



Healthcare Portal Utilization and Security

CONSUMER INSIGHTS REPORT 2025



The trends uncovered emphasize a strong and immediate need for healthcare organizations to implement more robust identity verification solutions to enhance security while maintaining a smooth and engaging user experience.

Introduction

A new survey commissioned by LexisNexis® Risk Solutions reveals new insights into how frequently consumers are using healthcare portals, how they are verifying their identity when accessing these portals and their perceptions of healthcare data security.

The rise of digital consumerism in healthcare significantly increased reliance on digital patient portals, especially following the pandemic. But while healthcare organizations prefer the use of online portals to help contain operational costs, achieve value-based care objectives and drive positive health outcomes, barriers remain that stall widespread adoption.

As more patients access their medical records digitally, cybersecurity threats continue to grow. Cybercriminals target industries with the least resistance, and healthcare is particularly vulnerable due to its vast amounts of sensitive data and often weaker security protocols. While consumers expect a seamless digital experience, ensuring strong identity verification measures without adding excessive friction is essential for both security and user satisfaction. And health organizations must also work to meet consumers where they choose to engage with modern security tools.

Key Takeaways

This survey reveals a complex yet critical intersection between healthcare portal utilization and perceptions of digital security:



KEY TAKEAWAY NO. 1

Nearly half access these platforms less than once a month and a significant portion still prefer traditional, human interactions.



KEY TAKEAWAY NO. 2

Lower awareness among non-user younger adults—despite their digital fluency—and lower awareness among lower-income groups suggest a **pressing need for education, accessibility improvements and increased trust in digital healthcare tools.**



KEY TAKEAWAY NO. 3

A recurring theme is the **disconnect between consumers' perception** of effective identity verification and the reality of cybersecurity threats.



KEY TAKEAWAY NO. 4

Although passwords remain the favored authentication method, their **widespread vulnerability** highlights the urgent need for **more sophisticated, layered security protocols** like dual-factor authentication, knowledge-based authentication questions and passive IP address monitoring.

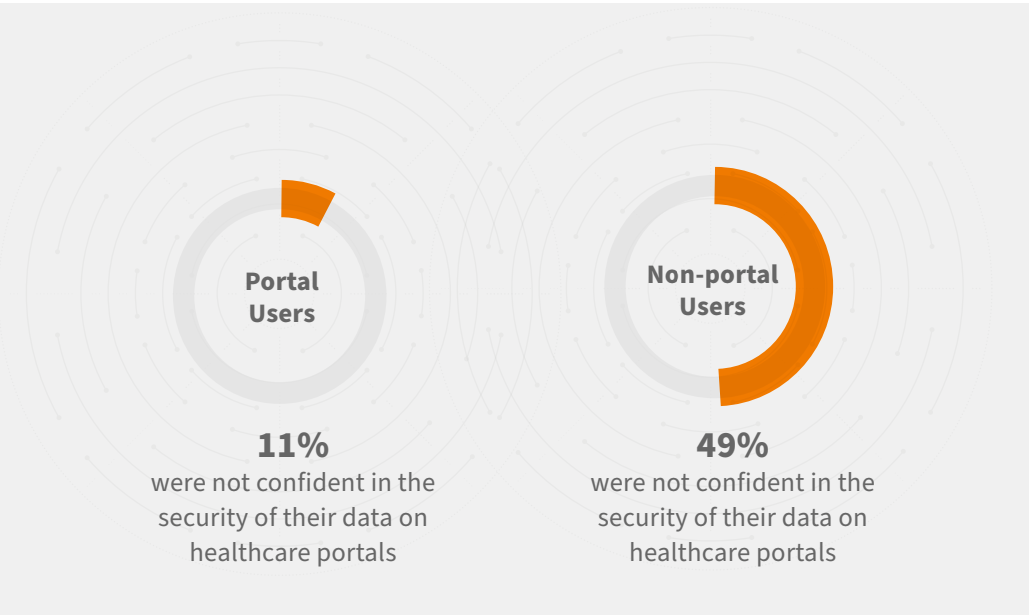
With cyberattacks targeting healthcare's rich repositories of sensitive data, organizations must implement robust identity verification solutions that not only protect patient data but also enhance user trust and convenience.

Data and Portal Security

As healthcare organizations continue to expand digital access to personal health information, understanding consumer sentiment around data security is essential. The analysis examined respondents' perceptions of healthcare data protection broadly, along with their confidence in the integrity and security of healthcare portals.

