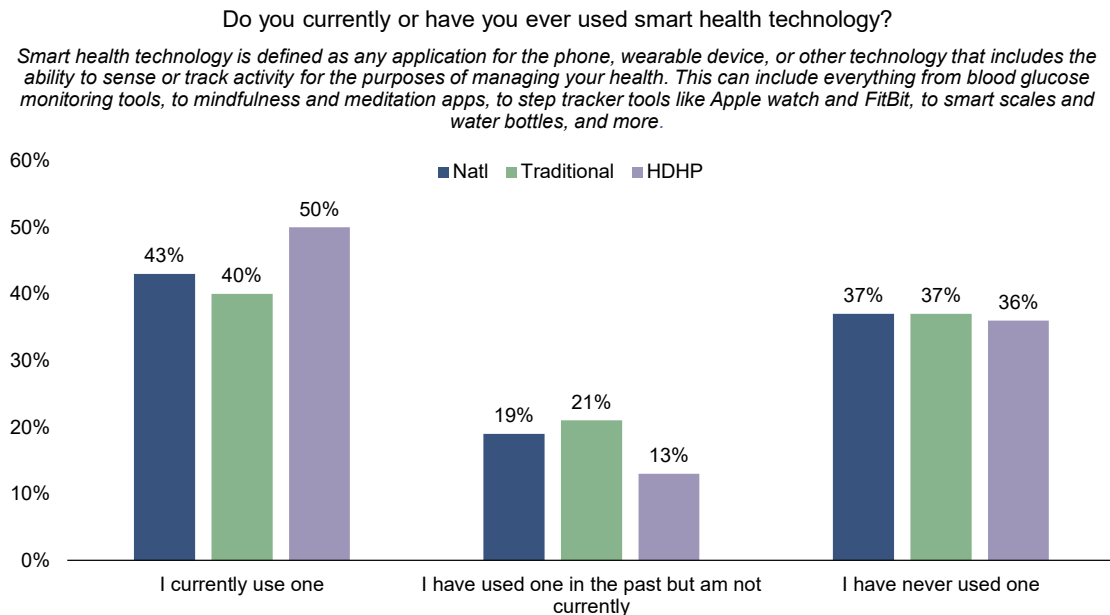


Health Tech Is Popular, but People Want More Interoperability

The Employee Benefit Research Institute (EBRI)/Greenwald Research [Consumer Engagement in Health Care Survey](#) found that among private health plan enrollees, health tech is popular, but enrollees want data sharing with health providers and often question the accuracy.

Smart technology was defined as any application for the phone, wearable device, or other technology that includes the ability to sense or track activity for the purposes of managing health. Three in five (62 percent) enrollees reported using smart health technology at some point, and three in five were comfortable with its use of artificial intelligence (AI). Just over four in 10 were currently using smart health technology, and high-deductible health plan (HDHP) enrollees were more likely to use it than traditional plan enrollees. Just over one-third of enrollees had never used smart health technology.

Figure 1
Roughly four in 10 reported currently using smart health technology; HDHP enrollees were more likely to use it.



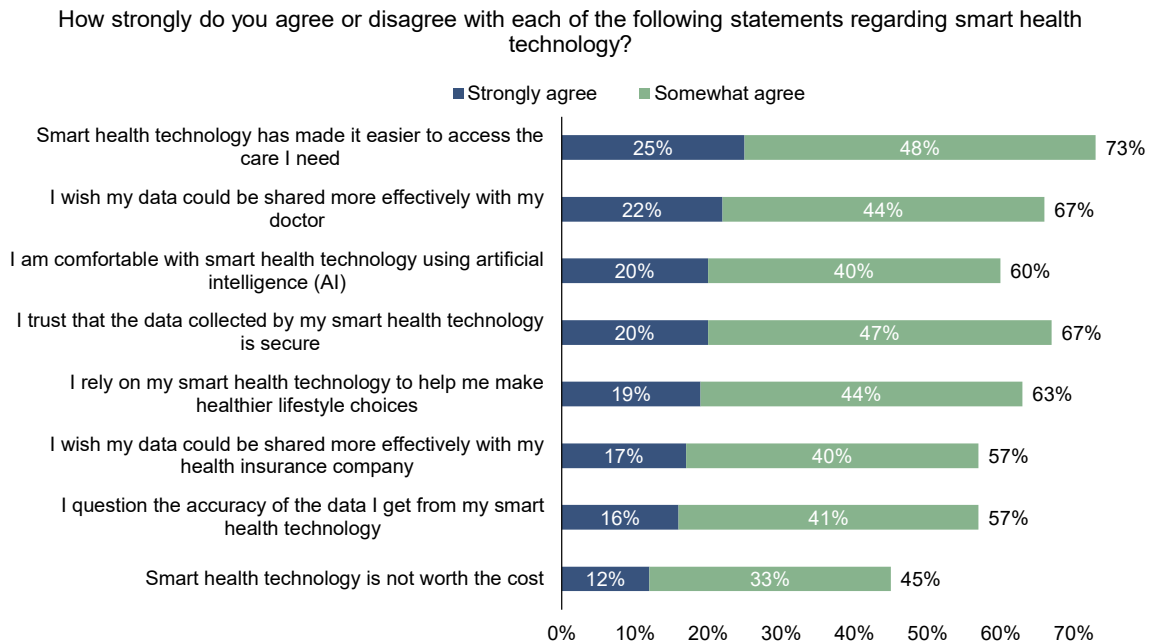
Source: Employee Benefit Research Institute and Greenwald Research, 2024 Consumer Engagement in Health Care Survey.

Three-quarters agreed that smart health technology has made it easier to access care, but two-thirds wished their data could be shared with their doctor and nearly six in 10 (57 percent) with their health insurance company.

Interoperability in health care, or the seamless exchange of patient data between different systems and providers, is being implemented at a slow pace because of a combination of technical, financial, and organizational challenges. One major hurdle is the lack of uniform data standards across the various health care organizations. There are also privacy and security concerns as well as cost concerns.

Figure 2

Three-quarters agreed that smart health technology has made it easier to access care, but two-thirds wished their data could be shared with their doctor.



Source: Employee Benefit Research Institute and Greenwald Research, 2024 Consumer Engagement in Health Care Survey.

More information about the EBRI/Greenwald Research Consumer Engagement in Health Care Survey can be found [online](#).

The 2024 Consumer Engagement in Health Care Survey is an online survey of 2,011 Americans ages 21–64 with private health insurance coverage. It was fielded between October and November 2024. The survey is made possible with funding support from the following organizations: Blue Cross Blue Shield Association, CareFirst, The Cigna Group, HealthEquity, Inspira Financial, Johnson & Johnson, Segal, TIAA, and Wex.

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