

5 truths about **MILLENNIAL** patients that will have you **SHOOK**

As the largest generation in U.S. history, we think it's pretty important to understand your Uber-catching, couch-surfing patients. And there's no better person to tell you what a millennial wants than a millennial. I'm Molly the Millennial and I am here to spill the tea about my generation.

Millennials have never been analog. We were born into the digital world, so we want things quickly—actually, we want them immediately. It's no surprise that our expectations are radically different from those of older generations in all areas of life, including healthcare.



ONE

We're basically adulting – just a **HUMBLE BRAG**



Millennials were born between the years **1981-1996**.¹

Millennial moms comprised **82%** of U.S. births in 2016.¹

- Millennials are waiting longer to become parents.
- In 2016, 48% of millennial women (ages 20-35) were moms.
- But in 2000, when Gen X women (born between 1965-1980) were the same age, 57% were already moms.



Millennials make up **29%** of the U.S. adult population

and occupy **35%** of the U.S. workforce.¹

61% of millennials visit primary care physicians

compared to **80%** of boomers.²

TWO

Did someone say cheap and convenient? *Millennials are demanding price transparency in healthcare*

YAAAAAS

Rising deductibles are striking debt-ridden millennials hard and driving many to retail clinics.

34% of millennials will visit retail clinics — twice the rate of boomers.²

41% of millennials are willing to ask for cost estimates before agreeing to treatment compared to 21% of boomers.²

Compared with Gen X and boomers:³

47% of millennials are more likely to ask for generic form of medicine.

35% manage healthcare expenses through a budget.

57% check their plans to ensure coverage.

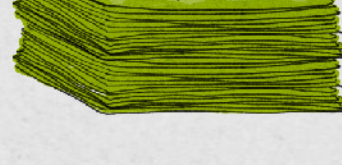
Many young adults are skipping or delaying care due to cost.²

54%



Millennials

37%



Baby boomers

THREE

Waiting makes us **SALTY**

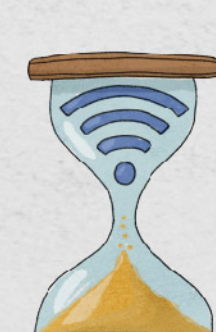


33% of millennials avoid seeing the doctor because they can't get an appointment.

26% who call a doctor's office and cannot get through will either wait several weeks to try again or give up.⁴

Millennials expect providers to use technology to speed up appointments and care.

Reasonable wait times and quality Wi-Fi can help millennials return to a healthcare provider.



38% said a provider failed to meet their expectations because they were unable to get lab results during the visit.⁵



FOUR

We care about tech and reviews

SORRY NOT SORRY



92% of millennials will switch healthcare providers if not completely satisfied.⁶

Online reviews are crucial, millennials are more likely than older generations to research providers on websites such as Yelp, Consumer Reports, and Angie's List.²

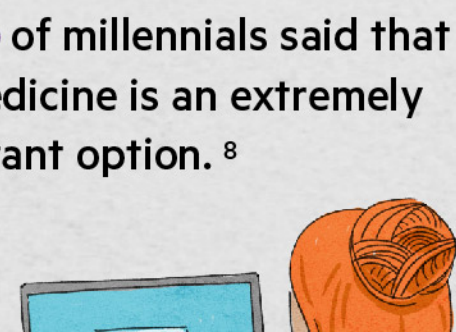
54% of young millennials check online physicians ratings before seeing a new doctor.⁷



More than **60%** of millennials share their experience with their friends when they are unsatisfied with their care.⁷



40% of millennials said that telemedicine is an extremely important option.⁸



If millennials need an answer, they Google it. Looking up symptoms and treatment options online, with 28% self-diagnosing instead of making an appointment.⁹

