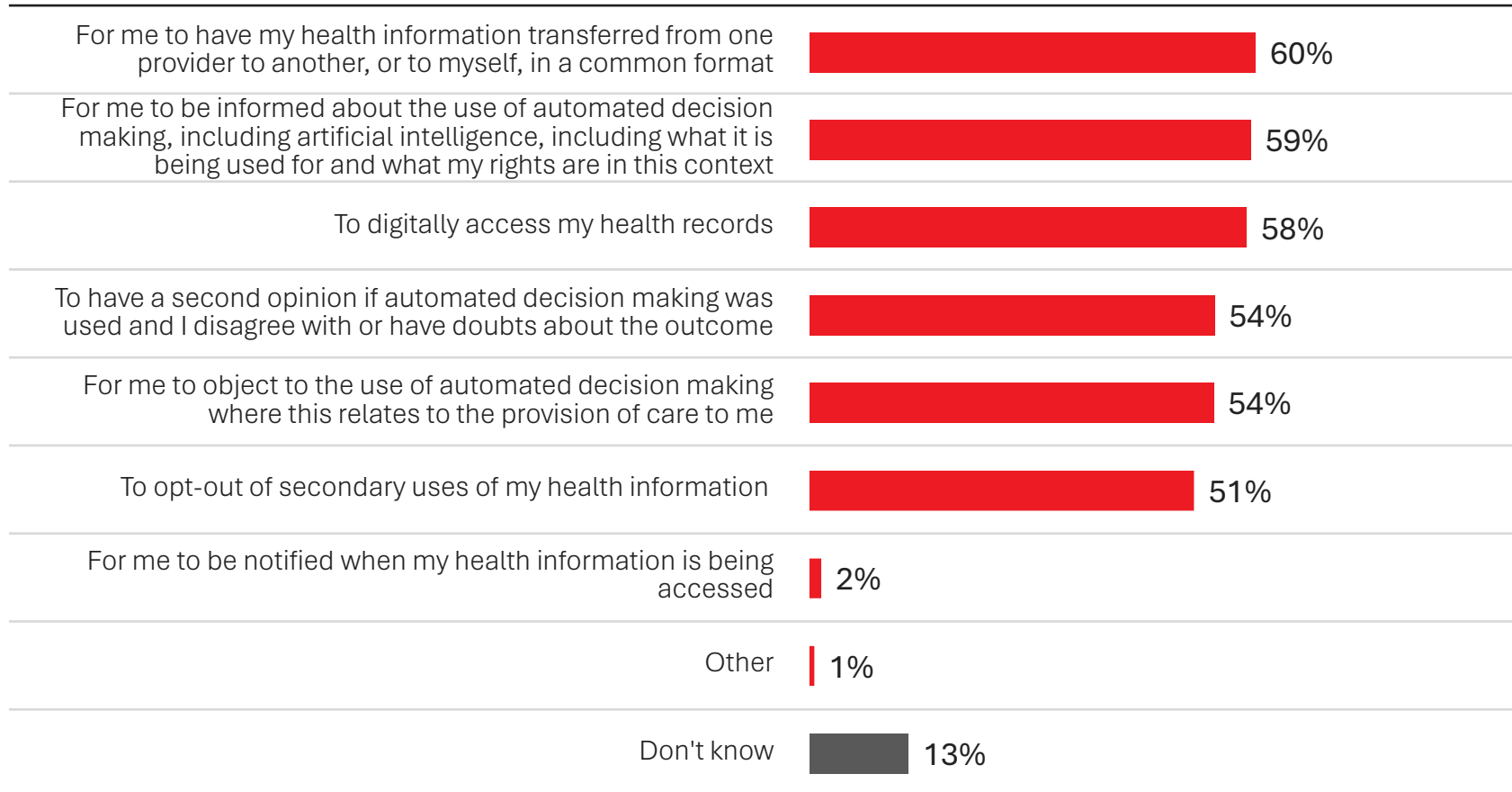
B10. How much do you agree or disagree that your privacy rights are **sufficiently protected** under the Health Information Act (HIA)?

Figures 3% or less not labeled.

Desired **Changes** to HIA

(Among Alberta Residents Who Disagree Their Privacy Rights are Sufficiently Protected)

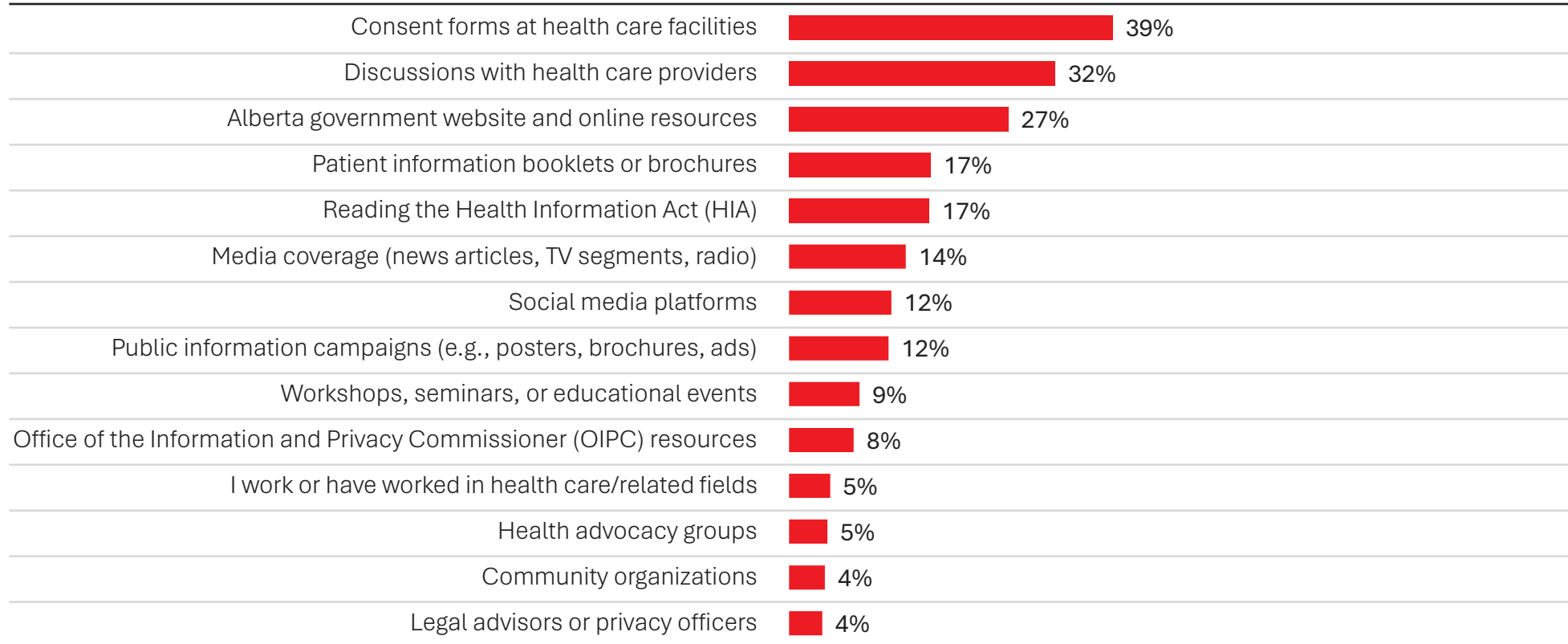
The right...



Health Information Rights – Source of Awareness

(Among Alberta Residents Who are Aware of the Right to Express Wishes About Sharing of Health Information)

% Selected



Base: Alberta Residents aware of the right to express wishes about sharing of health information (n=1,055)

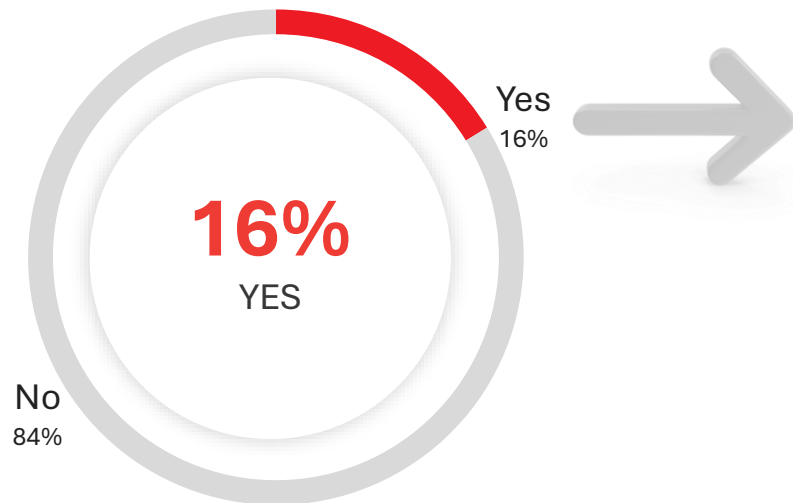
B11. How did you learn about your right to express your wishes about restricting or limiting the sharing of your health information?

Responses receiving less than 4% of total not shown.

Health Information Rights – Experiences Exercising Rights

Have Exercised Rights

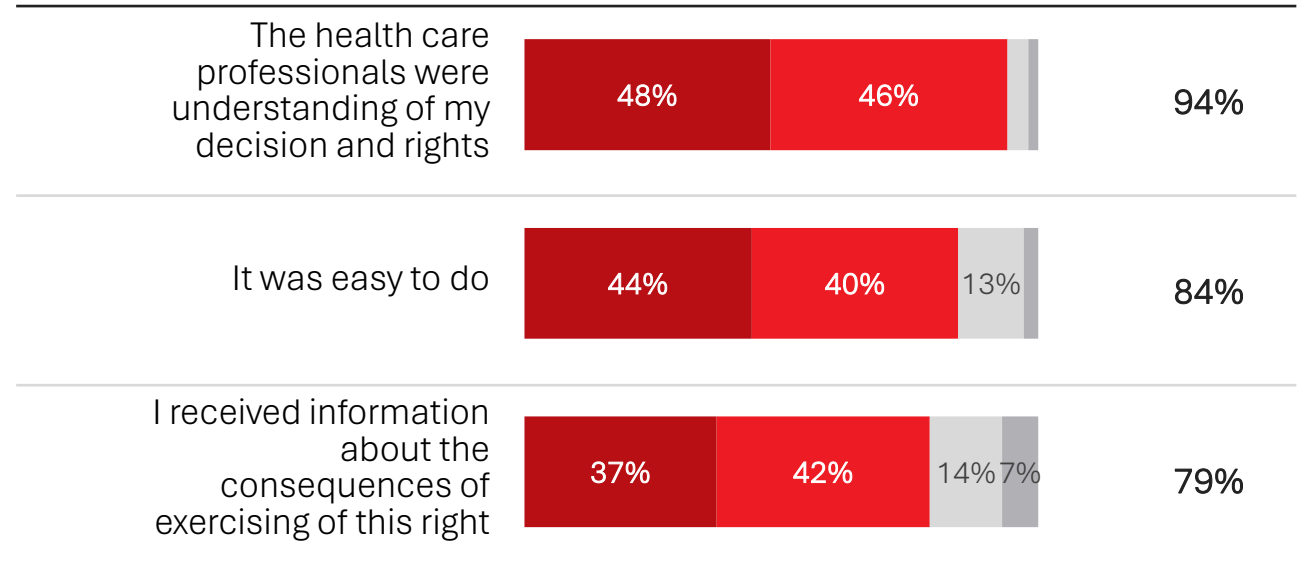
(Among Alberta Residents Aware of Rights)



Agreement with Statements Related to Expressing Wishes About Restricting or Limiting Sharing of Health Information*

(Among Alberta Residents Who Have Exercised Their Rights)

**NET
AGREE**



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Base: Alberta Residents aware of the right to express wishes about sharing of health information (n=1,055)

B12. Have you ever exercised your right to express your wishes about limiting or restricting the sharing of your health information?

*Base: Alberta Residents who have exercised their right to express their wishes about limiting or restricting the sharing of their health information (n=164)

*B12b. How much do you agree or disagree with the following statements about the occasion(s) when you expressed your wishes about restricting or limiting the sharing of your health information?

*Figures 4% or less not labeled.

2.3

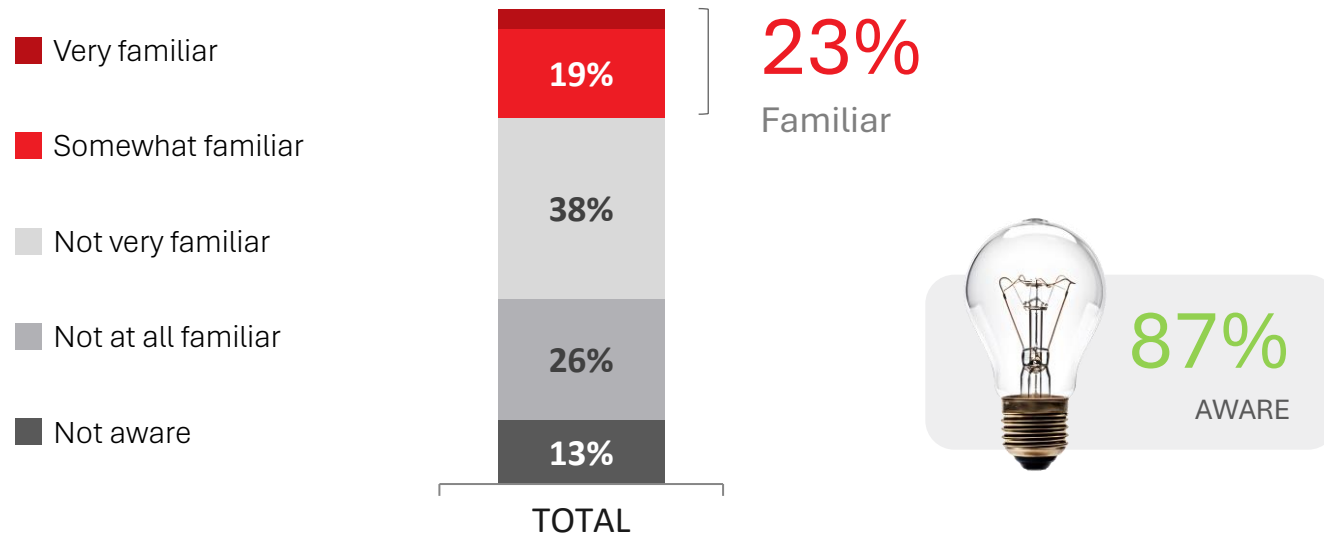
OIPC



Familiarity with OIPC and its Role in Enforcing the HIA

(Among All Alberta Residents)

Familiarity with OIPC and its Role in Enforcing the HIA



Base: Alberta Residents (n=2,016)

C1. How familiar are you with the Office of the Information and Privacy Commissioner (OIPC) and its role in ensuring health care professionals adhere to the rules of the Health Information Act (HIA)?


