GenNext: How Generation Z is Remaking Healthcare

September 17, 2020

We will get started shortly. Your lines are muted upon entry. This event will be recorded.

Welcome!

- Today's event is being recorded
- All participants are muted on entry
- Ask questions using the Q&A Box
- Please fill out satisfaction survey

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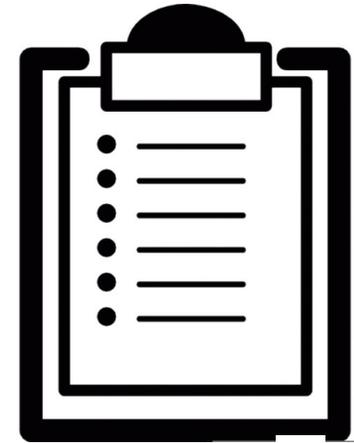
About Oregon Health Forum

- Advancing health policy solutions through meaningful community dialogue

- Affiliate organization of The Lund Report

- Donate Today!

OregonHealthForum.org/make-a-donation/

How Will It End: The Promise of a COVID-19 Vaccine

October 1 | 10 am

Recent scientific developments put us closer to ending the COVID-19 pandemic. Learn about research efforts and hear from experts about potential vaccine success, vaccine acceptance and how the global pandemic may end.

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Thank you to our annual sponsors!

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HEALTHGENYZ®

- **HealthGenYZ** is a young adult healthcare advocacy & healthcare technology company, focused on physical, mental, social and financial health, and its delivery of care affecting young adults.

- We commit ourselves to empowering young adults to make informed, influential decisions on issues that affect their personal health and healthcare delivery options.

- Visit our website at healthgenyz.com to learn more about how Generation Z is reshaping the healthcare industry.

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Thank you, Gold Sponsors!

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NEWPORT INSTITUTE

Empowering Minds. Restoring Families.™

Newport Institute is a nationwide series of evidence-based healing centers dedicated to transforming the lives of young adults and their families and loved ones struggling with mental health issues and co-occurring disorders, such as eating disorders and substance abuse. We treat young adults up to age 27 by empowering families, partnering with clinical professionals, and supporting them at this critical juncture in life.

Learn more at newportinstitute.com.

Today's Program: How Generation Z is Remaking Healthcare

Moderator: Megan Feely, Youth Advocate, Director of Health Education at HealthGenYZ

Panel

- **Tony Vezina,** Executive Director, 4th Dimension Recovery Center
- **Erin Tassey Krug,** Vice President, Quinn Thomas
- **Dani Bowie, DNP, RN, NE-BC,** System Vice President, Bon Secours Mercy Health
- **Brett Myers,** Director of Marketing and Communications, ZOOM+Care
- **Paige Phillips, MPH,** Public Health Educator and Lead Volunteer, HealthGenYZ

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Erin Tassey Krug

Vice President, Quinn Thomas

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WHO IS GEN Z?

BOOMERS

55-73 years old

Moon Landing
1969

25%
workforce

job security

organizational - careers are defined by companies

lead by directing

prefer structured learning

GEN X

40-54 years old

Stock Market Crash
1987

33%
workforce

work-life balance

early portfolio careers - loyal to profession, not employers

lead by coordinating

prefer participative learning

MILLENIAL

25-39 years old

September 11th
2001

35%
workforce

freedom/flexibility

digital entrepreneurs - work with organizations, not for

lead by guiding

prefer interactive learning

GEN Z

10-24 years old

Great Recession
2007

5%
workforce

security/stability

career multitaskers - move between orgs and pop ups

lead by empowering

prefer independent learning

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GEN Z HAS NEVER KNOWN A LIFE WITHOUT TECH

40% BELIEVE WORKING INTERNET IS MORE IMPORTANT THAN A WORKING BATHROOM

Prioritize mobile first communication

Follow the 8 second rule
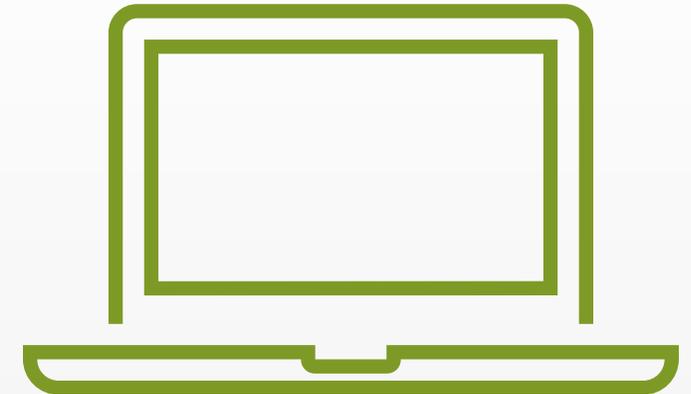
Embrace video tutorials and online learning

