

Generational Influences on Patient Perspectives Impacting Patient Engagement



Patient engagement results when patient/caregivers receive information and support that they need in order to fully participate in their care. ”

To explore generational influences to patient and caregiver perspectives on patient engagement, Medscape Education evaluated recent user & member surveys of over 5000 patients and nearly 1000 physicians. The results of this research were presented at the HIMSS Conference on March 1, 2016 in Las Vegas, NV.

Insights gained included:

- impact of a patient’s generational representation to needs for clinician behavior
- impact of the physician’s generational representation to their behaviors and beliefs around patient engagement
- comparison of the synchrony and asynchrony of generational representation of patients and physicians to the goal of patient engagement

GENERATIONAL “ARCHITYPES” AND HEALTHCARE

Silent Generation

born prior to 1942



A Literature Review* describes the Silent Generation as follows:

- They rely on personal doctors to provide medical care direction
- They are prepared to seek information from and defer to their physician
- They have frequent and longer visits due to clinical acuity and patient preferences around medical care
- They have rigid definitions of good service—the customer is always right!
- They identify only physicians and nurses as health professionals

Study Themes: Physician Directs Me

The Silent Generation is shown to trust in their physicians and there is opportunity to harness this for greater retention with written or internet information. They are the most confident generation in shared decision-making and patient engagement. While they are digital immigrants, approximately 15% will sport wearables (similar to other generations). They will register for portals if recommended by their physician, but their use beyond lab data review is limited.

Boomers

born between 1943-1960



A Literature Review* describes the Boomers as follows:

- They value individual engagement in healthcare
- They seek counsel from and bring information to the physician, then research physician recommendations
- They identify only physicians and nurses as health professionals
- They have an interest in quality, as evidenced by their use of third-party comparisons or ratings as a means of self-directing to specialists and providers
- Many are involved in decision-making for their aging parents while simultaneously informing the health needs for their children
- They can cause communication challenges for physicians as the patient may be expressing the values/concerns of a silent generation or millennial, while the primary healthcare decision maker is expressing Boomer values

Study Themes: Engage Me

The Boomers are shown to respond most to a physician's verbal instruction, followed by written and then internet communication. Physicians can help the Boomers by recommending reliable resources. This generation is moderately confident in shared decision-making and patient engagement. Nearly 20% use wearables and physicians generally do not recommend portals to this group.

Generation X

born between 1961-1981



A Literature Review* describes the Generation X as follows:

- They have an interest in being engaged and educated
- They are relatively healthy
- They are notably curious and actively seek information
- They assume physicians and staff are knowledgeable
- They are more likely to switch physicians and hospitals based on their most recent experience, rather than their overall past experience
- They have more in common with the Millennials than Boomers
- They identify physicians, nurses, NPs, PAs, insurance companies and pharmacies as medical professionals

Study Themes: Educate Me

Generation X is shown to respond the most to a physician's verbal instructions, followed by written and internet communication equally. Doctors can help by recommending reliable resources. This group is mildly confident in shared decision making and engagement actions. Nearly 20% use wearables and doctors do not recommend portals to this generation. However, when Generation X patients do use portals, they use for lab results (77%), communication with their healthcare provider & schedule (41%) and medication refills (37%).

Millennials

born 1982-2000



A Literature Review* describes the Millennials as follows:

- They access the health system through PCPs, urgent care centers and OB/GYNs with higher likelihood to use OB/GYN as PCPs
- They have low use of inpatient and outpatient services but when used, come through the ED or maternity
- They use and appreciate technology
- They have a positive personal relationship with their physician
- Health information is valued and is sought from multiple sources
- They are more likely to switch physicians or hospitals if they lose confidence in the care provided based on their recent experience

Study Themes: Connect With Me

Millennials are shown to respond most to a physician's verbal instructions, followed by written and internet communication equally. However, they are less comfortable asking questions and discussing concerns. Doctors can help by recommending reliable resources. This generation is minimally confident in share decision making and engagement actions. Nearly 20% use wearables and doctors recommend the portal less often than other generational groups.

LESSONS FOR THE HEALTHCARE INDUSTRY

- Clinician recommendations/"prescriptions" are critical, especially with older patients, exploit "Tech Tools" beyond/between visit technology:
 - Patient Portal (older patients less likely to use full functions)
 - On-line resources they trust
 - Apps
 - Wearables
- Print and deliver visit summary with recommended actions (and resources).
- Don't assume older patients are not digitally savvy
- Younger patients need more help with engagement than older patients
- Millennial patients particularly are not likely to engage until they need to do so (become sick), will need to be prepared to do so digitally once they are
- Doctors view patient engagement as essential...younger doctors find it more challenging than older ones

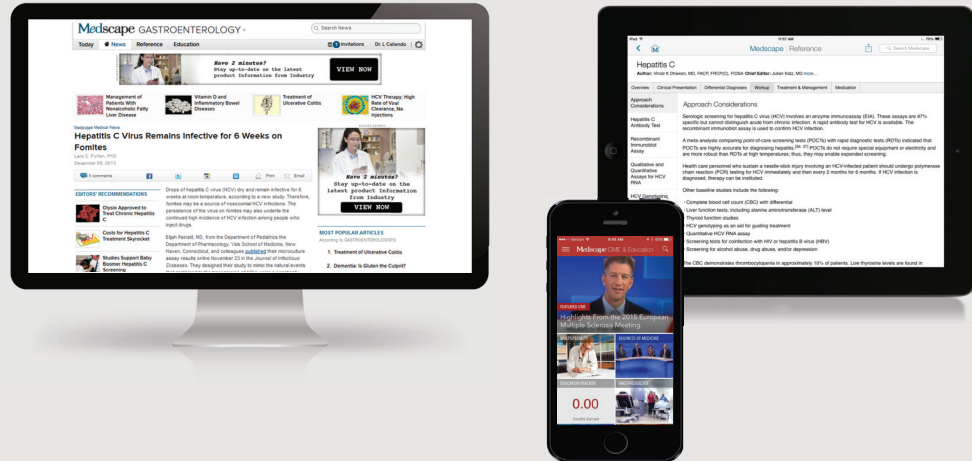
PHYSICIAN STUDY

IMPLICATIONS OF "TECH TOOLS" LIKE APPS AND WEARABLES

- Younger doctors who recommend health apps and wearables are more likely to view patient engagement as essential
- Doctors who were born between 1943 and 1960 are nearly twice as likely as doctors born before 1943 (p value < 0.05) to recommend apps to their patients, 3x more likely to recommend wearables (p value < 0.05)
- Given that older patients state big reason for not using wearables/apps is their doctor has not recommended it, opportunity to use "help" from outside of the clinical interaction



*MacCracken L, Pickens, G, Wells M. Research Brief: Matching the Market: Using Generational Insights to Attract and Retain Consumers. Thomson Reuters Healthcare. January 2009.



FOR FOLLOW-UP DISCUSSION OR QUESTIONS, PLEASE CONTACT:

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