Figures 4% or less not labeled.

Awareness of OIPC Responsibilities

(Among Alberta Residents Aware of OIPC and its Role in Enforcing the HIA)

% Aware

Alberta's Information and Privacy Commissioner has the authority to investigate any suspected non-compliance with the Act and can issue orders for compliance as needed



Statement	% Aware
Alberta's Information and Privacy Commissioner has the authority to investigate any suspected non-compliance with the Act and can issue orders for compliance as needed	40%
Alberta's Information and Privacy Commissioner is responsible for ensuring the HIA is complied with	40%
You can make a complaint to the OIPC about any unauthorized collection, use or sharing of your health information	35%

40%

Alberta's Information and Privacy Commissioner is responsible for ensuring the HIA is complied with

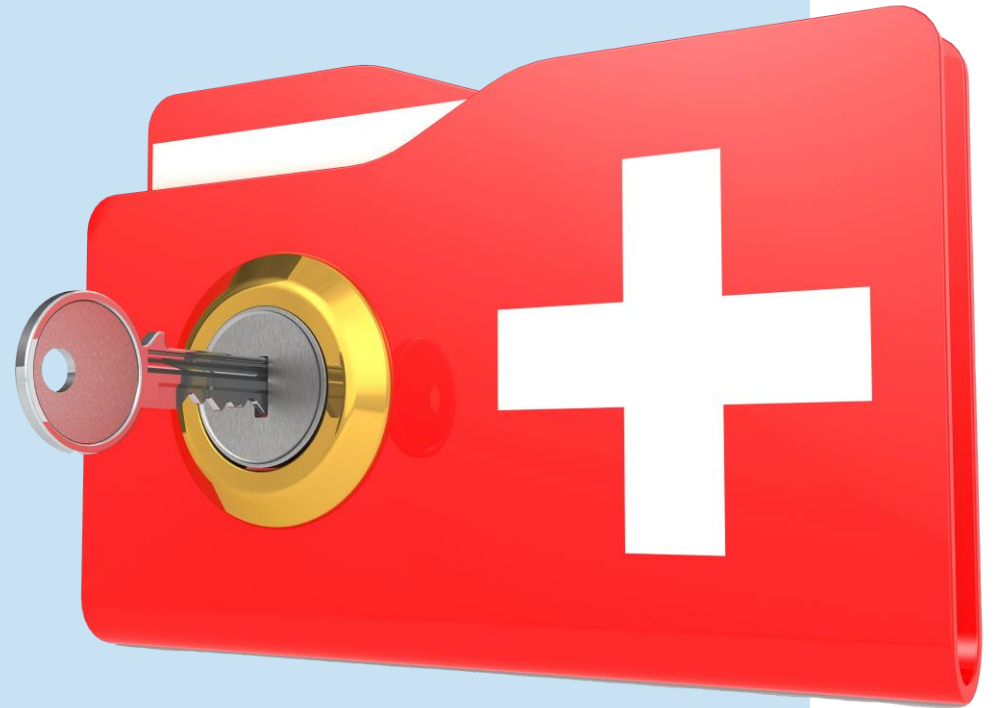
40%

You can make a complaint to the OIPC about any unauthorized collection, use or sharing of your health information

35%

2.4

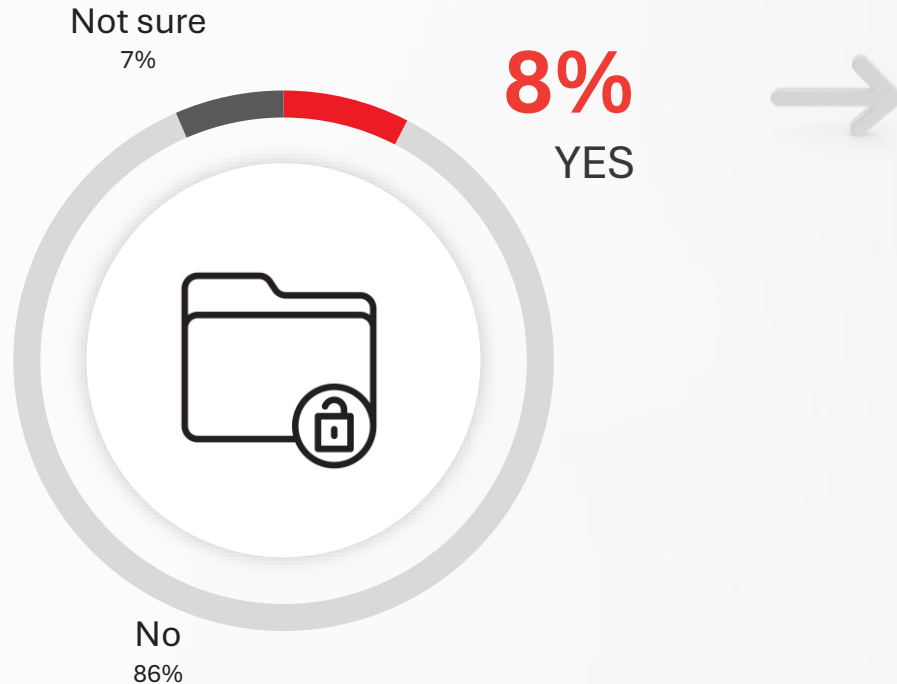
Health Information Breaches



Past Health Information Breaches

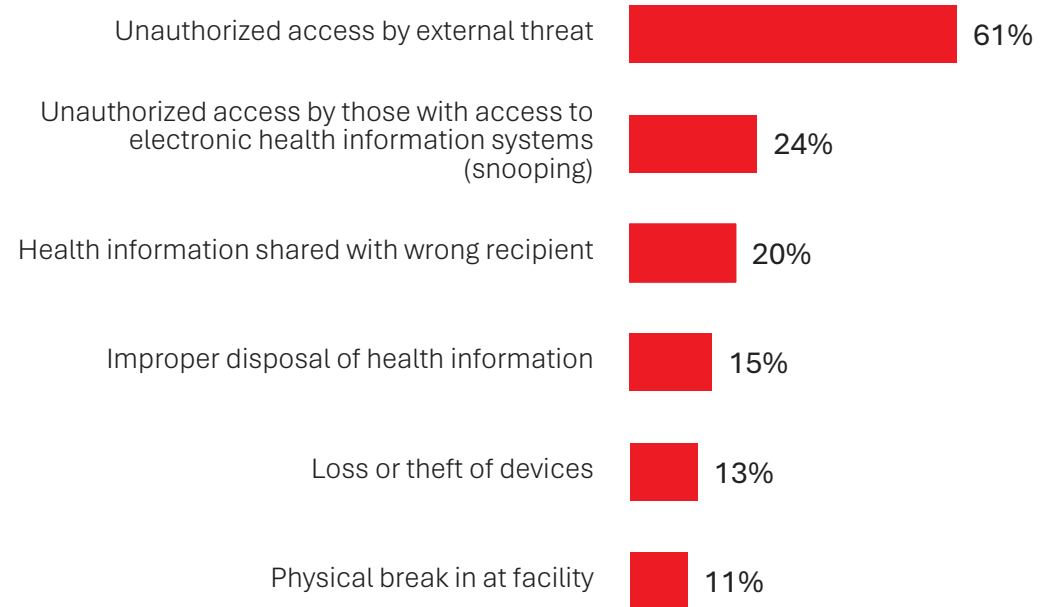
Have Been Notified of Health Information Breach

(Among All Alberta Residents)



Type of Breach

(Among Alberta Residents Notified of a Breach Involving Their Health Information)



Base: Alberta Residents (n=2,016)

D1. Have you ever been notified about a breach involving your health information?

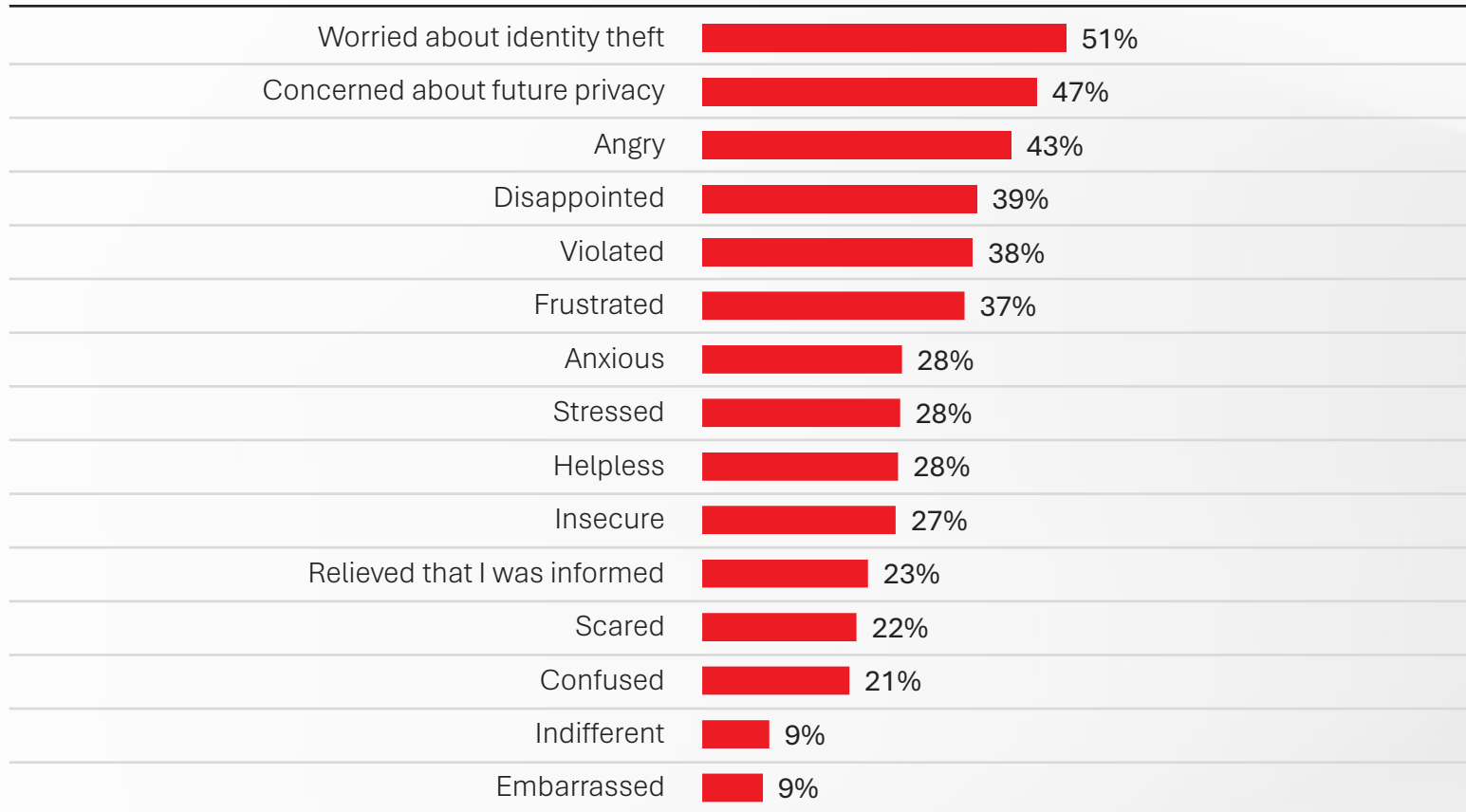
Base: Alberta Residents who have been notified about a breach involving their health information (n=151)

D2. In what way was your health information involved in a breach?

Feelings About Experiencing Data Breaches

(Among Alberta Residents Notified of a Breach Involving Their Health Information)

% Selected



Base: Alberta Residents who have been notified about a breach involving their health information (n=151)

D4. How did it feel when you were notified about the breach involving your health information?

Responses receiving 2% or less of total not shown.

