



UNDERSTANDING GENERATIONAL COMMUNICATION TRENDS

to IMPROVE CARE COORDINATION FOR PATIENTS AND FAMILIES



SPEAKER

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Objectives

- Discuss the five generational demographics accessing healthcare today
- Identify how generational demographics affect care coordination
- Discuss generation ideas on how to improve care coordination with technology and beyond

Technology Can Be Our Friend



I only like you
as a friend but
can we still
hang
out?



© Basile

I eat my
friends.

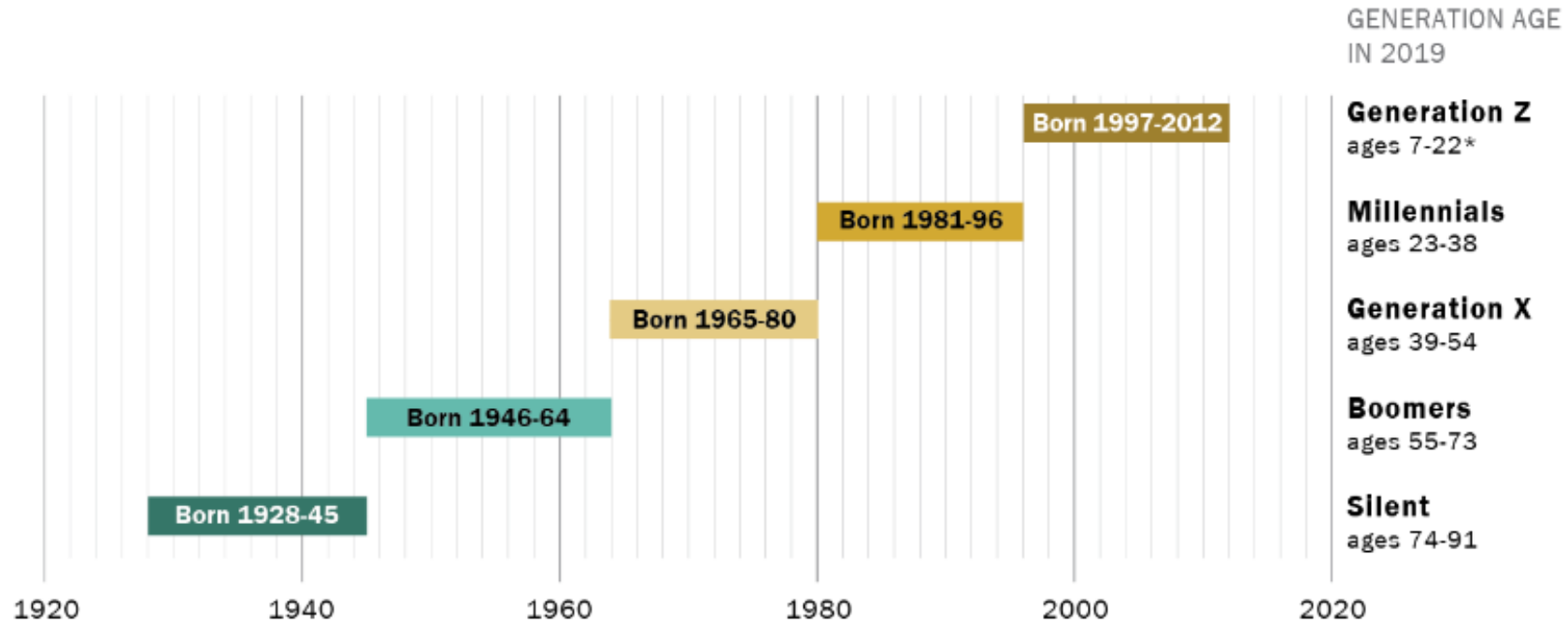


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Demographics

Who is accessing and managing healthcare needs?