CONSUMER PERCEPTION OF HEALTHCARE DATA SECURITY AND PORTAL INTEGRITY

When asked about the security of their own personal healthcare data on portals, confidence level varied significantly between portal users and non-users:

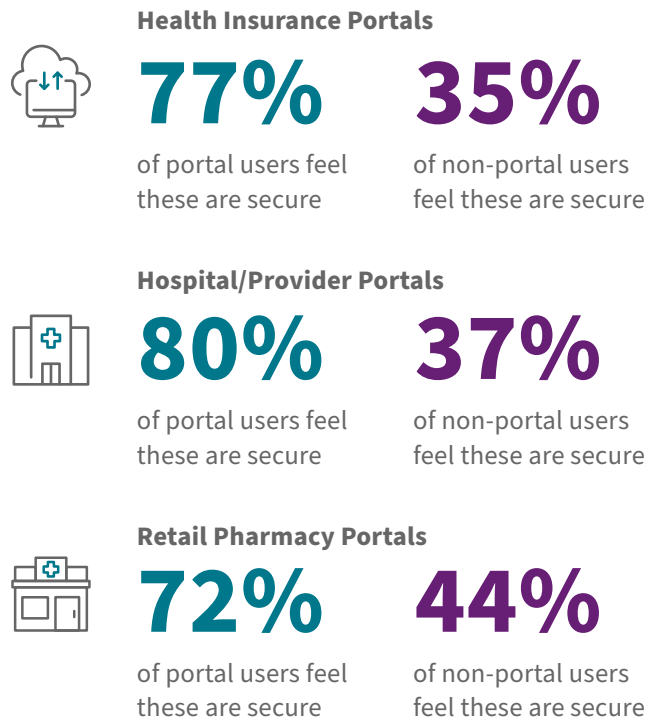


CONFIDENCE IN HEALTHCARE PORTALS

Consumer confidence in the security of healthcare portals remains significantly lower among non-portal users, indicating concerns over data protection are a critical barrier to adoption.

To address consumer confidence in portals and preferences for human interaction, organizations must prioritize comprehensive security tools that can support human and digital interactions, and that reinforce trust and demonstrate a strong commitment to safeguarding personal health information.

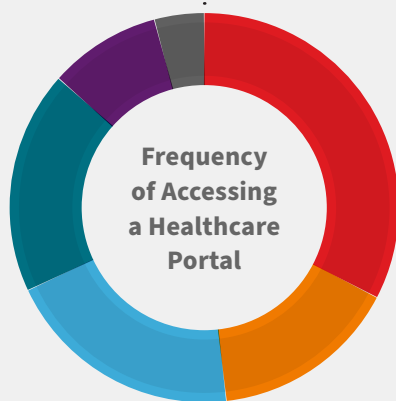
When asked about confidence level in overall security of different types of healthcare portals:



Healthcare Portal Utilization

As people take a more active role in managing their health, their engagement with digital tools – especially healthcare portals – has become a critical factor in care delivery and data access. The survey explored the frequency in which people use these portals and what drives or inhibits their usage. These insights not only inform strategies to enhance portal adoption but also underscore the importance of addressing lack of awareness, security concerns and access challenges as critical factors influencing portal use.






- I've never accessed a portal **16%**
- Less than once a month **33%**
- Once a month **18%**
- A few times a month **20%**
- At least once a week **10%**
- Unsure **4%**



Nearly half
49%
of respondents use a healthcare portal less than once a month, including
16%
who have never used a healthcare portal.

TOP REASONS WHY RESPONDENTS DO AND DON'T USE A HEALTHCARE PORTAL

Do Use a Portal

-  **63%** Viewed test results
-  **50%** Scheduled an appointment
-  **42%** Messaged a provider
-  **41%** Refilled a prescription
-  **38%** Paid a bill

Don't Use a Portal

-  **36%** Would rather talk to a human
-  **27%** Lack of awareness
-  **17%** Security concerns
-  **10%** Difficulty accessing

Security Measures

Effective identity verification is central to protecting patient data, yet consumer preferences don't always align with the most secure methods. The survey explored how individuals perceive and prefer various identity verification measures and how those perceptions compare to industry standards.

IDENTITY VERIFICATION PREFERENCES

Respondents selected username and password as the most preferred (58%) form of identity verification. More than half (52%) indicated it was the most effective form of identity verification. This signals a major gap between public perception and the reality of how often usernames and passwords are compromised.

⇒ Hackers exposed over **24 billion passwords** in 2022.¹

⇒ One million passwords are stolen each week.²

58%

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52%

indicated username and password was the most effective form of identity verification.