2.5

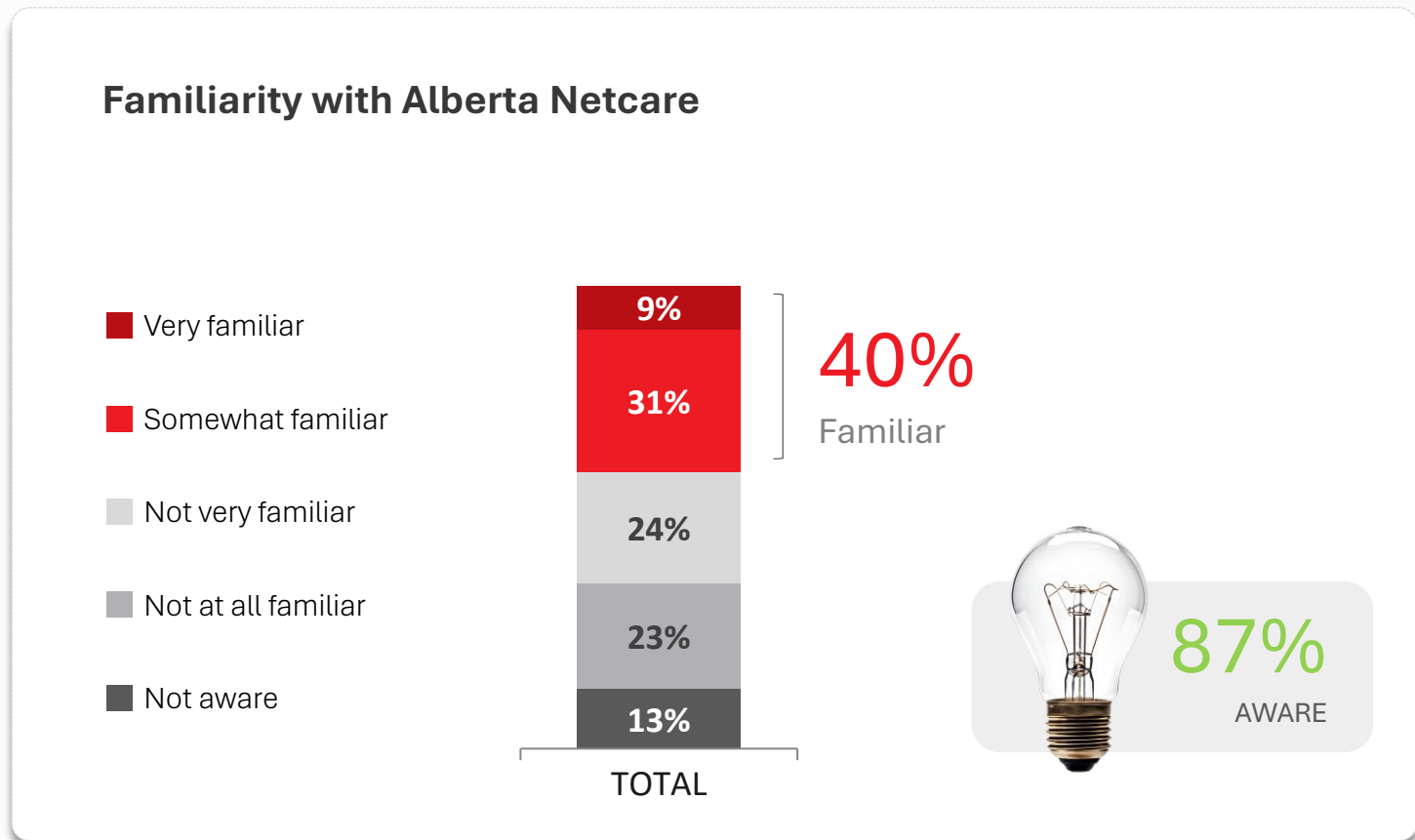
Alberta Netcare

Alberta
Netcare
ELECTRONIC HEALTH RECORD



Familiarity with Alberta Netcare

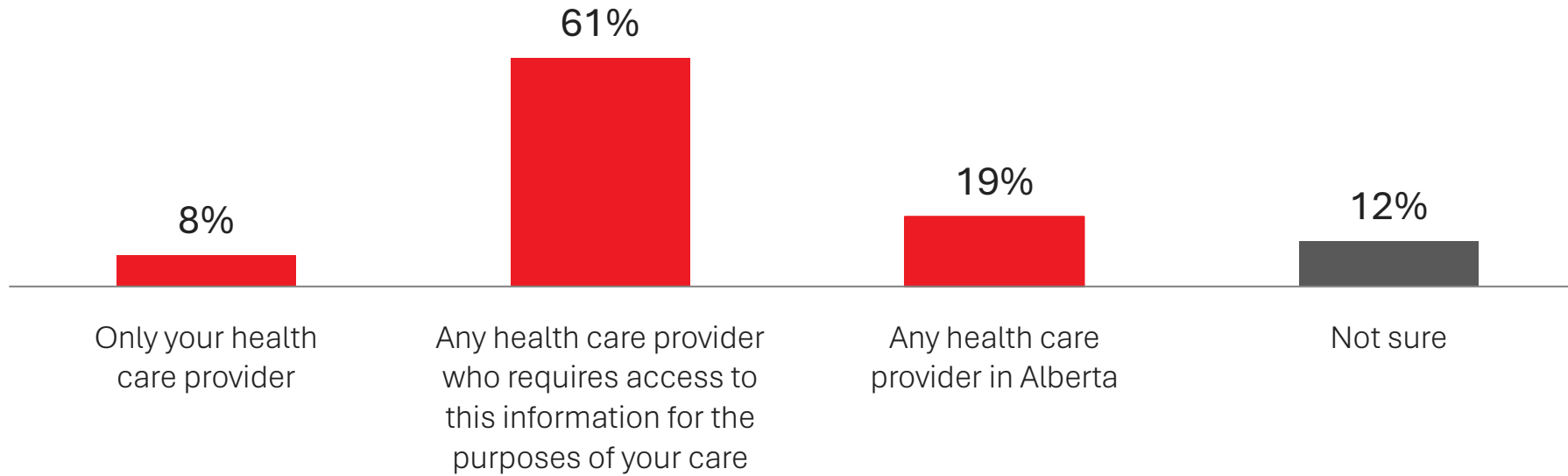
(Among All Alberta Residents)



Knowledge of **Who Can Access** Netcare

(Among Alberta Residents Aware of Alberta Netcare)

Who Has Access to Health Information Through Alberta Netcare?



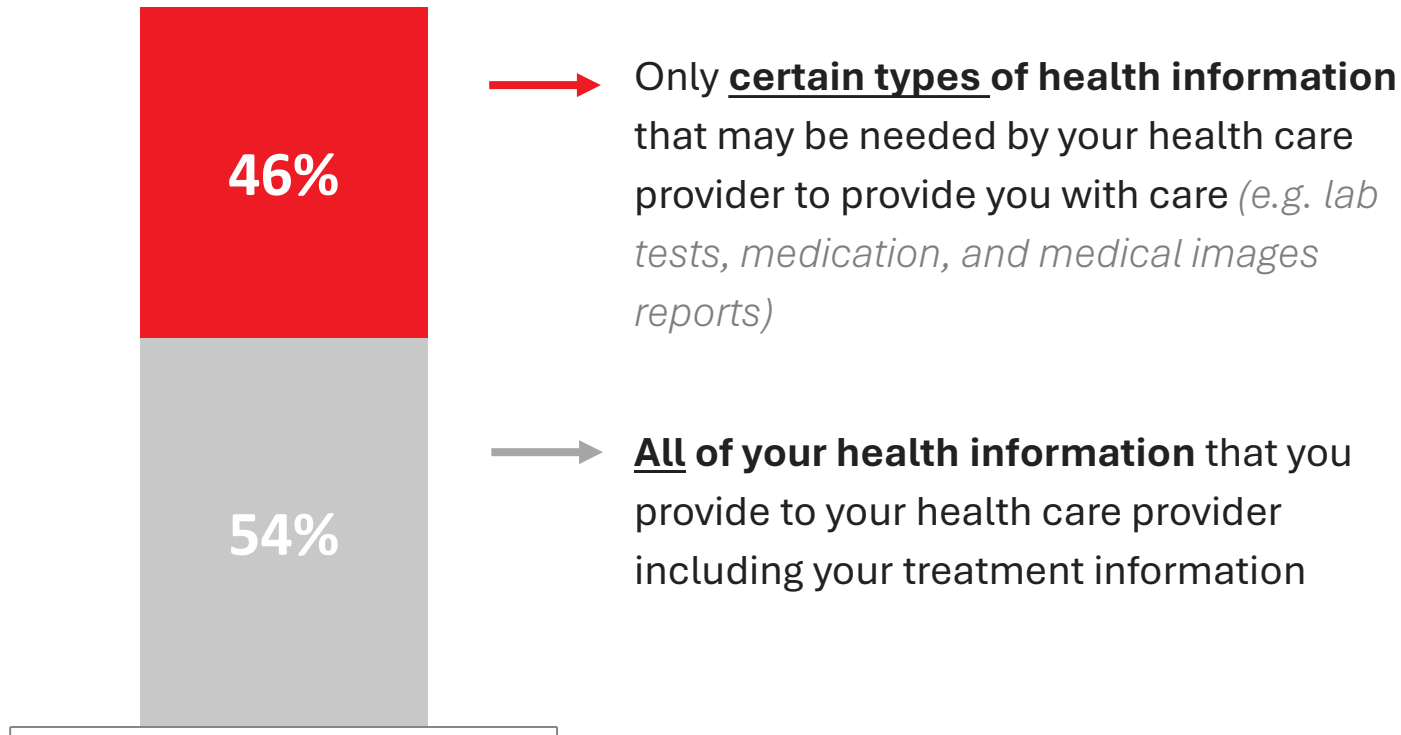
Base: Alberta Residents aware of Alberta Netcare (n=1,758)

E2. Which of the following best describes who you think has access to your health information through Alberta Netcare?

Knowledge of **Information Accessible** in Netcare

(Among Alberta Residents Aware of Alberta Netcare)

I believe Health Care Providers can Access...



Base: Alberta Residents aware of Alberta Netcare (n=1,758)

E3. Based on what you currently know, how much of your health information can health care providers access through Alberta Netcare?

2.6

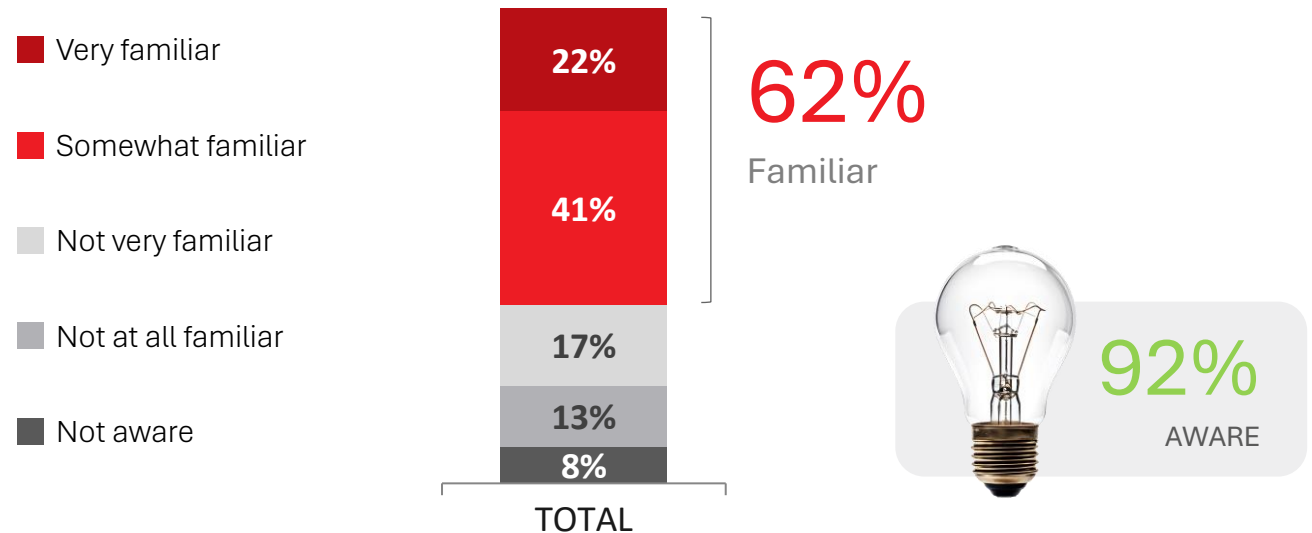
MyHealth Records



Familiarity with MyHealth Records

(Among All Alberta Residents)

Familiarity with MyHealth Records



Base: Alberta Residents (n=2,016)

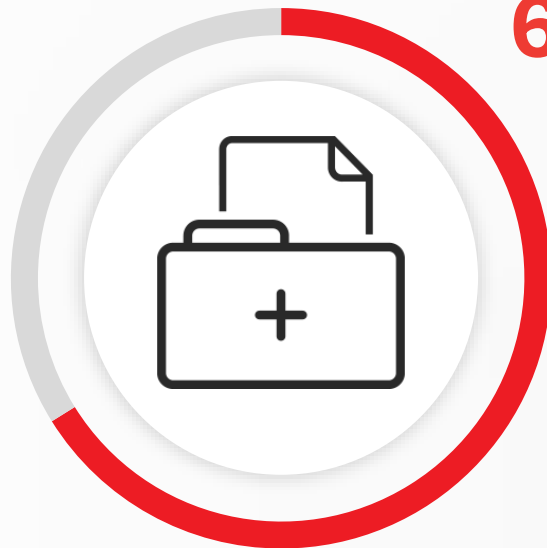
F1. How aware and familiar are you with the MyHealth Records online platform?