The Generations Defined



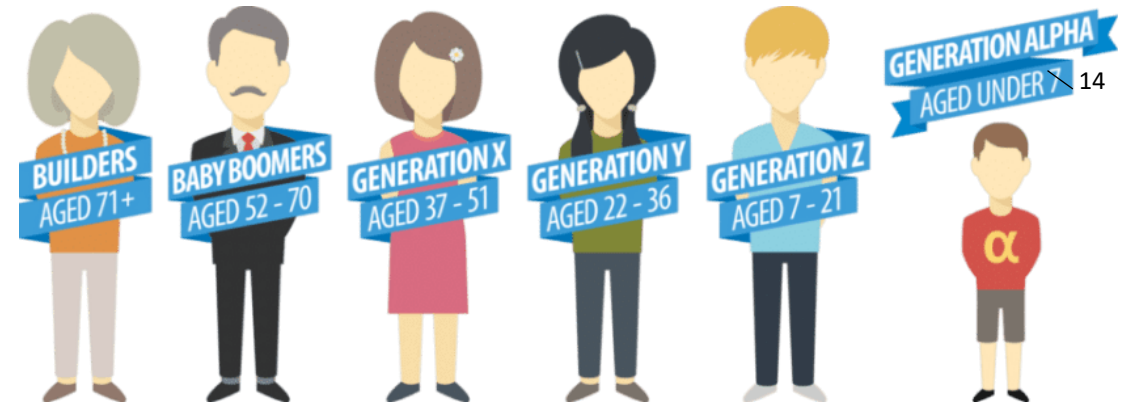
*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

<https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

Largest Factor Affecting Care Coordination

5 Different Generations using or helping others use healthcare

- Greatest Generation/Builder/Maturist
- Baby Boomers
- Gen X
- Gen Y/Millennials
- Gen Z
 - 18-27 years old “independently” using healthcare
- Gen Alpha



Caregiver Demographics

Figure 1. Prevalence of Caregiving by Age of Care Recipient, 2020 Compared to 2015

	2020 Prevalence	Estimated Number of U.S. Adults Who Are Caregivers	2015 Prevalence	Estimated Number of U.S. Adults Who Are Caregivers
Overall	21.3%*	53.0 million	18.2%	43.5 million
Caregivers of recipients ages 0-17	5.7%*	14.1 million	4.3%	10.2 million
Caregivers of recipients ages 18+	19.2%*	47.9 million	16.6%	39.8 million
Caregivers of recipients ages 18-49	2.5%	6.1 million	2.3%	5.6 million
Caregivers of recipients ages 50+	16.8%*	41.8 million	14.3%	34.2 million

* Significantly higher than in 2015.

AAPR Research Report May 2020 "Caregiving in the U.S."

Caregiver Generational Demographics

Figure 5. Percentage of Caregivers of Adults Who Are in Each Generation, 2020 vs. 2015

	2020 (n = 1,392)	2015 (n = 1,248)
Generation Z (born 1997 or after)	6%*	—
Millennial (born 1981 to 1996)	23%	23%
Generation X (born 1965 to 1980)	29%*	25%
Baby Boomers (born 1946 to 1964)	34%	39%*
Silent/Greatest (born 1945 or prior)	7%	13%*

** Significantly higher than comparison year.*

Note: Results are rounded and don't know/refused responses are not shown; results may not add to 100 percent.

AAPR Research Report May 2020 "Caregiving in the U.S."

Generational Effects on Care

Many younger adults expect to become caregivers in the near future, but few feel prepared

In addition to those with current caregiving experience, 34 percent think it's likely they will become a caregiver in the next five years. More than half of them say they are not prepared.

Over 3 in 10 expect to become a caregiver soon



More than half say they are not prepared



The AP-NORC Center conducted this study with funding from The SCAN Foundation. The poll includes 1,945 interviews with a nationally representative sample of Americans using the AmeriSpeak® Panel, including 423 adults age 18-39 and 1,522 adults age 40 and older. The overall margin of sampling error is +/- 3.3 percentage points at the 95 percent confidence level, including the design effect. Among adults age 18-39, the margin of sampling error is +/- 6.7 percentage points. Among adults age 40 and older, the margin of sampling error is +/- 3.3 percentage points.