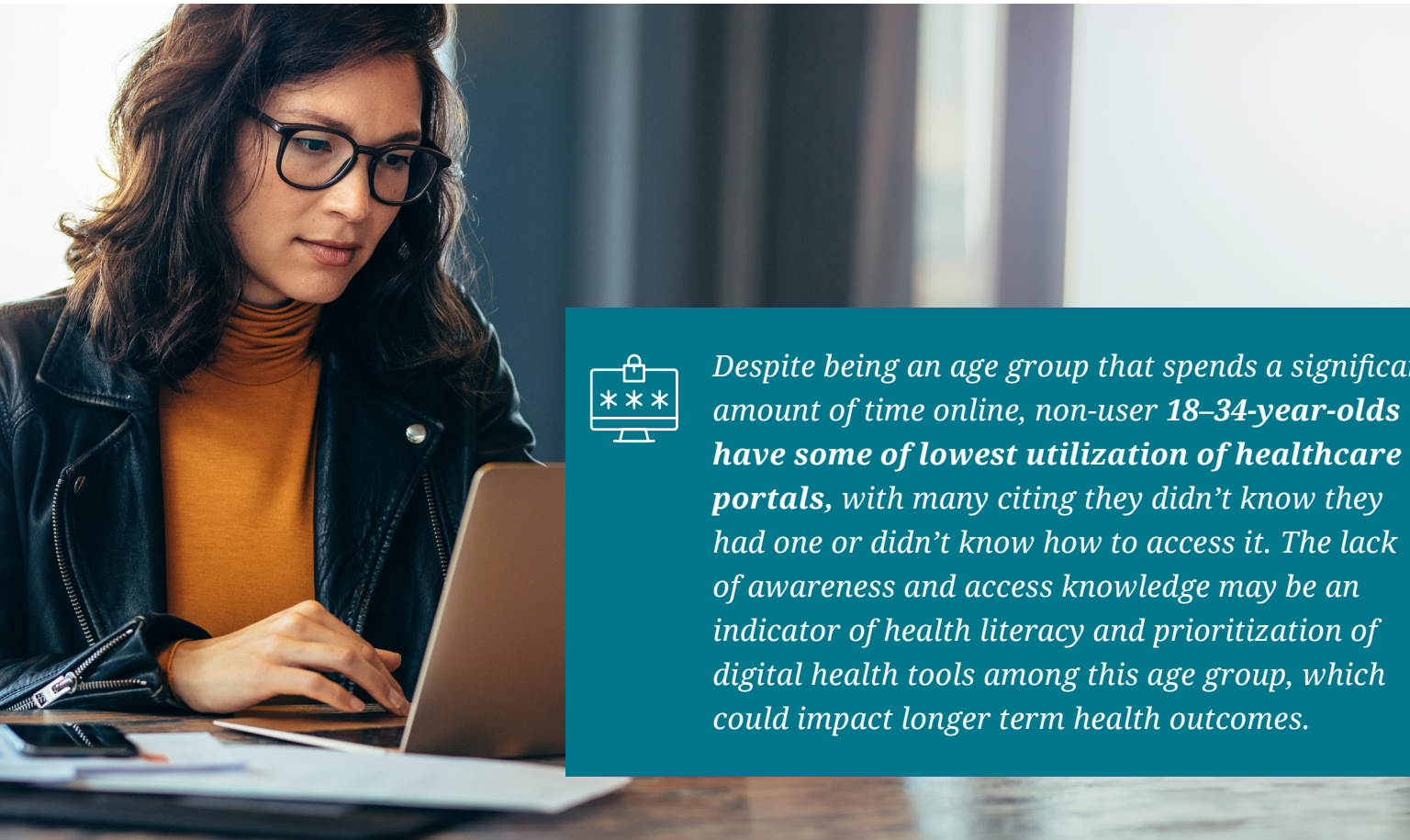
LexisNexis® Risk Solutions Cybercrime Report

LexisNexis Risk Solutions analyzed more than 100 billion transactions for its annual Cybercrime Report. The findings show global attack rates stabilizing, but still remain high. Key insights include:

- The password reset attack rate in North America **increased by 90%** as fraudsters attempted to gain access to existing accounts.
- **1 in every 11** new account creations are attacks.
- In the U.S., the human-initiated attack rate increased **24% YoY**.

↓ [Download the full report](#)





Despite being an age group that spends a significant amount of time online, non-user 18–34-year-olds have some of lowest utilization of healthcare portals, with many citing they didn’t know they had one or didn’t know how to access it. The lack of awareness and access knowledge may be an indicator of health literacy and prioritization of digital health tools among this age group, which could impact longer term health outcomes.

AWARENESS AND ACCESS

While consumer perceptions of security measures reveal important misalignments with best practices, awareness of healthcare portals themselves presents an equally pressing challenge. Significant gaps in familiarity and understanding persist among demographic groups, highlighting the need for targeted education and outreach to support broader adoption and trust.

- Awareness is lowest among non-user lower income individuals with 32% of respondents from households making less than \$50K/year saying they didn’t know they had a portal or didn’t know how to use it.
- 41% of non-user 18-34-year-olds don’t use a portal because they didn’t know they had one or didn’t know how to access it.
- More than half (52%) of non-users who are 55 and older don’t use a healthcare portal because they’d prefer to talk to a human.

Lack of awareness: Income

LESS THAN \$50K/YR



Lack of awareness: Age

18-34 YEAR OLDS



Prefer to talk to a human

55+ YEAR OLDS



Learn how to deliver a near seamless experience for consumers while safeguarding health data and systems through dynamic authentication at:

risk.lexisnexis.com/healthcare/identity-verification

Methodology

LexisNexis Risk Solutions conducted a consumer survey, with data collection provided by Ipsos, between March 17 – March 20, 2025. A sample of 3,010 U.S. adults aged 18 and older were surveyed online in English. The results of this research have a credibility interval of +/- 2.0 percentage points for all respondents.

¹ <https://us.norton.com/blog/privacy/password-statistics>

² https://tech.asu.edu/features/dont_pass_on_password_protection

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government.

Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit <http://www.risk.lexisnexis.com> and www.relx.com.

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