MyHealth Records Usage

Have Used MyHealth Records

(Among Alberta Residents Aware of MyHealth Records)

No
34%



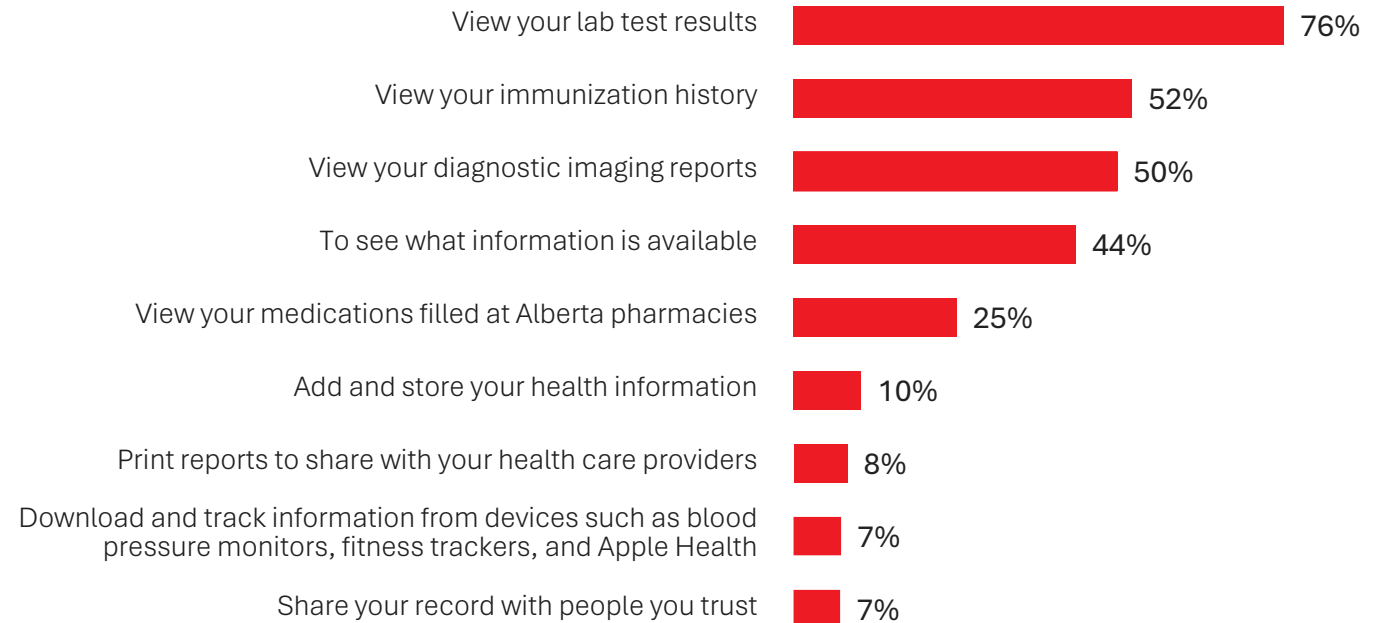
66%
YES

61% Yes
Among All Alberta
Residents (n=2,016)

Base: Alberta Residents aware of MyHealth Records (n=1,866)
F2. Have you ever accessed the **MyHealth Records online platform**?

Reasons for Using MyHealth Records

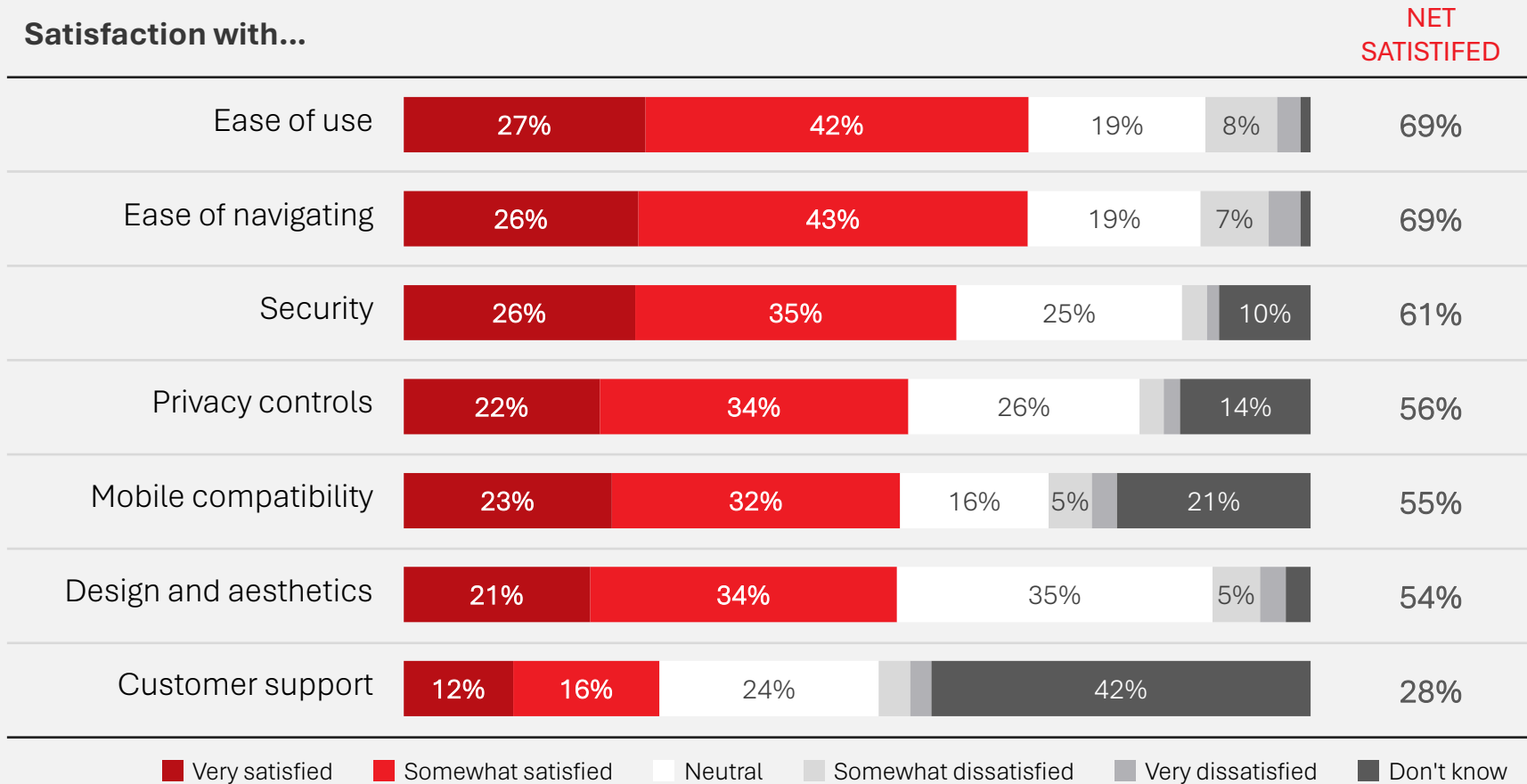
(Among Alberta Residents Who Have Used MyHealth Records)



Base: Alberta Residents who have used MyHealth Records (n=1,301)
F3. For what reasons have you used the MyHealth Records online platform?
Responses receiving 1% or less of total not shown.

MyHealth Records Satisfaction

(Among Alberta Residents Who Have Used MyHealth Records)



Base: Alberta Residents who have used MyHealth Records (n=1,301)

F4. How satisfied were you with the following elements of the MyHealth Records online platform?

Figures 4% or less not labeled.

2.7

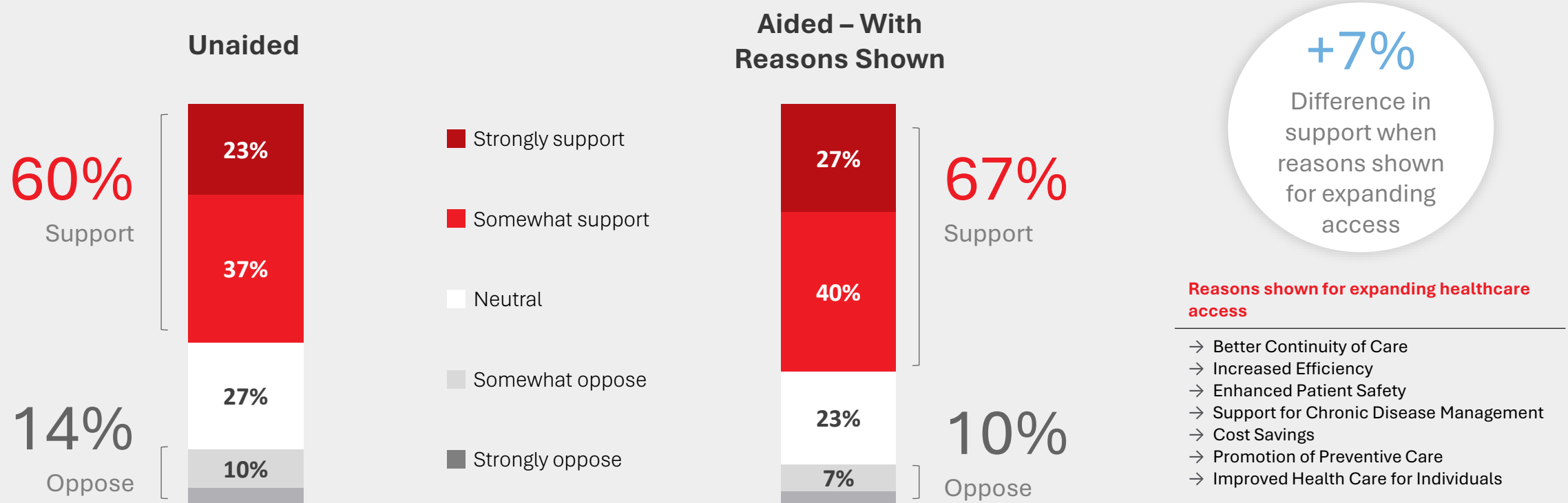
Health Information Access



Expanded Health Information Access

(Among All Alberta Residents)

Support for Making All Health Information Electronically Accessible to All Health Care Providers



Base: Alberta Residents (n=2,016)

G1. Based on what you currently know, how much do you support or oppose to making **all your health information electronically accessible to all health care providers** in the province?

Figures 4% or less not labeled.

Base: Alberta Residents (n=2,016)

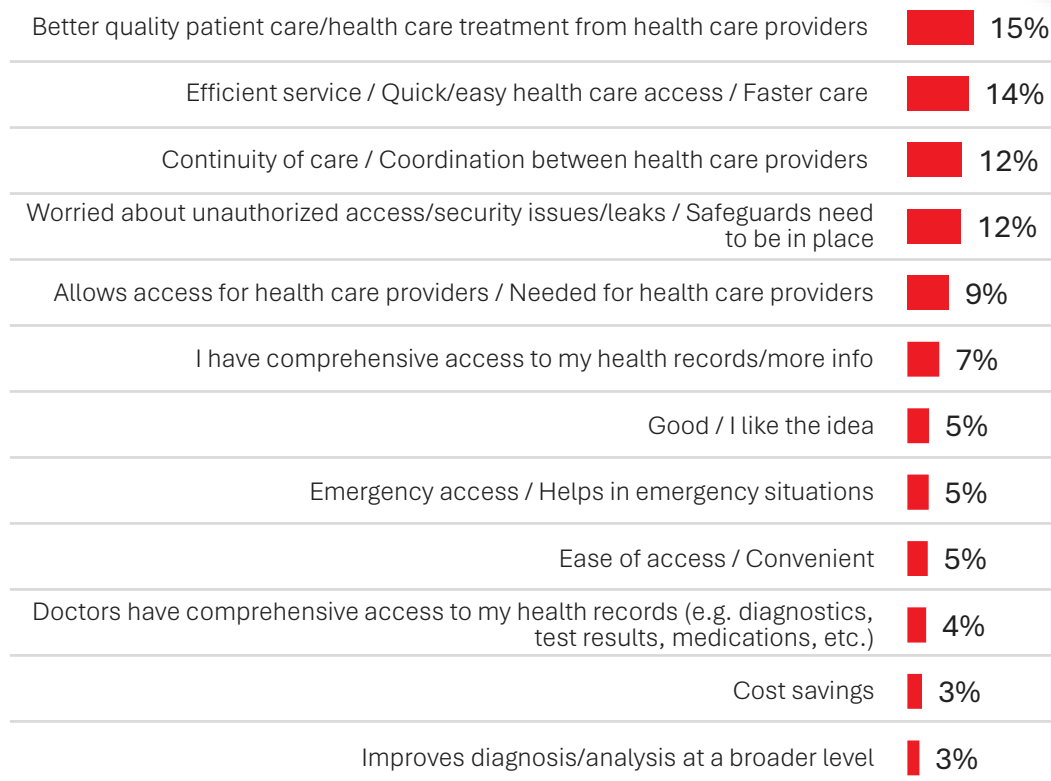
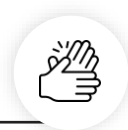
G2. The potential reasons for expanding access to all of your health information include:

Figures 3% or less not labeled.

