



# Consumer Health Information as Commodity

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# CIPPIC Data broker study



- 2005-2006; funded by OPCC & SSHRC
- Purpose:
  - to understand and describe how detailed personal information about Canadians gets into the hands of organizations with whom they have no relationship



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# Data broker study



- Scope:
  - Canadian market
  - consumer information
  - trade (vs. internal use)
  - bulk (vs. individual searches)
  - no exam of spyware or related tools
  - limited research on end-uses
  - no privacy assessments



# Data broker study



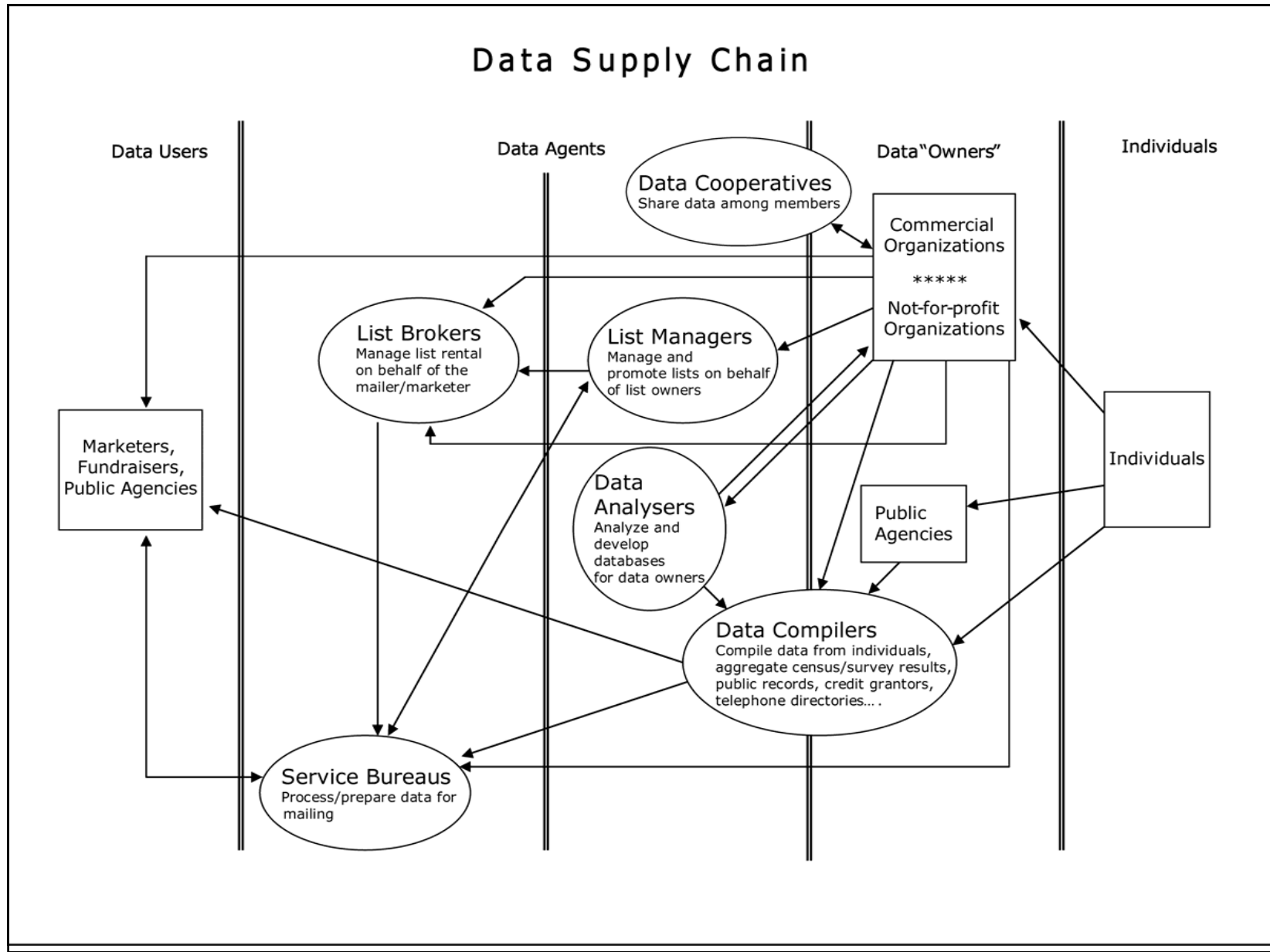
- Methodology:
  - consultation with industry experts
  - ATIP requests
  - online searches
  - trade journal/email bulletin subscriptions
  - direct marketing websites/portals
    - review of datacards
    - follow-up with list managers/data compilers



