



## **Americans Skeptical of Physicians' Knowledge of Genomics**

**Cambridge, Mass., (January 25, 2011)** – A recent study released by Cogent Research reveals that Americans lack confidence in their physicians' knowledge and capabilities when it comes to the use of genetic information to understand and optimize health, an area of medicine generally referred to as "genomics-based medicine." Meanwhile, Americans feel sufficiently empowered to act on their own when it comes to making a decision whether to have a genetic test, and how to act upon those results. These and other findings are explored in more detail in the 5<sup>th</sup> edition of The Cogent Genomics, Attitudes and Trends report (CGAT™ 2010) which was released earlier this week.

The report, based on a nationally representative survey of 1,000 Americans, reveals that less than one in five Americans (17%) believes their physician is up-to-date and knowledgeable about genomics-based medicine. "This is a universal belief," said Company Principal, Christy White, adding that "we saw no variations in this lack of confidence across gender, age, income or ethnicity – everyone agrees, physicians don't know enough about genomics."

In a further vote of a lack of confidence, only 21% of Americans believe that their physician is even capable of discussing genomics-based medicine with them in a way they can understand, and only a third (36%) believe their physician would be willing to take the time to explain a genomics-based issue to them.

While Americans may not have faith in their physicians' knowledge of genomics, the vast majority do say they would still consult their doctor when deciding whether to have a genetic-based test (91%). However, a mere 26% of those that would consult their doctor say they would only follow through with testing if their physician agreed it was a good idea.

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“Consumers are clearly willing to act independently when it comes to genomics-based tests, which is problematic for a number of reasons, not the least of which is their lack of knowledge regarding how to interpret and act upon these tests” said White.

### **About Cogent Research**

Cogent Research helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services, life sciences, and consumer goods industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

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