Reasons for Supporting or Opposing Expanded Access

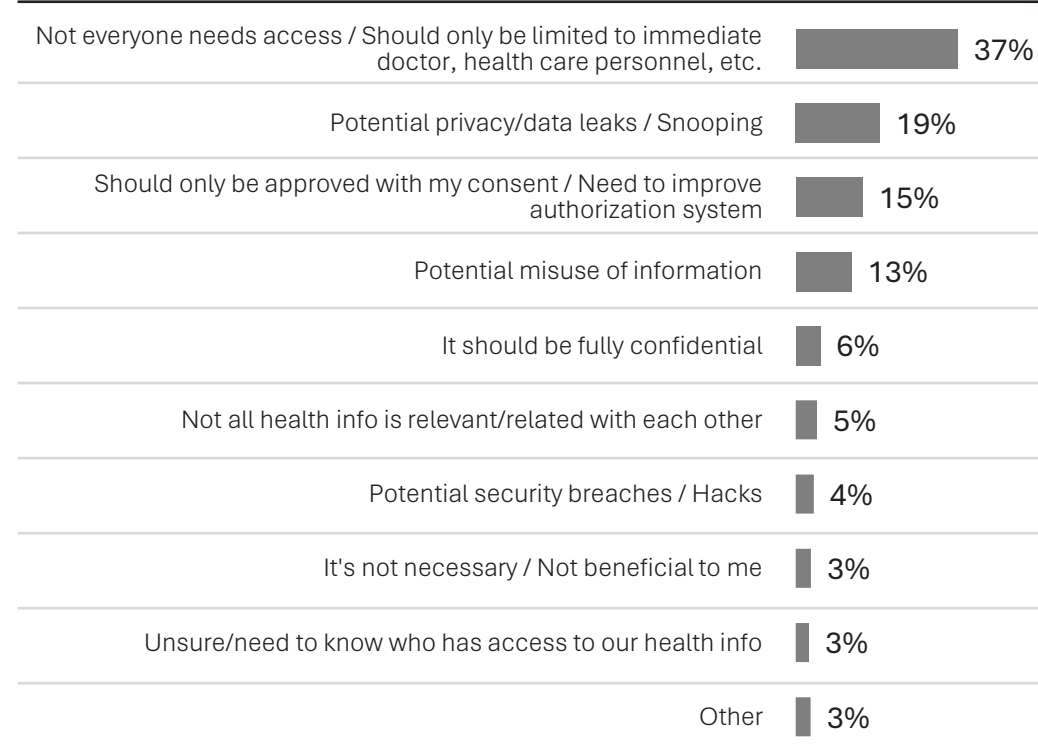
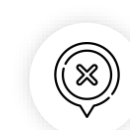
(Among Alberta Residents who Support/Oppose Expanding Access to all Health Information)

Support



Base: Alberta Residents who support expanding access to all health information (n=1,379)
 G2a. For what reason(s) do you [strongly support/somewhat support] expanding access to all of your health information?
 Responses receiving 2% or less of total not shown.
 'Other' (7%) and 'Don't know/refused' (5%) not shown

Oppose

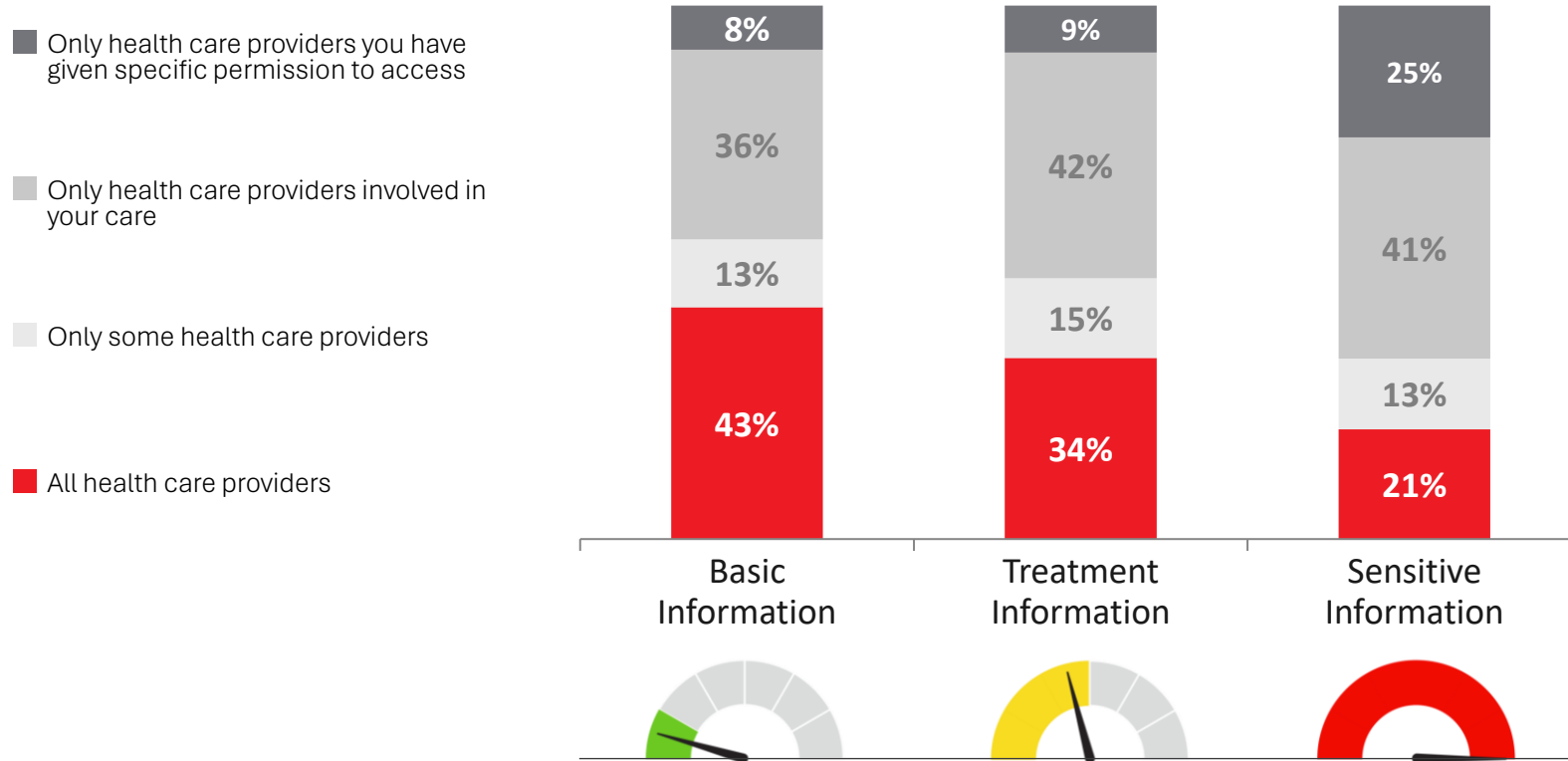


Base: Alberta Residents who oppose expanding access to all health information (n=206)
 G2a. For what reason(s) do you [strongly oppose/somewhat oppose] expanding access to all of your health information?
 Responses receiving 2% or less of total not shown.

Health Information Access **by Type**

(Among All Alberta Residents)

Who Should Have Access To Health Care Information?



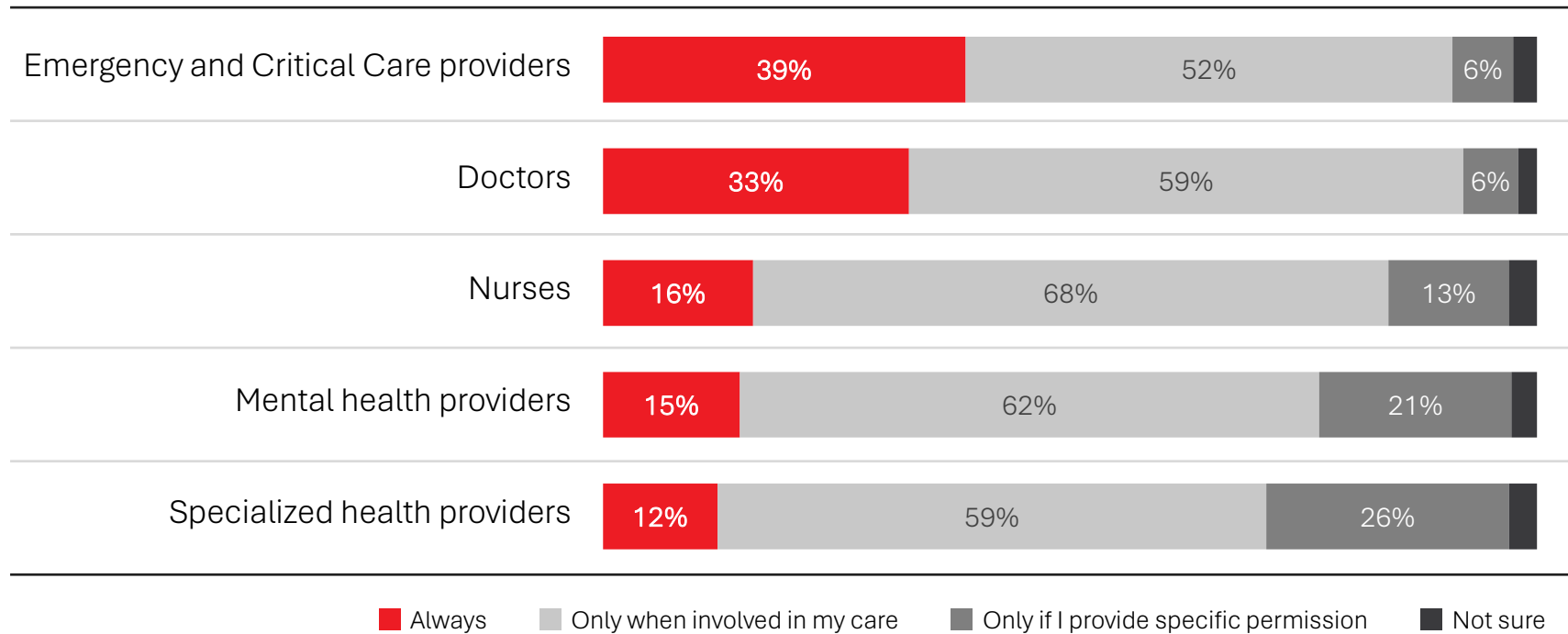
Base: Alberta Residents (n=2,016)

G3a. Which of the following statements best describes who you think should have access to your health care information?

Health Information Access **by Provider**

(Among All Alberta Residents)

When Should Each Provider Have Access to Health Care Information?



Base: Alberta Residents (n=2,016)

G3b. When should each of the following health care providers have access to your health care information (including basic information, treatment information, and sensitive information)?

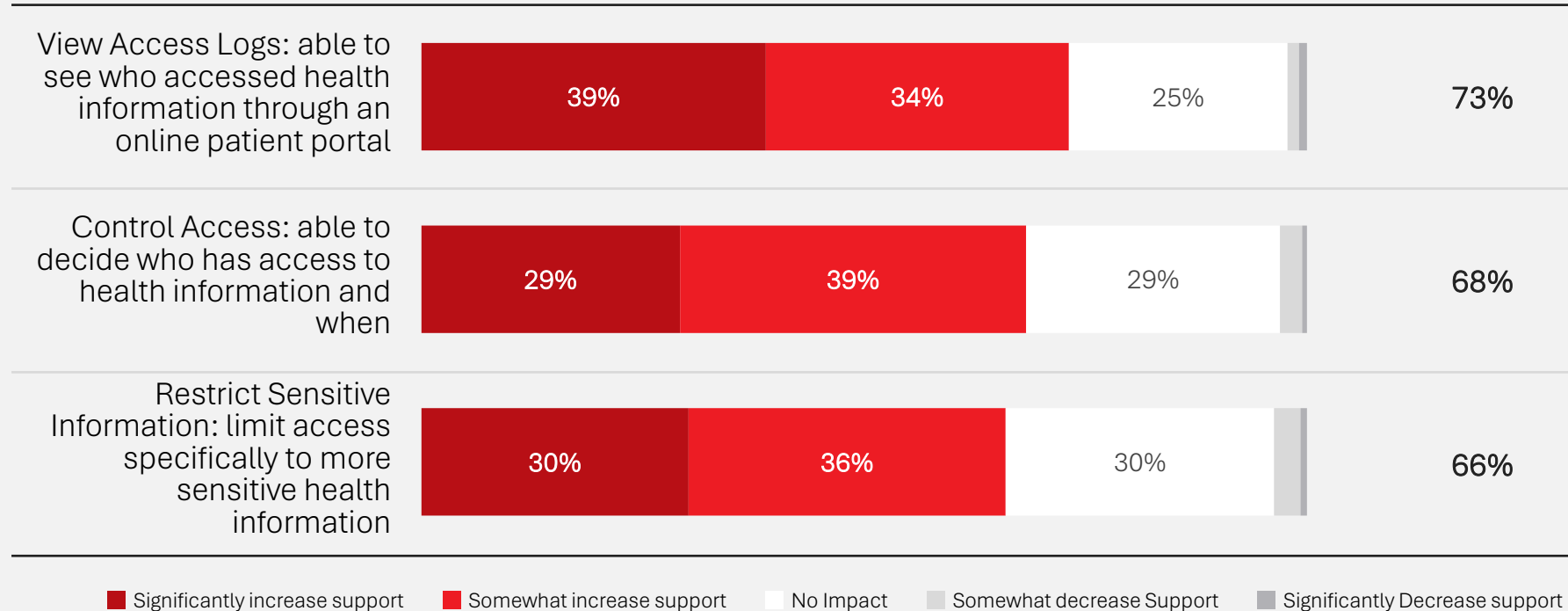
Figures 3% or less not labeled.

Impact of Information Control

(Among All Alberta Residents)

Impact on Support for Allowing Broader Access to Health Information

NET INCREASE
SUPPORT



Base: Alberta Residents (n=2,016)

G4. If you were given the following types of controls over your health information, how much would it impact your support for allowing broader access to it?