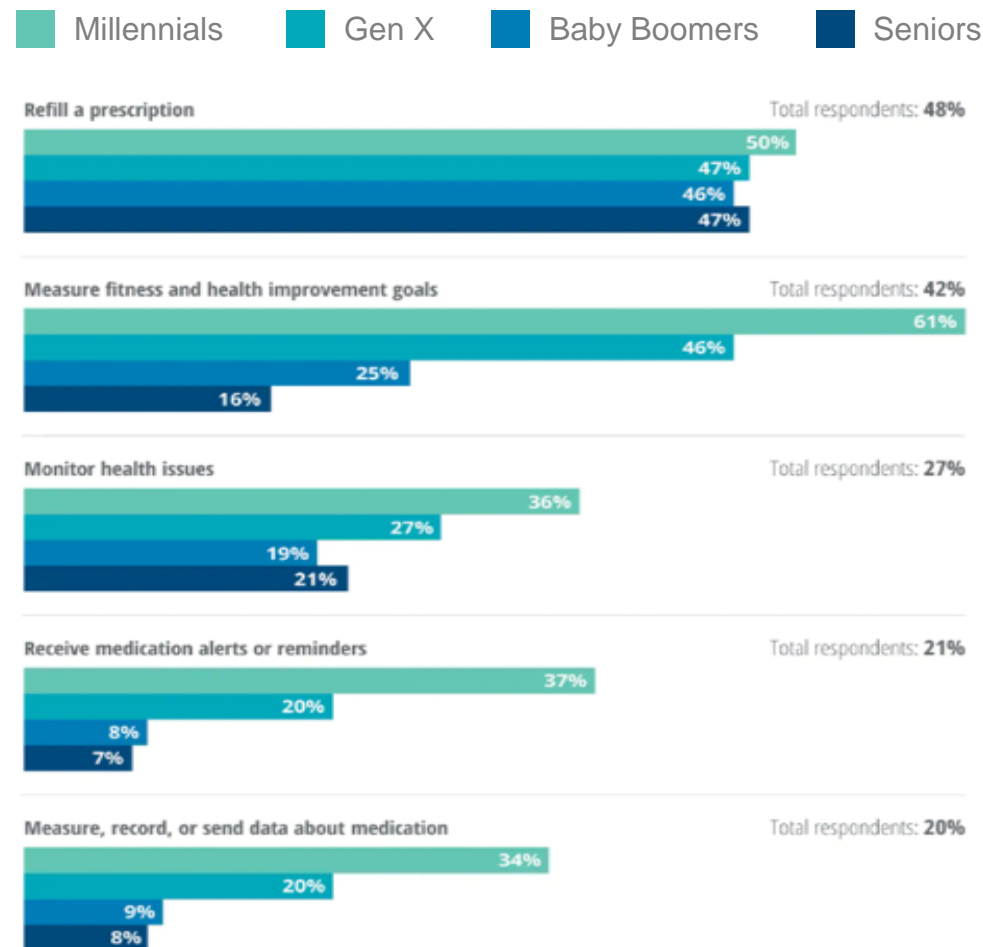
<https://www.longtermcarepoll.org/infographic-long-term-care-may-not-be-top-of-mind-for-younger-adults-yet-over-one-third-of-americans-under-40-are-already-caregivers-2018/>

Though millennials are more likely to use health technology than older adults, about half of seniors are using technology to fill prescriptions

Survey Question: In the last 12 months, have you used any technologies (e.g., websites, smartphone/tablet apps, digital assistants, personal medical devices, or fitness monitors) for any of the following health purposes?

Note: Figure indicates the percentage of respondents who answered “yes” to the survey question.

Source: Deloitte 2018 Survey of US Health Care Consumers





Defining Care Coordination

As we knew it pre-pandemic....

Definition of Care Coordination

The deliberate organization of patient care activities between two or more participants involved in a patient's care to facilitate the appropriate delivery of health care services.

Closing the Quality Gap: A Critical Analysis of Quality Improvement Strategies (Vol. 7: Care Coordination). Technical Reviews, No. 9.7. McDonald KM, Sundaram V, Bravata DM, et al. Rockville (MD): [Agency for Healthcare Research and Quality \(US\)](#); 2007 Jun.

Definition of Case Management

2009

Case management is a collaborative process of assessment, planning, facilitation, care coordination, evaluation, and advocacy for options and services to meet an individual's and family's comprehensive health needs through communication and available resources to promote quality cost-effective outcomes

2016

CMSA Board of Directors has decided to explicitly reference safety definition:

Case Management is a collaborative process of assessment, planning, facilitation, care coordination, evaluation and advocacy for options and services to meet an individual's and family's comprehensive health needs through communication and available resources to promote patient **safety, quality of care, and cost-effective** outcomes

Case Management Society of America

Nurses

Nurse Case Manager

Therapists

Social Worker

Insurance Case Manager

Clinical Liaison



Factors Currently Affecting Care Coordination

- Workforce shortage
- Rising costs
- Lower reimbursement
- Return to admissions
- Medicare Advantage
- Lack of transparency in pricing



Factors to Consider for Care Coordination

- Patient satisfaction
- Patient-centered care
- Patient/Family experience
- Quality outcomes
- PDPM (Patient Driven Payment Model) - Skilled
- PDGM (Patient Driven Group Model) - Home Health
- Value Based Purchasing





This is what we want care coordination to look like...



