

# RESEARCH PARTICIPANTS WANTED

## What Do You Think of Private Sector and Commercial Uses of Health Data for Research and Planning?

### The Study

Every time you visit your doctor, pharmacy, laboratory, or any other health service provider, information is collected about you to help manage your health care. When your record is anonymized and combined with the records of hundreds or thousands of others, that information may also be used to improve the quality of the health care system, for public health uses, and a variety of other planning purposes.

Researchers from the University of Toronto, McMaster University, and the University of Guelph want to learn what the public thinks are acceptable uses of this health information, who may use this information, and under what conditions. In particular, they want to focus on what people think about access to anonymized health data by the private sector and for commercial versus non-commercial purposes.

### Your Role

The researchers will be conducting half-day focus group meetings in Guelph, Hamilton, and Toronto on weekends in January and February of 2015. Participants will be paid \$80 to participate in the focus group and another \$20 to complete a survey following the focus group meeting. You must be between 25 and 75 years of age to participate.

### Interested?

If you are interested in participating in one of the focus groups, please contact the researchers at either: 1-844-707-1622 or on the world-wide web at:

<http://accesstohealthdata.com>