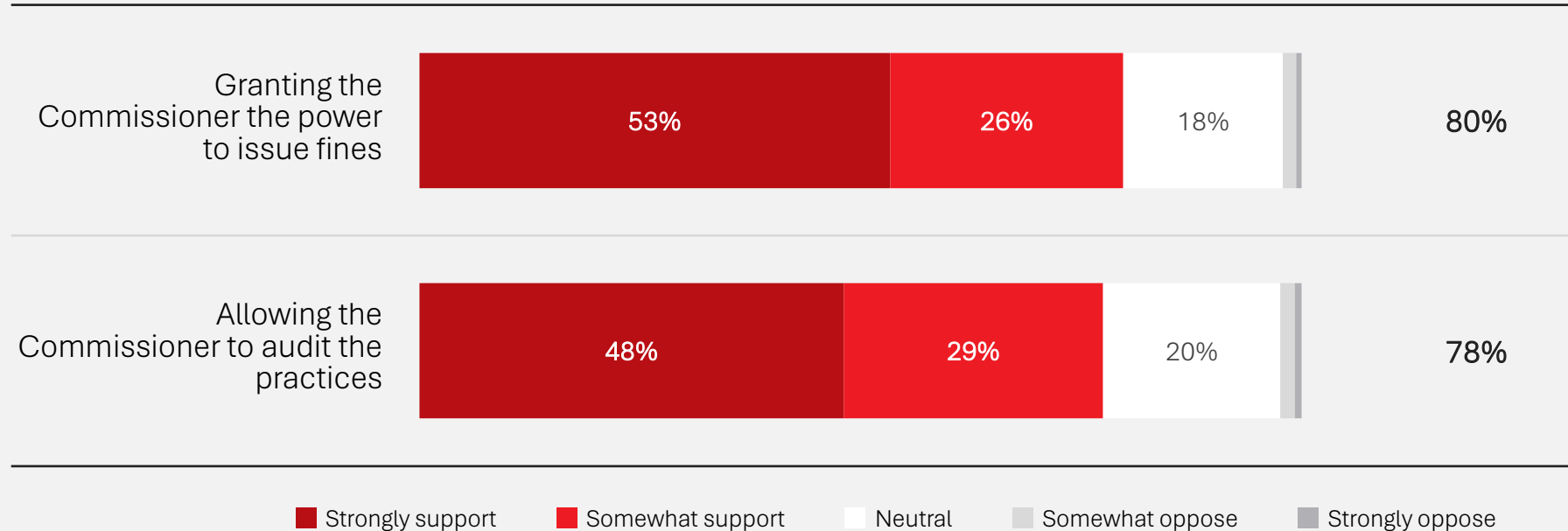
Figures 3% or less not labeled.

Support for OIPC Involvement

(Among All Alberta Residents)

Support for Measures

NET
SUPPORT



Base: Alberta Residents (n=2,016)

G5. How much do you support or oppose the following measures being considered by the OIPC to better protect your health information:

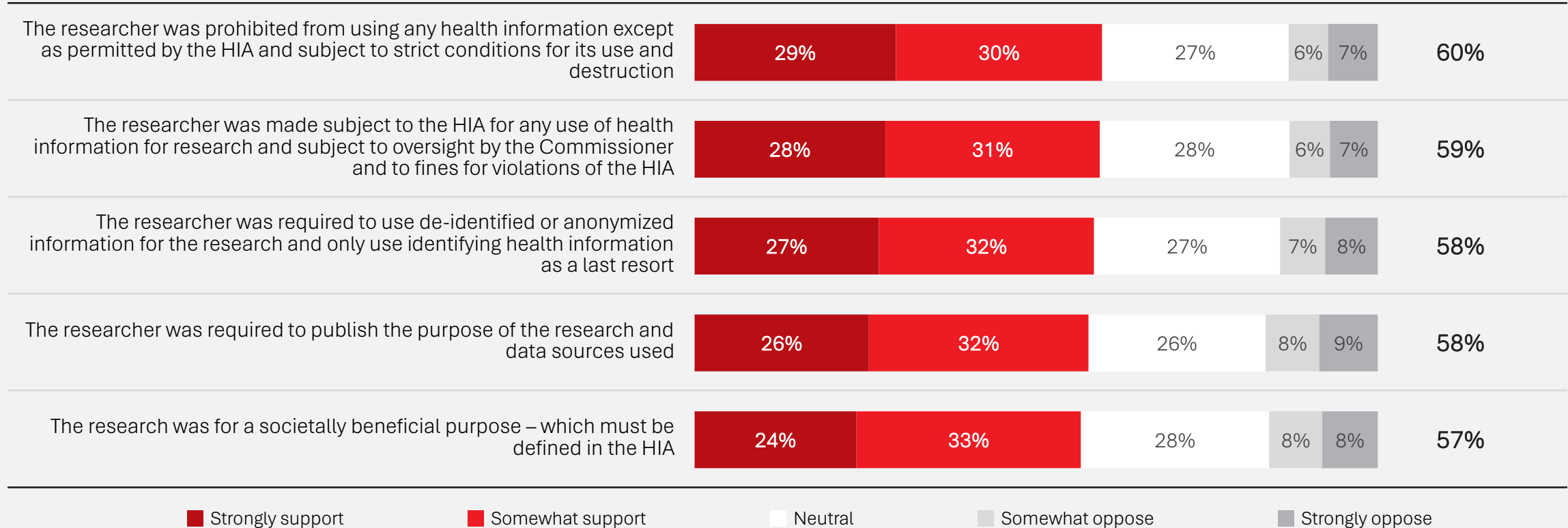
Figures 2% or less not labeled.

Use of Health Information for Societally Beneficial Research

(Among All Alberta Residents)

Support for Using Health Information for Societally Beneficial Research

NET SUPPORT



Base: Alberta Residents (n=2,016)

J1. The OIPC would like to know your thoughts on the use of health information or other kinds of information for **societally beneficial research**.

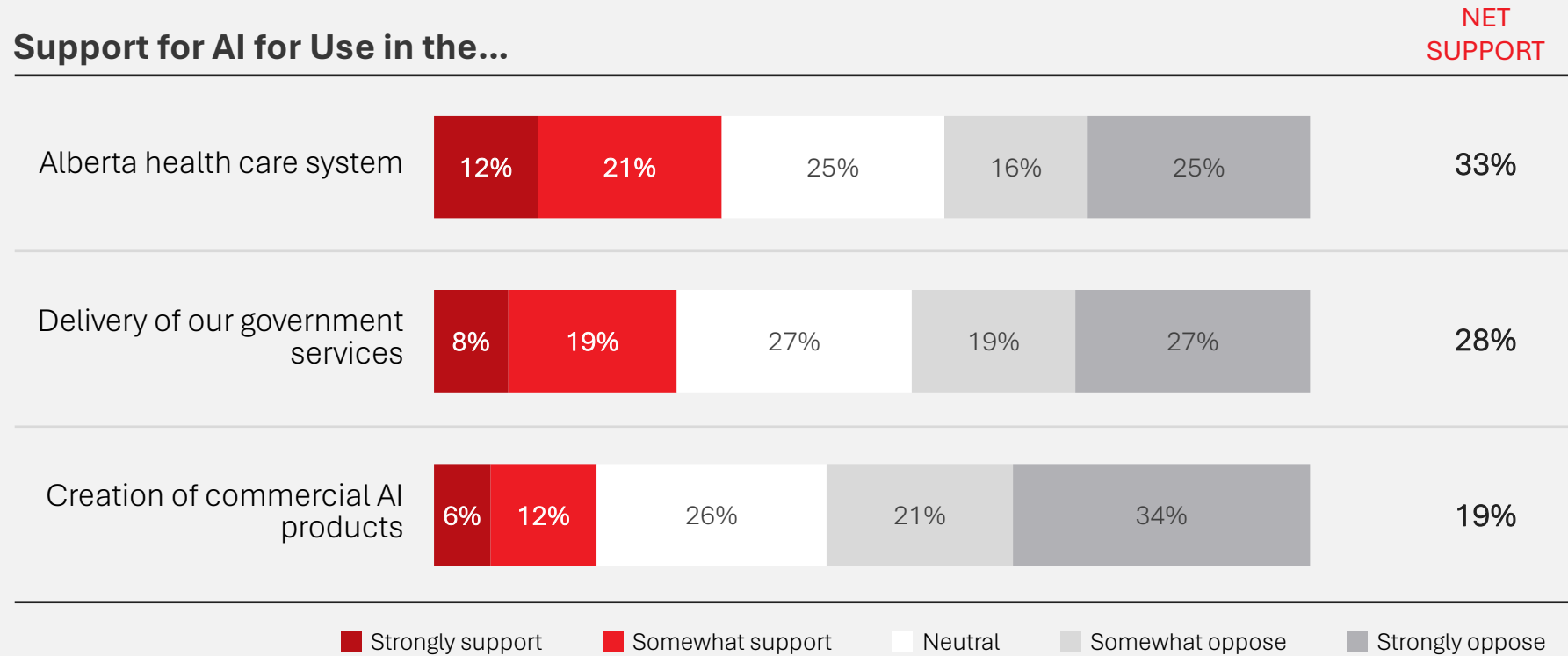
2.8

Artificial Intelligence



Use of Health Information to Train AI

(Among All Alberta Residents)



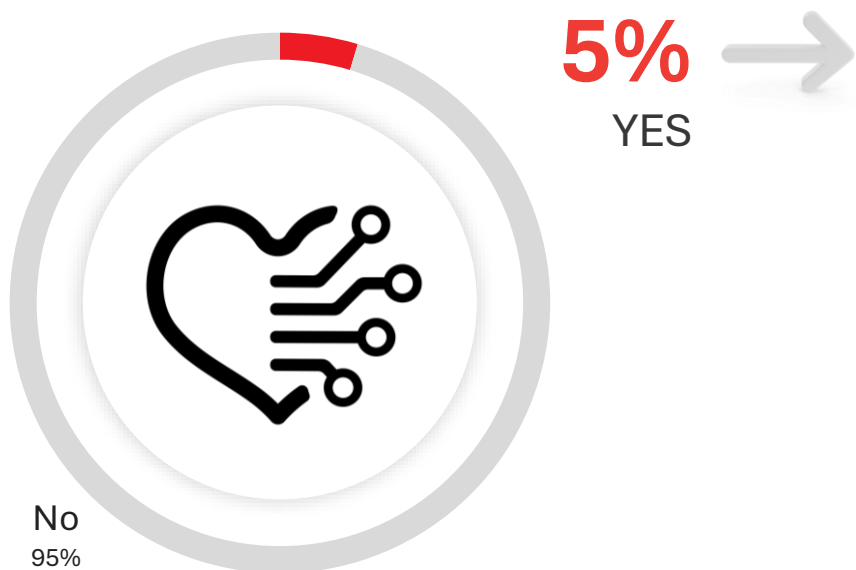
Base: Alberta Residents (n=2,016)

AI_1. How much do you support or oppose the use of your health information to train artificial intelligence (AI):

Other AI Uses for Health Information

(Among All Alberta Residents)

Are There Any Other Uses You Would Support?

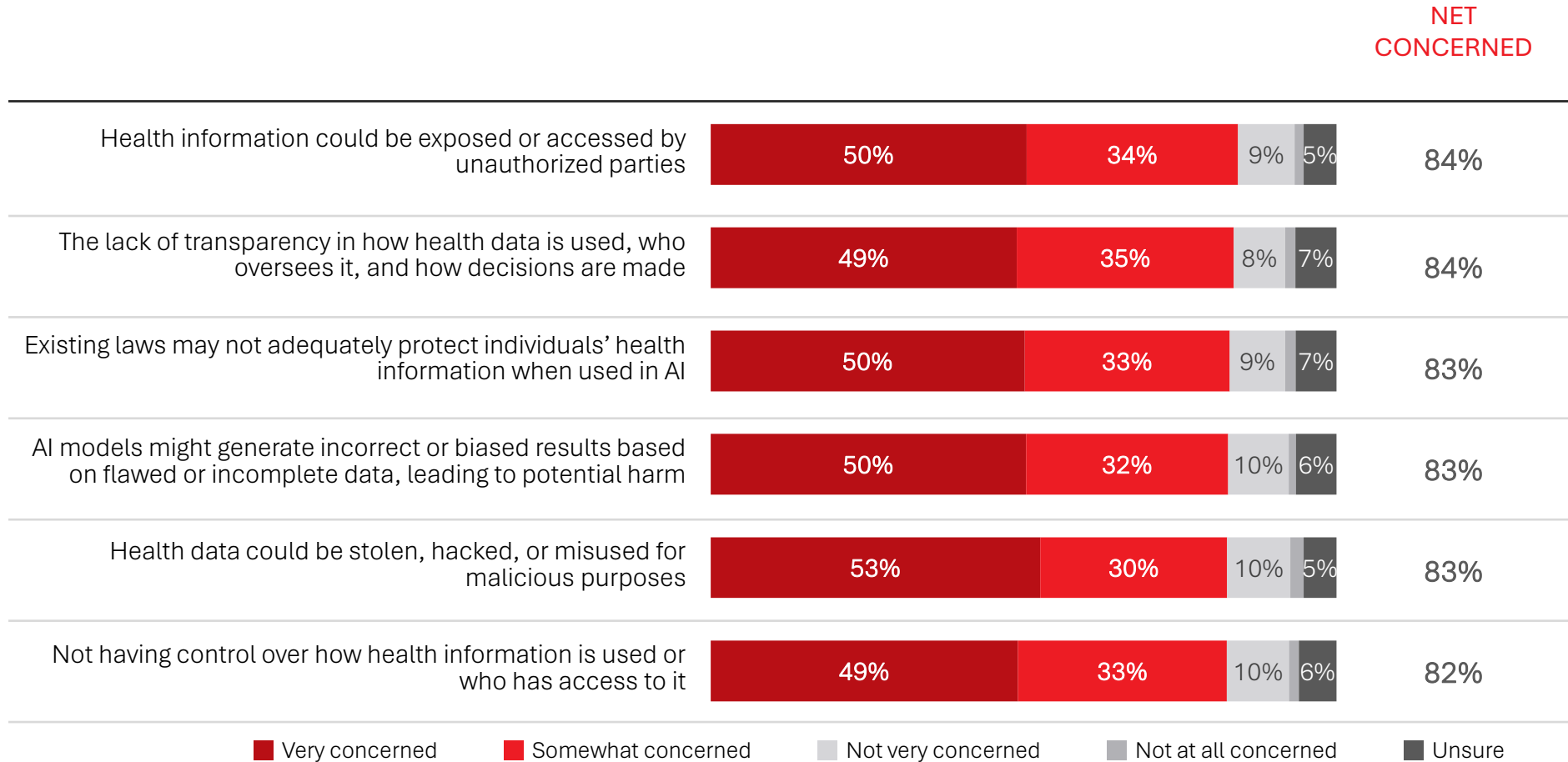


Description of Other Uses

Medical treatment/care	1%
Research studies	1%
Diagnostic aid	1%
Data security / Securing data access	1%
Statistical/data analysis	<1%
Finding a cure/medical breakthrough	<1%
Education / Training / Learning opportunities	<1%
Prescription refills notifications	<1%
Emergency situations	<1%
Preventative care / Early detection / Flagging at-risk individuals	<1%
It depends on various circumstances	<1%
Other	1%