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# Data Supply Chain



# Consumer Lists



- Consumer names and addresses by (eg):
  - subscription to particular magazine
  - type of book purchases
  - online registrations to certain sites
  - responders to direct mail/TV/radio/internet solicitations
  - responders to “money-making opportunities”
  - holders of particular credit/reward cards
  - type of investments owned/plan to buy
  - automobile, electronic products owned/plan to buy
  - frequent air travellers
  - beach resort goers
  - pet ownership
  - causes to which they donate



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# Consumer Lists



- focus on:
  - hobbies and interests
    - inferred from purchases/subscriptions, or as expressed in surveys
  - opportunity seekers; “suckers”
    - inferred from responses to advertisements
  - high spenders
    - inferred from purchase info., e.g., auto, electronics
  - health/dietary concerns
    - inferred from purchases/subscriptions or as expressed in surveys



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## List enhancements

- geographic area
- demographics:
  - gender, age,
  - marital status, family size, children's ages
  - race, ethnicity
  - religion
  - occupation
  - level of education
  - type of housing/home ownership
  - household income
- mail order buyers
- presence of credit card
- interests & lifestyles



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# Group Profiles



- **Geo-demographic/psychographic profiles**  
Eg: “Cosmopolitan Elite”, “Elder Harbour”, “Lunch at Tim’s”, “Bicycles and Bookbags”, “Jeunes et Actifs”, “Young Technocrats”, “Quebec Rural Blues”, “Electric Avenues”...
- **Credit profiles** - by postal code or other small geographic area



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# Data Sources



- Subscriptions
- Purchases: mail order, online, etc.
- Contest entries
- Rebates
- Special offers
- Sign-up programs
- Online registrations
- Online activity (clickstream data)
- Product warranty/registration cards
- Surveys





## Sources: Surveys

- Retailer-specific surveys
  - diagnostic (websites), customer satisfaction, special offers....
- Survey-based data brokers
  - ICOM
    - >2 m. Canadian households (>1m/year)
  - Bluelist.ca
    - >1 m. surveys returned each year
  - BBM (> 50,000), PMB (>24,000)
    - aggregated info only (for broadcasters and print media advertisers)



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## Consumer Lists – health related



- Alternative Medicine Literature Buyers
- Health and Fitness Magazine Subscribers
- Herbal Medicine Users
- Medical Literature Buyers
- Natural Medicine Courses Attendees
- Stress Management Courses Attendees
- Up-Market Fitness Club Members
- Weight Loss Program Buyers



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## Specific Lists - Cdn



- IMMUTOL Mail Order Buyers - Canada
- Canadians with Hearing Aids
- Alterna Holistic Health Buyers – Cdn
- Bio-mince Canadian Diet
- French Canadian Weight Loss Subscribers
- Expecting a Baby
- Nutrition and Diet
- Canadian Healthy Living Aspirants
- Preval Health Products – Canadian



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# Preval Health Products



“These health conscious buyers have purchased primarily skin zinc (skin therapy) and actifade (age spot reversal) as well as other health/beauty products from radio spots and space ads. They have spent an average of \$45.00 (U.S. Dollars) and most have paid by bank credit card.”



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# Alterna Holistic Health Buyers



“The buyers here spend an average of \$150.00 per month on products such as magnetic health therapy devices, massage products, aloe products, chemical free health and home products, vitamins and herbal supplements.

Age, income, product and lifestyle selects are available.”



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# IMMUTOL® Mail Order Buyers



“This mailing list is an audience of individuals who are interested in preventing the consequences of a weak immune system, which can include cancer, viral syndromes, (chronic fatigue, Epstein Barr, herpes, HIV), parasitic and bacterial infections, or any other immune problems such as colds, flu, and allergies. They have purchased IMMUTOL®, which has been clinically tested, and recommended by physicians for strengthening the immune system. All these individuals have paid \$59.95 for the first month’s supply, and \$41.97 for subsequent months.

Target this audience with offers for health/vitamins, anti-aging, potency, insurance, travel, insurance, and more.”



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## Lombardi's Health Masterfile



"...comprised of [Lombardi's Doctors Health Press newsletter subscribers](#). The majority of the file is comprised from subscribers to: Doctors Journal of Alternative Remedies, Doctors Natural Cures, The Vitamin Doctor, The Healing Doctor, The Food Doctor, The Weight Loss Doctor, Cures to Hidden Illnesses, Homeopathic Healing and the Chinese Medicine newsletters.

These subscribers have an interest in health and wellness, weight loss, alternative medicines, vitamins and supplements, fitness and pain relief."



