

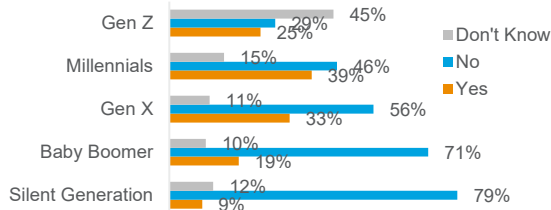
NRC HEALTH MARKET INSIGHTS – SEPTEMBER 2021

Insight of the Month: Generations

Consumers interact with, consume and experience healthcare in different ways. One way of looking at the differences is through the lens of the different generations. Although there are some common themes in how each age group consumes healthcare, it should be noted that these themes do not apply to all people in those age groups in that some Baby Boomers might consume like Gen Z and some Millennials might consume like The Silent Generation. Finally, it is important to understand that the healthcare needs of consumers change throughout life and therefore opinions and interactions might be more dictated by need than perception.

Generation	iGen/Gen Z	Millennials/Gen Y	Generation X	Baby Boomers	The Silent Generation
Birth Years	1997 – 2012	1981 – 1996	1965 – 1980	1946 – 1964	1945 or earlier
Summary	Although Gen Z presumably might need healthcare less, 60% have utilized their Top-of-Mind hospital in the past 3 years. Personal touch is very important to them. It is difficult to gain their loyalty and they rely on community more than experience. They are also very cost cautious and affordable healthcare is very important. Gen Z is most likely to have interacted with a facility outside of utilization (especially volunteer).	Millennials are much more technology based than Gen Z. Convenience is one of the most important factors in selecting healthcare. They are most likely to be active on social media in relation to healthcare and utilize a hospital website for healthcare information.	Generation X is most like Millennials in their consumption of healthcare, likely because they are in similar stages of life. This group is truly the gap generation between the two older and two younger generations. It presents the largest challenge in being able to target through marketing.	Because of Baby Boomers' need for healthcare they are more likely to be loyal to a hospital or system. They are more open to newer technology because of the influence of their children. Although they are more likely to be loyal, it might be more of a challenge to get them to switch because of how much they rely on past experience.	The Silent Generation are some of the heaviest users of healthcare because of their need, however they may be the most difficult to influence through marketing. In some ways they are like Gen Z in their trust of healthcare outside of their own experience.

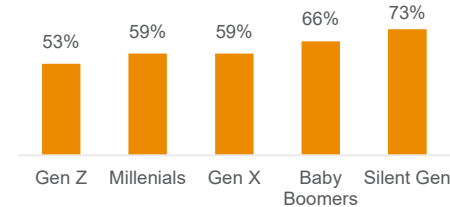
Have a High Deductible Health Plan



NPS of Top-of-Mind Hospital

Generation Z	-9.2
Millennials	21.97
Generation X	20.05
Baby Boomers	28.62
Silent Generation	42.12

Consider themselves loyal to local hospital/system



Feel Family/Friend recommendation drive their loyalty to hospital/system

Generation Z	39%
Millennials	34%
Generation X	25%
Baby Boomers	17%
Silent Generation	13%