Concerns about Using Health Information to Train AI (1 of 2)

(Among All Alberta Residents)



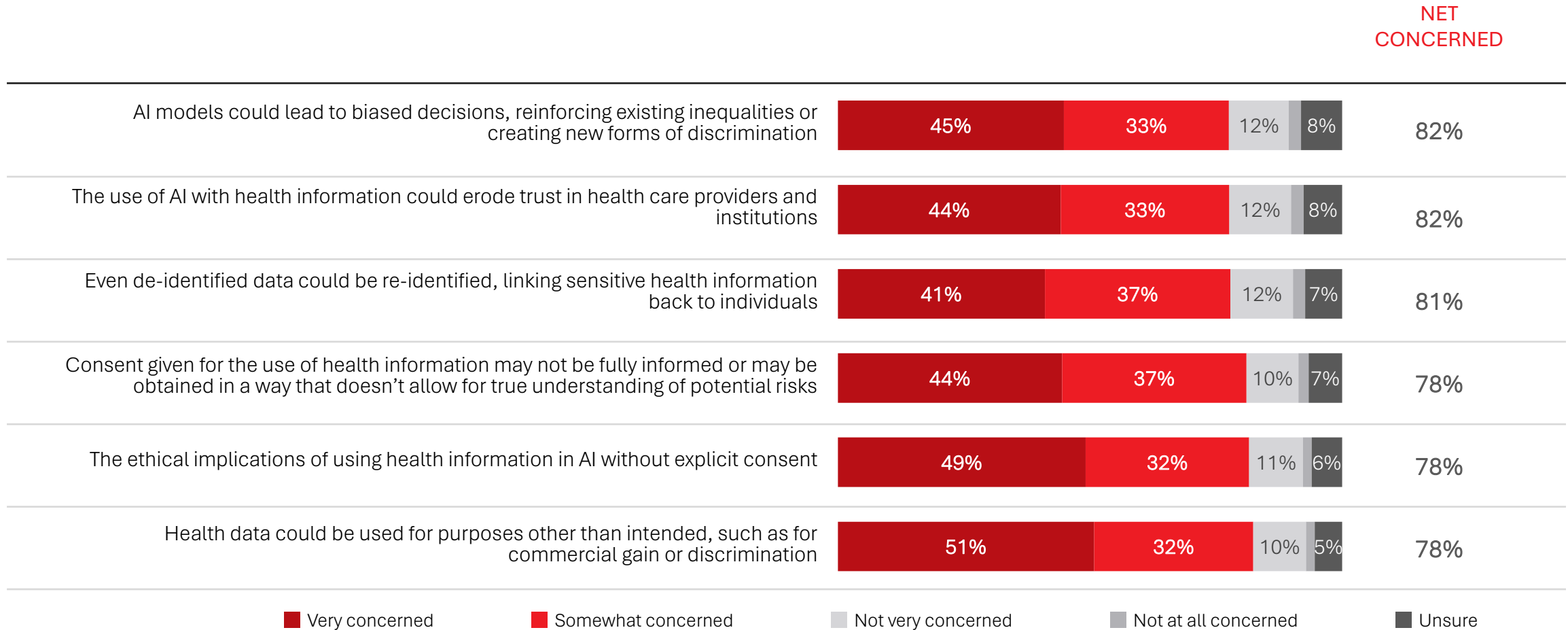
Base: Alberta Residents (n=2,016)

AI_3. How concerned are you about the following risks of using your health information to train artificial intelligence (AI)?

Figures 2% or less not labeled.

Concerns about Using Health Information to Train AI (2 of 2)

(Among All Alberta Residents)



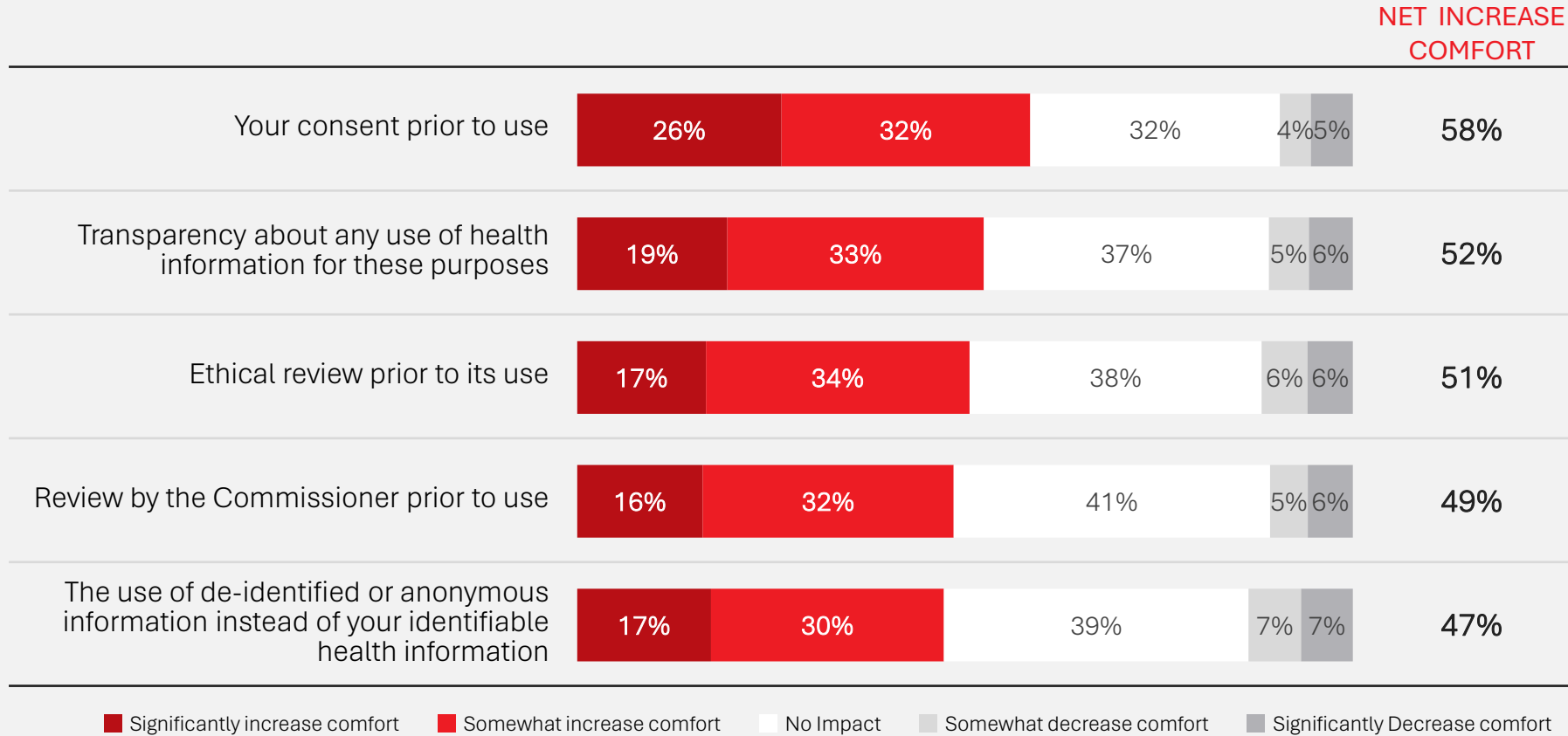
Base: Alberta Residents (n=2,016)

AI_3. How concerned are you about the following risks of using your health information to train artificial intelligence (AI)?

Figures 2% or less not labeled.

Impact of AI Requirements on Comfort

(Among All Alberta Residents)



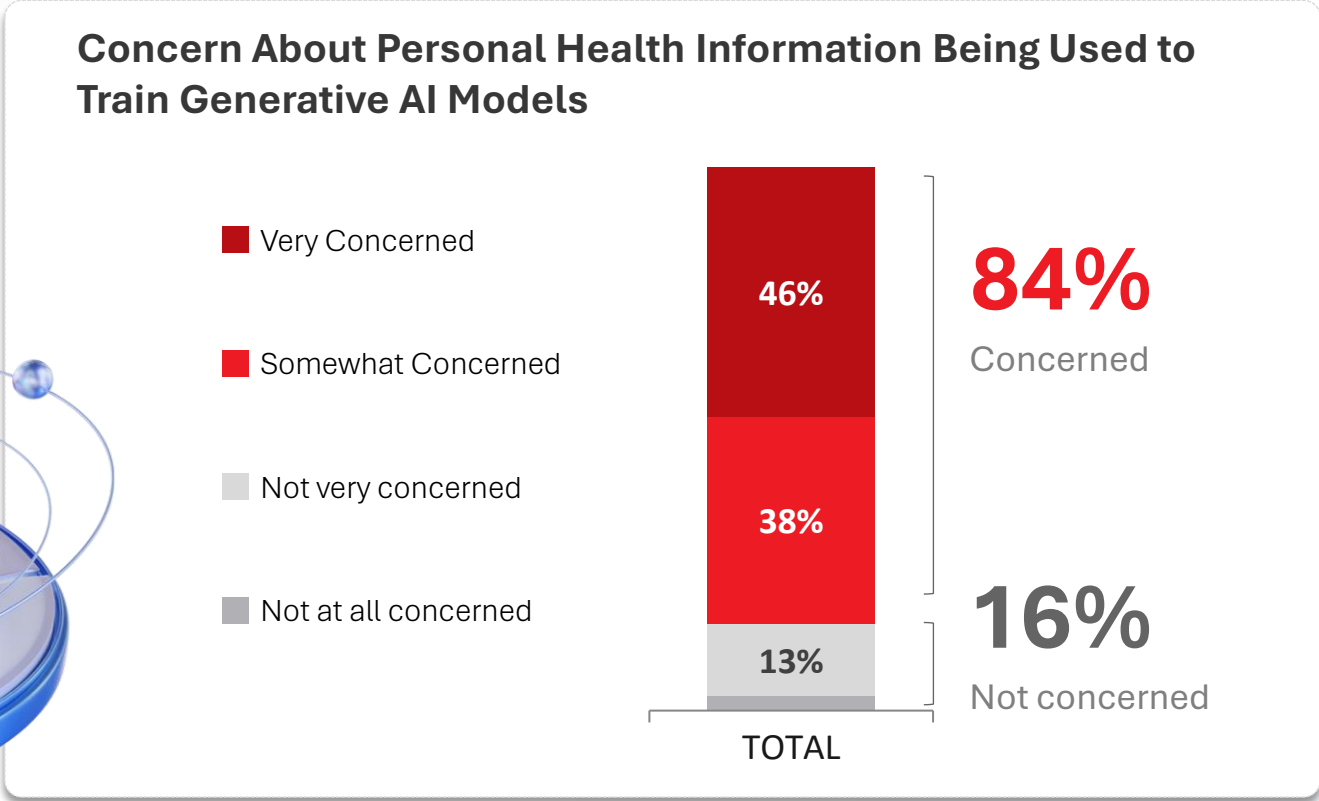
Base: Alberta Residents (n=2,016)

AI_4. How much, if at all, would the following requirements have on your level of comfort using your health information to train artificial intelligence (AI)?

Risk of Revealing Personal Information

(Among All Alberta Residents)

‘Generative AI that has used personal information in its training, can in certain circumstances be coaxed to reveal that personal information into its output’



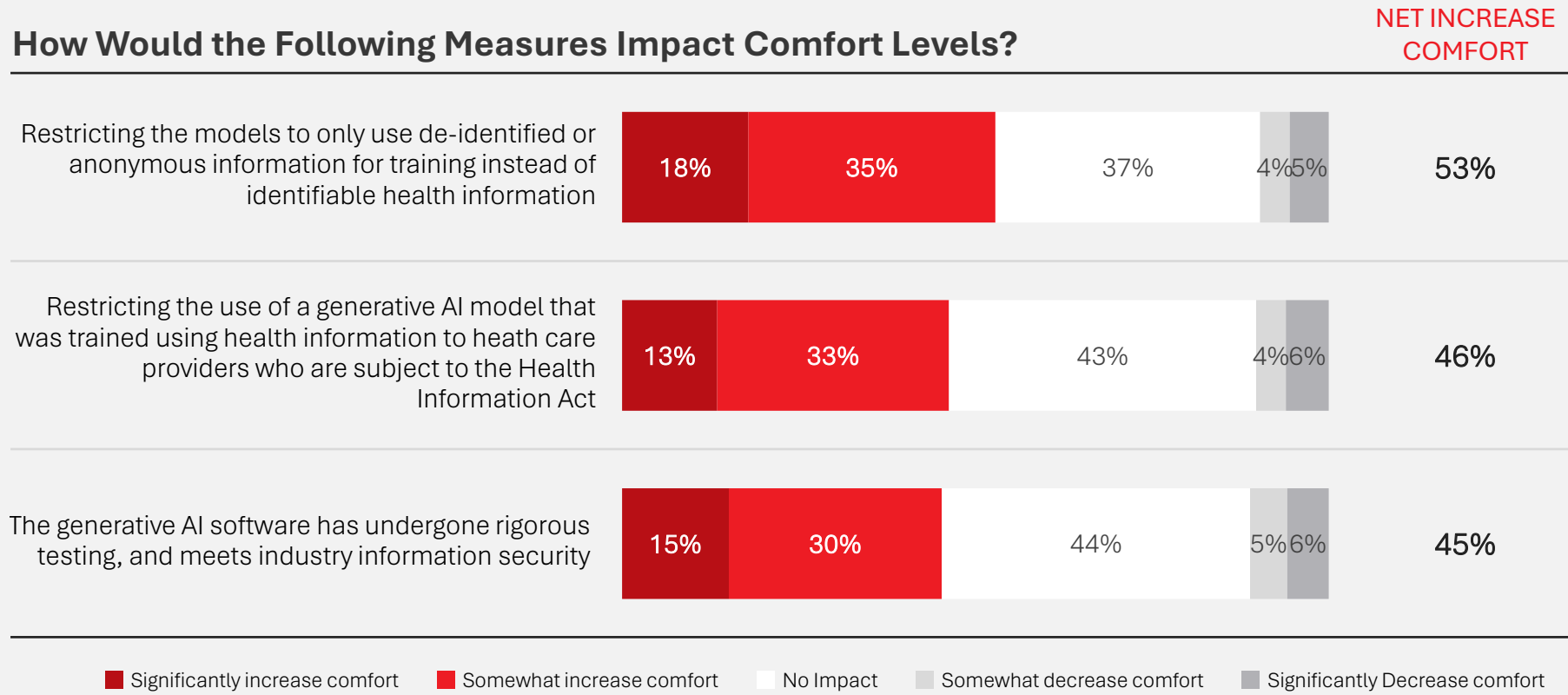
Base: Alberta Residents (n=2,016)

AI_6. Generative AI that has used personal information in its training, can in certain circumstances be coaxed to reveal that personal information into its output. How concerned would you be if your personal health information was used to train a generative AI model?