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## Canadian Health Newsletter Masterfile



"....subscribers of health-related newsletters: Heart Advisor, Women's Health Advisor, Focus on Healthy Aging, Food and Fitness Advisor, Men's Health Advisor, HealthNews and Arthritis Advisor.

Reach direct mail responsive, health-conscious men and women with an average age of 50 and an average HHI of \$55k. These subscribers are ideal prospects for fundraising, health & fitness, supplements, catalog, self improvement, travel and book offers."



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# Health Care Professionals



“The Health Care Professionals here are all [at home address](#) and are listed by specialty and interest.”



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## Specific Lists – USA/N.America



- Aching and Ailing
- Ailments and Health Conditions
- “My Health Factor” Ailments and Medications
- #1 Ailment – Mental Health Disorders
- Addiction Recovery Book Buyers
- Addiction Responders (email, postal, telephone)
- Tobacco Users
- Americans with Depression
- Diabetes Care Guide responders
- .....



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# Seasonal Affective Disorder Sufferers at Home (NA)



“Company Information:

"Integrated Business Services, Inc." (IBSI) is a medical research and information marketing firm providing access to highly selectable medical databases. We are the owner of the MEDBASE200® masterfile, which this file is a subset of. **These lists are made possible by conducting market analyses and surveys for this firm, as well as for corporate clients in the healthcare marketplace, and via internal file verification.**”



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## “My Health Factor” – Ailments & Medications Masterfile



These individuals have self-reported their specific health maladies and the prescription or OTC medications used for treatment. "My Health Factor" is an interactive internet resource where members provide detailed health/medical histories along with demographic information. Data collection is supplemented by third party surveys contracted to provide their proprietary health responders.



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## Rx Selector (US)



“The businesses challenges in the healthcare and pharmaceutical industries are numerous and complex. That's why companies turn to Equifax Rx Selector for fresh, accurate data from one of the industry's oldest consumer databases for prescription and health-related information. **With data derived from millions of surveys each year, this comprehensive list includes self-reported, HIPAA compliant data on issues ranging from diabetes to digestive disorders, mental health to vascular issues and more!** With over 6.5 million records attached to a wide range of demographic and interest selections, the Rx Selector is the answer to all your prospecting needs.”



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# Addiction Responders (US)



“Who is struggling with an addiction to gambling, sex, or food? Who can't "just say no" to drugs, alcohol, or tobacco? Millions of American consumers, and Vente has them.

Vente's Addiction Responders file has all the data you need to reach those Americans who suffer with addictions.

With a consumer database of more than 30 million consumers and 4,500 selectable data points, Vente's self-reported data ...

Vente, an Experian company, has the industry's largest and most comprehensive consumer database of self-reported online data, **compiled from three reliable sources including online surveys, direct response e-mail marketing and consumers visiting Vente websites.**”



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# People with Ailments Masterfile



“This database, containing over 39,000,000 names, was compiled from telephone and mail order purchase information, rebate coupons, prescription records, subscription order forms, warranty card registrations, sweepstakes entry forms, 800# respondents, trade show/conference attendee rosters and consumer surveys & questionnaires.”



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# Ailments @ E-mail Addresses



These people are **web registrants who have responded to a health survey in regards to suffering various types of ailments.**

Our email database is updated, merged-purged and de-duplicated every two weeks, enabling again for maximum accuracy and deliverability (98-99%).

In addition, **Omnipoint Marketing, LLC** has embarked on an aggressive email opt-in strategy, growing our email database by 1.5 - 2MM records each month. **Omnipoint Marketing, LLC** has a strict double-opt in policy, which allows for a greater piece of mind among our email-marketing clients. There are many different selects to choose from to reach your target audience.



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# Ailments – Individuals with Health Conditions, Ailments & Medications



*Updated monthly, these people have responded to questionnaires and online surveys indicating they, or someone in their household, suffer from any one of a myriad of **health conditions, addictions and ailments** and/or take particular **medications** to alleviate symptoms.*



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# Consumer Survey Database



- Dunhill International: 26 m.records

“Here’s a huge database of self-reported behavioral and lifestyle information. These individuals have responded to detailed consumer surveys, which have yielded a wealth of detailed information on purchase behaviors and intentions, lifestyles, hobbies, interests, and demographics.”

