

Mass Adoption of a Medical Emergency Identification System (MEIS) – The Case of Chinese Consumers

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ABSTRACT An online survey was conducted among a snowball sample of 526 Chinese consumers to explore their knowledge of and attitude towards a Medical Emergency Identification System (MEIS). The respondents' knowledge, perceived importance and design preference of a MEIS was explored. Although their knowledge of MEISs was extremely low, perceived importance was very high, and they were more likely to use a MEIS for their parents who were older than 55 years, than for their children under 18, or even for themselves. An electronic MEIS like a wristband was preferred over static information designs. A strategy to promote the mass adoption of a MEIS in China should focus on creating wide-spread awareness and knowledge about the purpose of a MEIS. Key areas to highlight would be the vulnerability of elderly parents; the protection of young children; the consequences of the hospital "pay-or-die" policy; and the facilitation of treatment of medical emergencies.