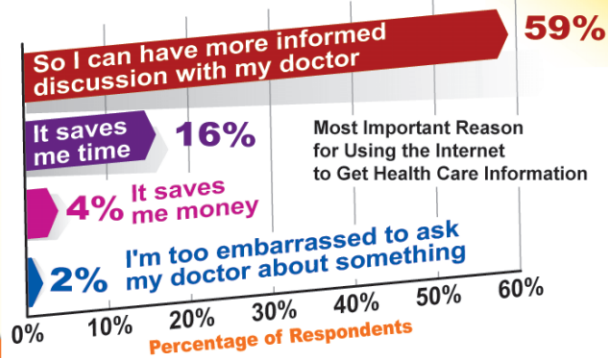


The Era of the Internet-Informed Patient

1,000 U.S. adults were asked if they use the Internet for the purpose of researching health care. Of respondents who said they utilize the Web to learn more about health, nearly 60 percent do so to have a more informed discussion with their doctors.



* According to the survey, 19 percent of respondents answered "don't know" or declined response to this question.

Additionally, 91 percent of respondents who utilize the Internet to get information on health care said the most important Web-based service in that regard is "being able to learn more about a disease or condition that may affect you or your family." The bottom line for DCs? Make sure you're informed, because there's no doubt your patients are.

SOURCE: The 'Net Effect.' Online Health-Care Tools Still Missing the Mark for Consumers. Survey commissioned by the CIGNA Corporation; conducted by KRC Research, Jan. 3-7, 2003.