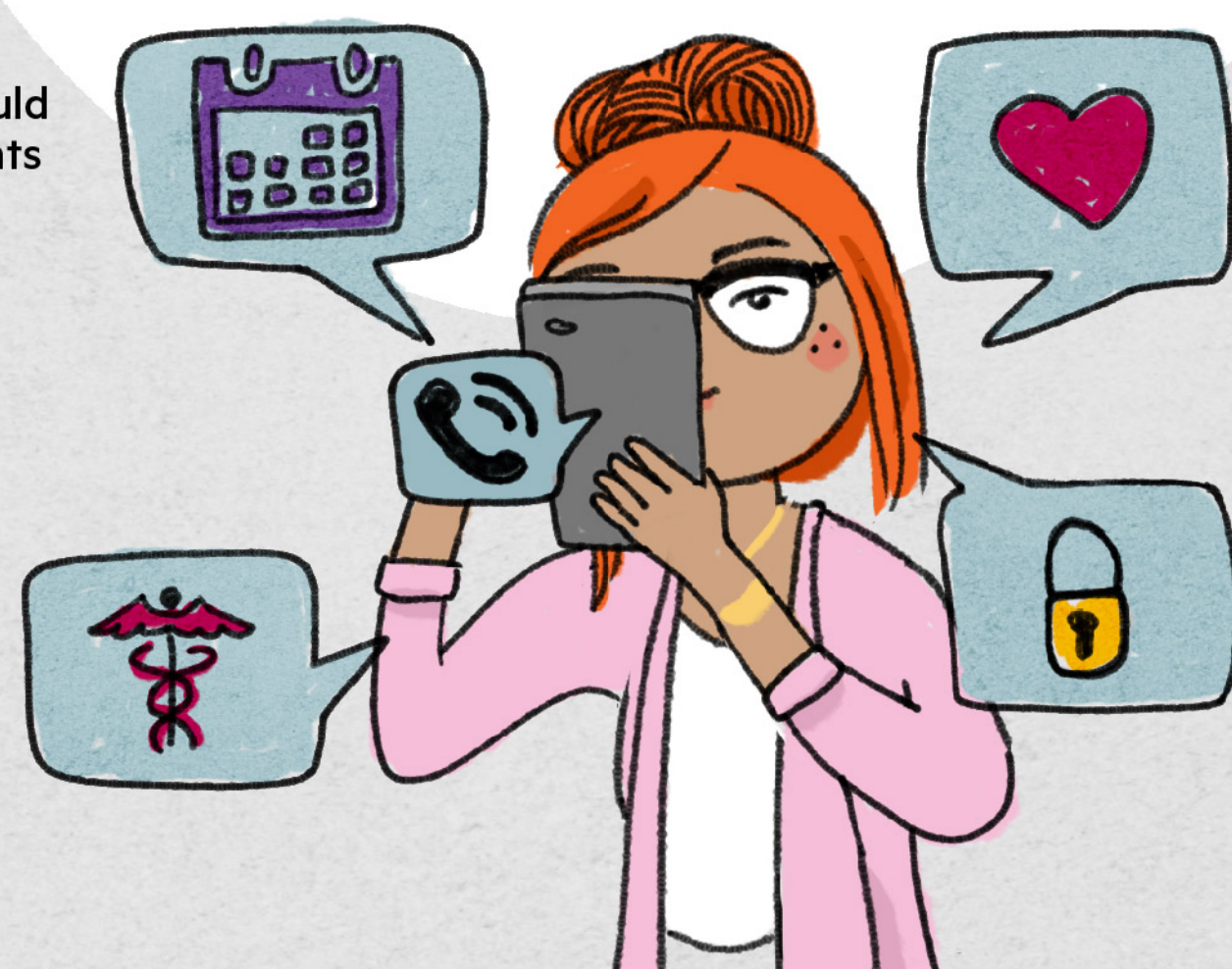
90% of millennials say they trust medical information shared by others online.

FIVE

Be user-friendly or **BYE FELICIA**

74% of millennials would like to book appointments and pay their medical bills online.¹⁰

71% want to use mobile apps to manage their health and medical records.¹⁰



63% would be willing to wear devices that communicate health-related data directly to their physicians.¹⁰

Millennials expect the same consumer-grade interfaces in healthcare that they get everywhere else. They prefer interactive portals offering personalized recommendations and customized services.

But millennials won't engage with mobile health unless it's easy, personal, and secure.

32%

of 20-29 year olds register online access to appointments and test results via their doctors' patient portals.¹¹

27%

actually use fitness devices or apps that track their activity.¹²

1. <http://www.pewresearch.org/fact-tank/2018/05/04/more-than-a-million-millennials-are-becoming-moms-each-year/>
2. <https://www.prnewswire.com/news-releases/five-way-tech-savvy-millennials-alter-health-care-landscape-300054028.html>
3. <https://www.ebri.org/pdf/PR1188.CEHCS.27Apr17.pdf>
4. <https://www.foxbusiness.com/features/half-of-millennials-visit-a-doctor-less-than-once-per-year>
5. <http://www.hida.org>
6. https://www.televox.com/downloads/west_prioritizing_patient_experience.pdf
7. https://www.slideshare.net/Nuancelnc/how-millennials-shop-for-healthcare-in-a-digital-world?utm_source=millennial-patient-press-
8. <https://www.healthcareitnews.com/news/millennials-demand-telehealth-move-away-traditional-primary-care-model>
9. <https://businessjournalism.org/2017/04/millennials-money-healthcare-trends/>
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11. <https://www.advisory.com/research/medical-group-strategy-council/practice-notes/2015/july/the-truth-about-patient-portal-use>
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