- including:
  - “Common Ailments & Treatment Methods”
  - “OTC & Nutritional Products”
- “Canadian counts are available”



# ICOM Targetsource



“ICOM’s TargetSource **Health Database**:

- is the largest permission-based health database in North America (with **1.1 million new Canadian responders per year**), providing you with a larger audience of new consumers/patients.
- is **single-sourced from accurate survey data**, giving you better results from direct mail responsive consumers.
- provides you with multiple cost-effective communication options, including e-mail, to maximize your ROI”



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# ICOM Health Database



- Family health (40 diseases/problems)
- Medications:
  - Allergies or Sinus
  - Adult Pain Relievers
  - Arthritis Pain Relief
  - Children’s Cold Remedies
  - Heartburn Remedies
  - Diarrhea Medications
  - Yeast Infection Medications
  - Psoriasis
  - Prescription Meds: Imitrex, Lipitor, Viagra
- “Volumetrics”
- Nutrition and Diet



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# ICOM – Health Database



“Call us about participating in ICOM’s Shopper’s Voice™ Survey and gather custom data specific to your business needs from up to 1.1 million direct mail responsive consumers per year. ICOM will work with you to develop a custom question that will identify your most valuable health care consumers.”



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# ICOM – Consumer Consent



“The opt-in question on our Shopper’s Voice survey provides consumers the opportunity to specify their willingness to receive or deny further postal or e-mail offers. Any consumer list coming from ICOM includes the responder’s consent to receive further offers so mailers are assured that consumer privacy is being respected.”



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this **ONTARIO CONSUMER PRODUCT SURVEY**  
 e filled out by the main grocery shopper in your household

**INSTRUCTIONS:**

products that  
 people living in  
 have used by  
 "X" in the  
 s.

ries, please  
 nt products  
 nd all other  
 our home.

not used in  
 the "WE DO

"X" as many  
 mns as apply.

family usually  
 e brand, but  
 c in the past  
 d "X" boxes

**FREEZER**

**BREWED COFFEE**

<input checked="" type="checkbox"/> WE DO NOT USE (Skip to next category)	Used in Past 6 Months	Our Usual Brand(s)
Folgers.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hills Bros.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maxwell House.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Melitta.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Nabob.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
President's Choice.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tim Hortons ground coffee.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Flavoured blends (e.g. vanilla or hazelnut).....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unflavoured blends.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other ground and roast coffee.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*If you or other household members are cutting back on coffee consumption, please indicate the reason(s).*

	You	Others in Household
Coffee upsets my stomach.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To avoid possible negative effects of caffeine.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other reason.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**CHEWING GUM**

WE DO NOT USE (Skip to next category)

Have any household members chewed gum in the past 2 weeks? If yes, please indicate which brands are chewed most often.

Clorets.....	<input checked="" type="checkbox"/>
Dentyne - Fire.....	<input checked="" type="checkbox"/>
- Ice.....	<input checked="" type="checkbox"/>
Excel.....	<input checked="" type="checkbox"/>
Extra.....	<input checked="" type="checkbox"/>
Freedent.....	<input checked="" type="checkbox"/>
Trident - pellet.....	<input checked="" type="checkbox"/>
- stick.....	<input checked="" type="checkbox"/>
Trident Splash.....	<input checked="" type="checkbox"/>
Other.....	<input checked="" type="checkbox"/>

**SOY-BASED FOOD PRODUCTS**

WE DO NOT USE (Skip to next category)

	Used in Past 12 Months	Our Usual Brand(s)
<b>MEAT ALTERNATIVES</b>		
Oh Nature!!.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**SHOPPING**

WE DO NOT USE (Skip to next category)

1) How often do household members shop at the following stores?

- A&P or Dominion.....
- Costco.....
- Loblaws or Zehner's.....
- Pharma Plus.....
- Real Canadian Superstore.....
- Shoppers Drug Mart.....
- Sobeys.....
- Wal-Mart.....
- Other grocery stores.....

2) On an average, how often does your household shop at the following stores?

household  
aches or muscle  
activity (e.g.  
physical labour)?

.....  
 .....  
 .....  
 .....  
 week .....

household  
daily aches or  
irritation?

.....  
 .....  
 .....

**N RELIEF**

Used in Our  
Past 12 Usual  
Months Brand(s)

..... .....  
 ..... .....  
 ..... .....  
 a) ..... .....  
 ..... .....  
 ..... .....  
 h ..... .....  
 ..... .....  
 ..... .....  
 ..... .....

2 or 3 ..... ..... .....  
 1 ..... ..... .....

**HEALTHCARE PRODUCT SAMPLES**

1) Would you be interested in receiving samples and offers from Wyeth Consumer Healthcare Inc., the makers of Advil and Robitussin? If 'Yes' we will credit you a penny. (Please check one only)

Yes ..... No .....