How we really feel!

Generational Effect on Care Coordination

Every generation has its own perspective

Lack of Price Transparency Technology

- 87% of consumers were surprised by a medical bill. ([InstaMed Consumer Healthcare Payments Survey 2021](#))
- Surprise medical bills average \$750 to \$2,600. ([U.S. Department of Health and Human Services](#))
- Four in ten respondents have appealed, questioned or fought a healthcare bill. ([RWJF](#))
- 73% of consumers report finding out about cost after care. ([West Health-Gallup](#))

<https://www.instamed.com/blog/price-transparency-9-trends-that-impact-consumer-experience/>

Lack of Price Transparency Technology

- Nine in ten consumers want to know payment responsibility upfront. ([InstaMed Consumer Healthcare Payments Survey 2021](#))
- 61% of consumers said their providers did not ask about affordability of healthcare and/or discuss resources to assist with costs. ([CVS Health](#))
- 23% of consumers do not know how to look at their health plan to understand out-of-pocket costs. ([CVS Health](#))
- Most adults (91%) do not know that hospitals are required to disclose the price of care. ([Peterson-KFF](#))
- 85% had not gone online to research the price of treatment at a hospital. ([Peterson-KFF](#))

Generational Effects on Care Coordination

- **Silent/Greatest Generation**

- Trust physicians and seek information from them
- Want physician to direct care
- Prefer face to face communication
- Need things in writing for retention
- Providers need to be clear and explicit in communication



- **Baby Boomers**

- Want individualized and high-quality care
- Curious and asks lots of questions
- Will research healthcare topics further



Generational Effects on Care Coordination

- **Gen X**
 - Want to be engaged
 - Need to be educated
 - Will change healthcare providers based on a recent experience
 - More in common with Millennials than Boomers when it comes to healthcare
- **Gen Y/Millennials**
 - Not satisfied with current quality of traditional services
 - Millennial patients prefer strong provider connection
 - Less comfortable asking questions / Trouble with expressing concerns
 - Will switch providers if they lose confidence
 - Want effective, easy to access, efficient and transparent care
 - Appreciate and use technology
 - Largest generation in 2019 will have greatest influence on future models



Generational Effects on Care Coordination

- **Gen Z**
 - Not satisfied with current quality of traditional healthcare
 - Just beginning to independently use healthcare
 - Some are becoming caregivers to Gen X and Boomer grandparents



Care Coordination with Technology

Generational approaches to using tech in healthcare
to improve coordination

A Variety of Uses Drives Wide Adoption



Telehealth services have broad appeal for patients and care providers, particularly in specialties such as mental health, neurology, gastroenterology, internal medicine, pulmonology, family medicine and pediatrics.



The pandemic accelerated adoption of many forms of virtual care. McKinsey predicts that virtual care could represent up to \$250 billion in annual healthcare spending, up from \$3 billion before the pandemic.