Figures 3% or less not labeled.

Impact of Restrictive Measures when Training AI Models

(Among All Alberta Residents)

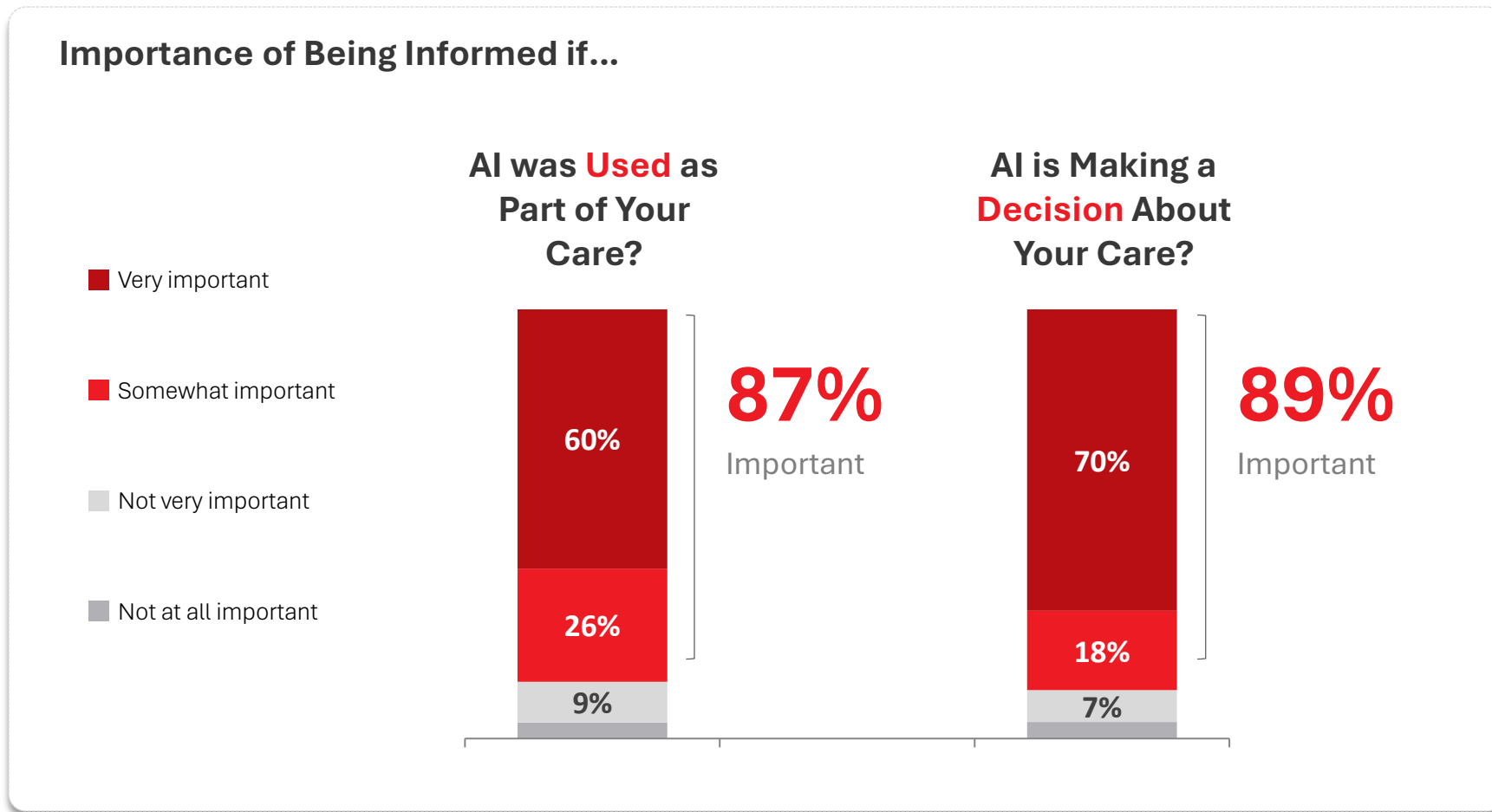


Base: Alberta Residents (n=2,016)

AI_7. How much, if at all would the following measures have on your level of comfort if they were implemented when using health information to train a generative AI model?

Being **Informed** of AI Use

(Among All Alberta Residents)



Base: Alberta Residents (n=2,016)

H1. In light of these risks, how important would it be to you, personally, that you are informed ...?

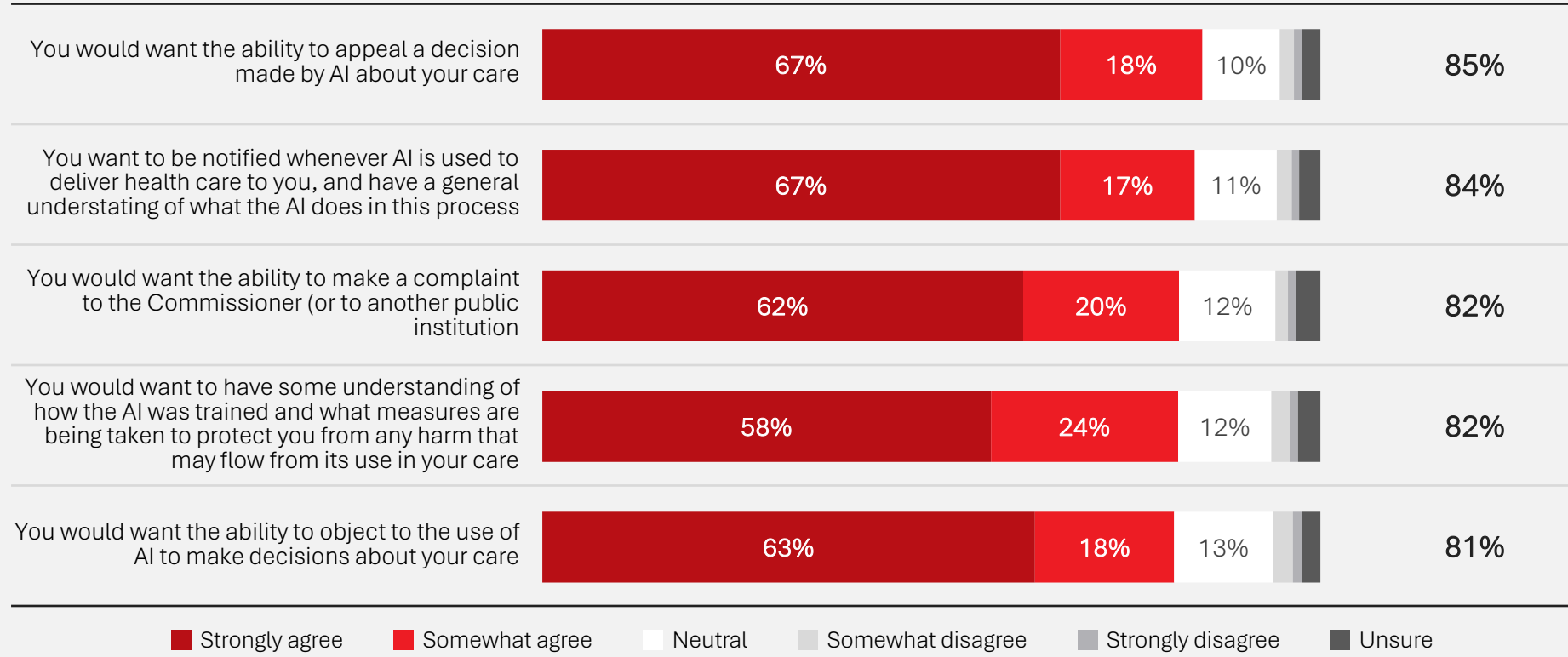
Figures 4% or less not labeled.

Preferences around AI Use

(Among All Alberta Residents)

Agreement with Statements Related to the Use of AI in the Delivery of Health Care

NET AGREE



Base: Alberta Residents (n=2,016)

H2. Still thinking about the use of AI in the delivery of health care, how much do you agree or disagree with the following?

Figures 3% or less not labeled.

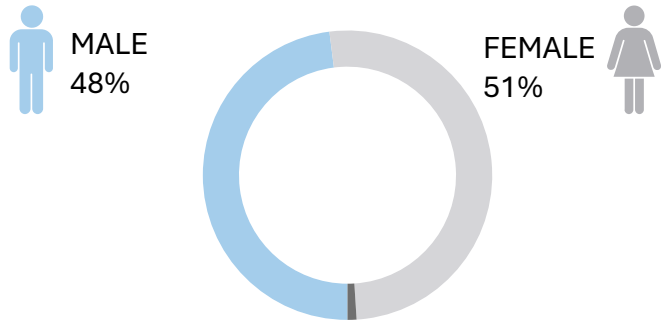
3

Respondent Profile

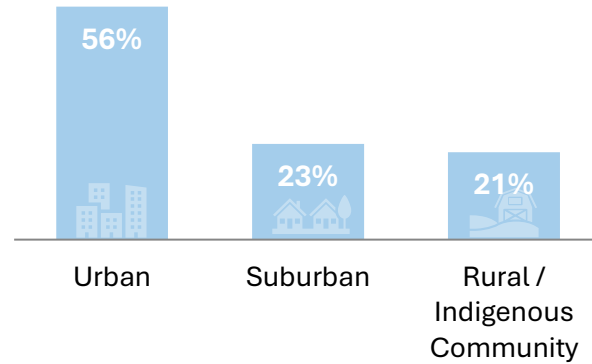


Respondent Profile

Gender



Region Type

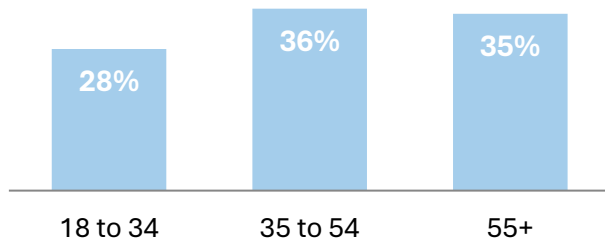


Region

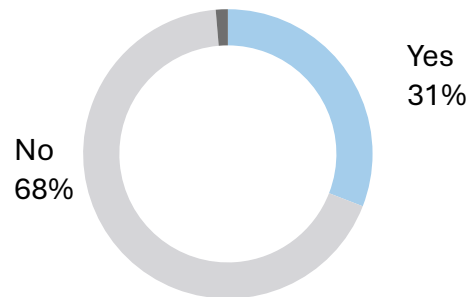


Powered by Bing
© GeoNames, Microsoft, TomTom

Age



Children in Household



Alberta

Within the City of Edmonton	24%
Within the City of Calgary	31%
Medium to large city/town in Alberta (30,000+ population, including: Airdrie, Cochrane, Grande Prairie, Leduc, Lethbridge)	20%
Other Alberta (30,000 or less population)	25%

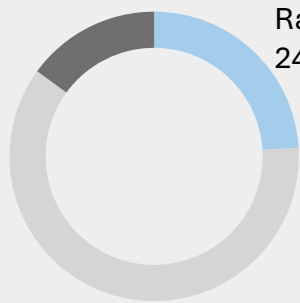
Respondent Profile

Racialized

Self-describe/Unsure/Prefer not to say
15%

Racialized
24%

Non-Racialized
61%

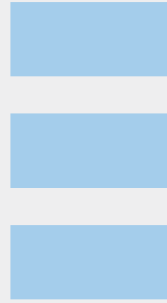


Education

Highschool or less 30%

College 40%

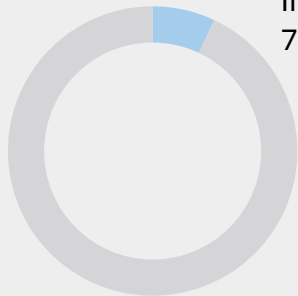
University 30%



Indigenous

Indigenous
7%

Non-Indigenous
93%



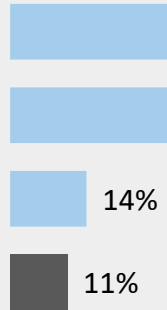
Household Income

<\$75K 40%

\$75K-<\$150K 35%

\$150K+ 14%

Prefer not to answer / not sure 11%



Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

600
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Le^ger

Data-driven intelligence for a changing world.