2) Health Canada requires a nominal exchange of value for the distribution of healthcare product samples. Would you like to trade your penny to potentially receive a sample of Wyeth products? (Please check one only)

Yes ..... No .....

**CHILDREN'S COLD REMEDIES**

WE DO NOT USE  
 (Skip to next category)

Used in Our  
Past 12 Usual  
Months Brand(s)

Benylin - children ..... .....  
 Children's Advil Cold ..... .....  
 Children's Tylenol Cold ..... .....  
 Dimetapp - children ..... .....  
 Triaminic ..... .....

the following?

	You	Others in Household
Allergies .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Arthritis		
- rheumatoid arthritis.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- osteo arthritis.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- ankylosing spondylitis.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Asthma.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Back pain - frequent.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- occasional.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bladder leakage.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Crohn's disease.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ulcerative colitis.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dandruff or itchy scalp.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dental/Orthodontic pain.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dentures.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Diabetes - Type 1.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Type 2.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Headaches - moderate.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- severe.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lactose intolerance.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Menstrual pain.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Migraines.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Minor joint pain.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Muscle aches and body pain.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regularly take 3 or more prescription medications.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sensitive teeth.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Pepcid Comple  
 Pepto-Bismol -  
 Rolaid's.....  
 Tums.....  
 Zantac 75.....  
 Store brand - aci  
 - ott  
 † Prescription re  
 Other - liquid ..  
 - tablets  
 † How often is  
 used in your l  
 Daily.....  
 4 to 6 times pe  
 2 or 3 times pe  
 Once per week  
 Less than once

..........  
 ehold, which  
 are important?  
 Not  
 Important Important  
 its..........  
 ..........  
 ..........  
 ..........  
 ..........  
 ..........  
 ..........  
 usehold tend to  
 rd statements?  
 alance.....  
 alance.....  
 nimum  
 ull balance...  
 n payment...  
 , is charged to  
 our household  
 ?  
 .....  
 .....  
 .....  
 .....

## HOME MORTGAGES

1) Does your household currently have or plan to get a mortgage?  
 Currently have .....  
 Planning to get.....  
 Not planning to get a mortgage ...  
 2) If your household will be renegotiating an existing mortgage, or if you plan to get a new mortgage, when will it happen?  
 January to March 2006 .....  
 April to July 2006 .....  
 August to December 2006 .....  
 In 2007 .....  
 In 2008 .....  
 After 2008 .....

## TYPES OF INVESTMENT

Which of the investments below does your household own or plan to buy in the next 12 months?  

	Currently Own	Plan to Buy
Life insurance.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mutual funds.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RESP (Educational).....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RRSP.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Stocks.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

ADULTS	Male	Female
18 - 20 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
21 - 24 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25 - 34 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
35 - 44 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
45 - 49 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
50 - 54 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
55 - 64 years .....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
65 years or over.....	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

7) With your per survey respons have products survey respons value to you. Th samples, coup interest to you. provide your ap  
 Yes.....

**Thank you for taking the time to complete I hope you found it interesting. Respecting your privacy is important to us. Please co so that we can understand your wishes. If you answer information will be shared with reputable companies t purposes only. If you answer "no" your information w you leave the question blank, your name and address on the survey that is not marked with a † may also be One last thing — please PRINT your name and address coupon deadline is March 3, 2006. Please allow 12 weeks for delivery of the coupons. If y next 12 weeks, write in your NEW address only.**

Mr..... Mrs..... Miss..... Ms.....

**PLEASE PRINT**

NAME: \_\_\_\_\_  
FIRST NAME

ADDRESS: \_\_\_\_\_  
HOUSE # STRE

APT: \_\_\_\_\_ CITY: \_\_\_\_\_

# ICOM Privacy Policy



“In general, Shopper's Voice™ collects consumer opinions, shopping habits & other related information in order to provide services of value to our individual members and **partner companies**.

We generally use this information in 3 ways:

- To provide members with relevant information & offers
- To help partner companies introduce new products and market existing ones
- To send members other information about Shopper's Voice

We also may use and share information as described in our Privacy Policy below.....”



# Compliance with PIPEDA



- Are companies obtaining meaningful consent from consumers?
- Is this use of personal health information for “purposes that a reasonable person would consider appropriate in the circumstances”?



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## Concerns – Use of Lists

- Direct marketing
- Other?
  - Insurance?
  - Employment?
  - Government benefits?
  - Travel (border control)?
  - Health Research?
  - Treatment?



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## Concerns – con'd



- Accuracy of information
- Individual Profiling
  - survey-based data brokers
  - based on multiple lists
- Surveillance Society



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