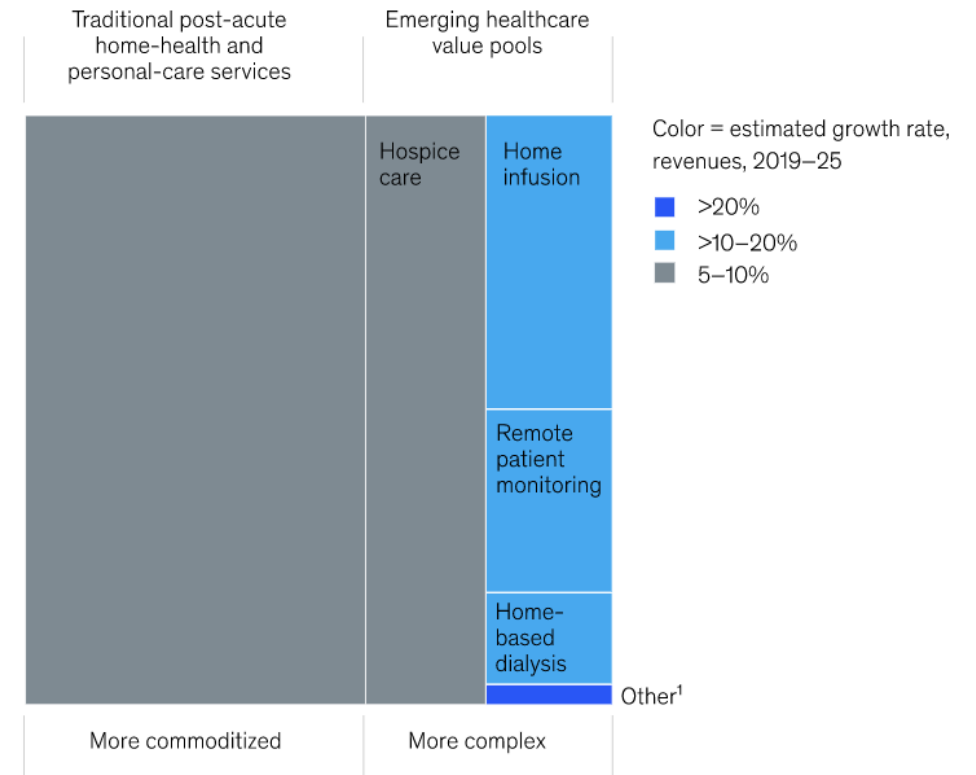
Patients embraced the ease, safety and convenience of telehealth. Research shows that patients want telehealth to be widely available. McKinsey found that 76 percent of adults are interested in using telehealth.

Realizing the Power of Virtual Care: Technology that connects care providers and patients can deliver better healthcare outcomes.
Jim Hanus, Ty Mayberry, Tom Stafford

Health Technology and Home Care

Within home care, emerging value pools include home infusion, remote patient monitoring, and other categories such as hospital at home.

Distribution of estimated market size, 2019

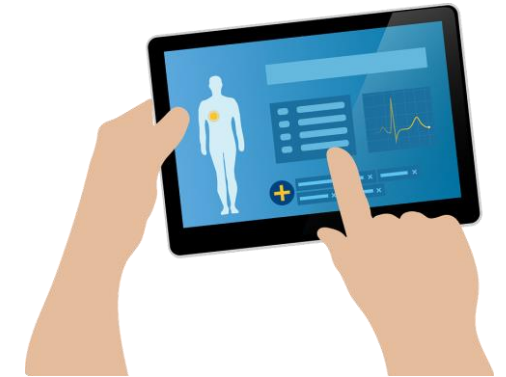


<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/the-future-of-healthcare-value-creation-through-next-generation-business-models>

Mental Health: Systematic Literature Review

Benefits of care coordination technologies - Three Studies

- “EHRs were the most commonly assessed technology for care coordination”
 - Shared access between providers
 - High satisfaction for billing, scheduling, and screening
- Mental Health care is fragmented and inadequate for maintaining continuity of care
 - Real-time interactive communication between physicians and patients
 - Electronic health records (EHRs) can promote coordinated care in disparate care settings
 - Collaborative decision making between providers and patients



Use of technology for care coordination initiatives for patients with mental health issues: a systematic literature review [Neuropsychiatr Dis Treat.](#) 2018; 14: 2337–2349. Published online 2018 Sep 13. doi: [10.2147/NDT.S172810](#)

Care Coordination Needs

Omni Channel

- “Denoting or relating to a type of retail that integrates the different methods of shopping available to consumers”
- Shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store



Improving Outcomes: Integrated Care

Time

- Patient/family spend less time “figuring” out next level of care
- Less siloed care if within an integrated system

Cost

- Contracts in place
- Decreased risk of lost revenue/out of network for patient

Engagement

- Keeps patient and family engaged
- Decreases decision making stress = happier patient

Feedback

- Improves overall customer experience during a difficult time



**GIVE US YOUR
FEEDBACK**



Improving Care Coordination - Village Approach

Silent / Greatest / Maturist

- Pre-Covid
 - Paper
 - Face to Face care
 - Family/advocate managing ALL care
- Post-Covid
 - Calls
 - Technology
 - Group Telehealth
 - More Home Care
 - Portals- Family/advocate involvement



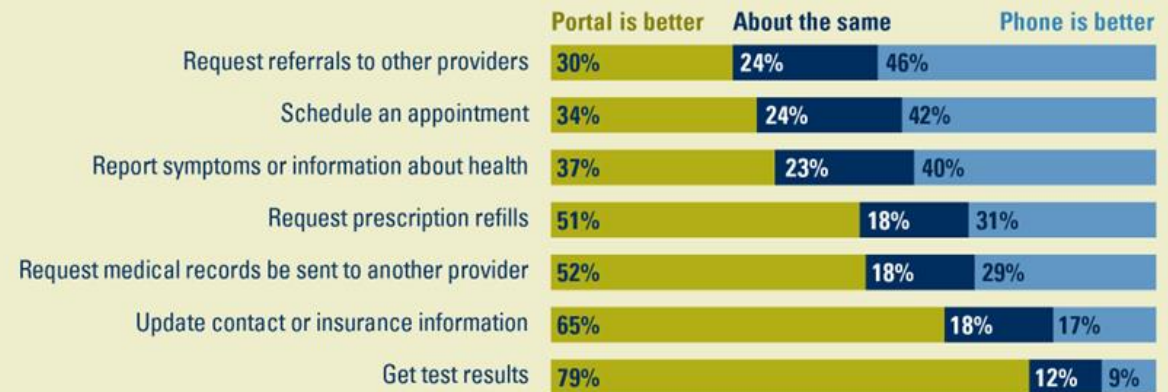
Improving Care Coordination - Village Approach

Baby Boomers

- Pre-Covid
 - Email
 - Calendar appointments
 - Some texting
 - Face to Face in office
- Post-Covid
 - Telehealth- preferred
 - Texting
 - Portals

Online portal vs. phone call: Preferences for use

AMONG ADULTS AGE 50–80 WHO HAVE USED A PORTAL IN THE PAST 3 YEARS



**Note: Totals may not sum to 100% due to rounding.*

Improving Care Coordination - Village Approach

Gen Y / Millennials

- Pre-Covid
 - Texting, texting, texting
 - Patient portals
 - Less email
- Post-Covid
 - Telehealth
 - Portals
 - Apps













Improving Care Coordination - Village Approach

Gen Z

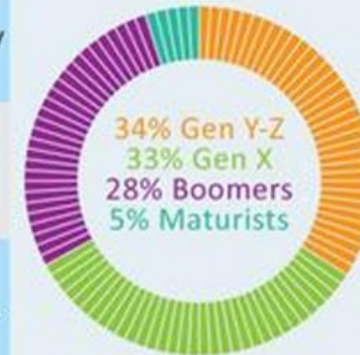
- Pre- and Post-Covid
 - Feel invincible but very lost- haven't had to use healthcare as much
 - Use technology
 - Need education and guidance on how to navigate healthcare for others
 - Need the most education about healthcare
 - Efficient with communication
 - Transparency is important
 - Will use primarily technology- Not phone calls!



GENERATIONS

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital immigrants	Digital natives	Technoholics
Attitude toward career	Jobs are for life	Organisational—careers are defined by employers	Early 'portfolio' careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organizations not "for"	Career multitaskers
Signature product	Automobile 	Television 	Personal computer 	Smart phone 	Nano-computing, 3-D print, driveless cars 
Communication media	Formal letter 	Telephone 	E-mail and SMS 	SMS or Social media 	Hand-held communication devices 

U.S. Employed Workforce



U.S. Unemployed Workforce



Future of Care Coordination

- Better interoperability between platforms
- Spend money on care coordination
- Teach patients/families/advocates how to use portals
- Providers- USE PORTALS
- Look to employer benefits for these types of services



"The idea that patient data belongs to providers or vendors, is an epic misunderstanding. Patient data belongs to patients. We can sequence the entire human genome," Verma said, "but we still can't get much more than a print-out, fax or CD-ROM when we leave the doctor's office."

Seema Verma

Medicare and Medicaid Services Administrator

Quote taken at HIMSS19 in Orlando, FL

<https://www.healthcarefinancenews.com/news/cms-administrator-seema-verma-lays-out-plan-digital-data-revolution>

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