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GEN Z WANTS AUTHENTIC RELATIONSHIPS BRANDS

76% OF GEN Z HAVE SAID THEY WANTED BRANDS TO RESPOND TO FEEDBACK AND VIEW RESPONSIVENSS AS KEY
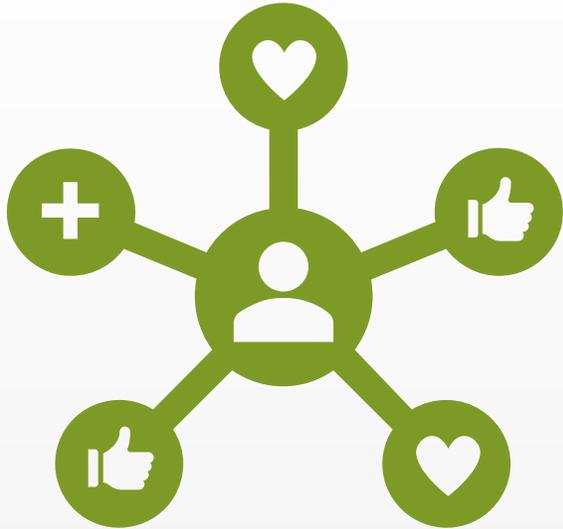
Feedback and real-time responsiveness

Share your vision and mission, and live it

In-person support and brick and mortar experiences

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GEN Z IS PRACTICAL, FRUGAL AND RISK ADVERSE

69% WOULD RATHER HAVE A STABLE JOB THAN ONE THEY ARE PASSIONATE ABOUT

Demonstrate transparency, security and stability

How can healthcare industry support their goals

Messaging focused on practical life planning vs. aspirational goalsetting

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GEN Z VALUES HEALTH AND WELLNESS

72% OF GEN ZERS SAY MANAGING STRESS AND MENTAL HEALTH IS THEIR MOST IMPORTANT HEALTH CONCERN

Appeal to holistic health- physical, mental and spiritual

Open to alternative healthcare delivery models
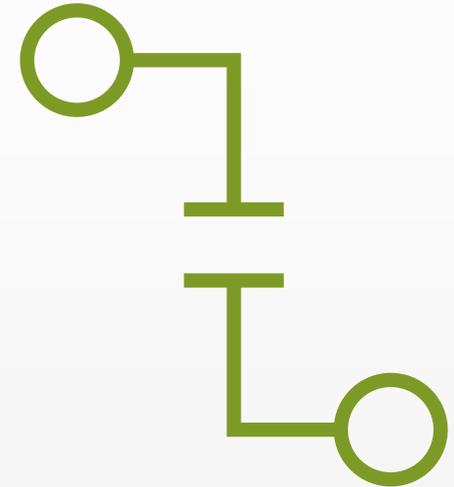
Support need to disconnect from constant connectivity

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THANK YOU!

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Brett Myers

Director of Marketing and
Communications, ZOOM+Care

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Modernizing Healthcare for Gen Z

Unmet Needs of Gen Z

- ***Highly dissatisfied*** with effectiveness, convenience, transparency, and efficiency of their current healthcare options.

- Want test results, refills, medical records, and scheduling ***online***.

- Only **55%** have a Primary Care Provider and **20%** haven't found the right fit.

- **72%** say managing stress and mental health is their most important health and wellness concern.


Legend: Gen Z · Millennials · Gen Xers · Baby Boomers · Silent

Effectiveness of the treatment
- Gen Z: 32%
- Millennials: 12%
- Gen Xers: 5%
- Baby Boomers: 4%
- Silent: 5%

Convenience of the location or channel
- Gen Z: 24%
- Millennials: 13%
- Gen Xers: 8%
- Baby Boomers: 4%
- Silent: 4%

Transparency about care (e.g., what test will be conducted, and why)
- Gen Z: 23%
- Millennials: 13%
- Gen Xers: 9%
- Baby Boomers: 9%
- Silent: 3%

Efficient operations (e.g., e-billing)
- Gen Z: 18%
- Millennials: 16%
- Gen Xers: 11%
- Baby Boomers: 8%
- Silent: 5%

Marketing to Gen Z - Challenges

Quick & convenient = low quality

- Impression of quality
  - Time spent / Time waited
  - Distance traveled
  - Cost
- Gen Z still ranks Quality of Care #1 in their decision making.

Label	Total	Gen Z Millennials	Gen X Baby Boomers Silent Gen
Quality of care	23.4	21.3	24.6
Insurance coverage	19.7	18.0	20.6

Decision Importance

Primary Care Physician Net Promoter Score by Age

GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	SILENT GEN
35.1	-1.9	23.5	32.6	52.0	45.0
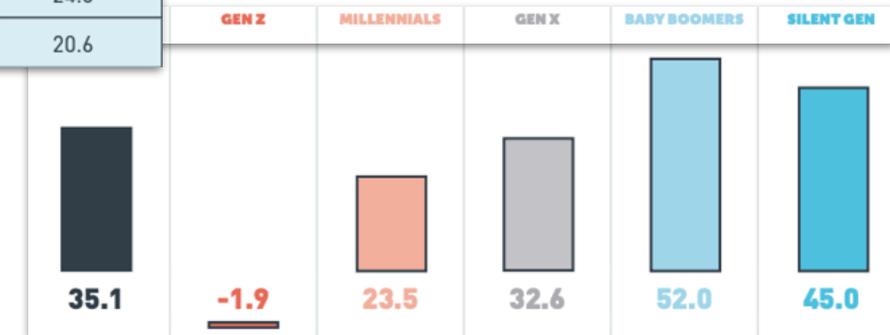
Telemedicine satisfaction by age (among adopters only)

	Tried telemedicine and liked it	Tried telemedicine and didn't like it
Gen Z (18 to 24)	56%	44%
Millennials (25 to 34)	75%	25%
Gen X (35 to 54)	75%	25%
Baby Boomers (55 and older)	73%	27%
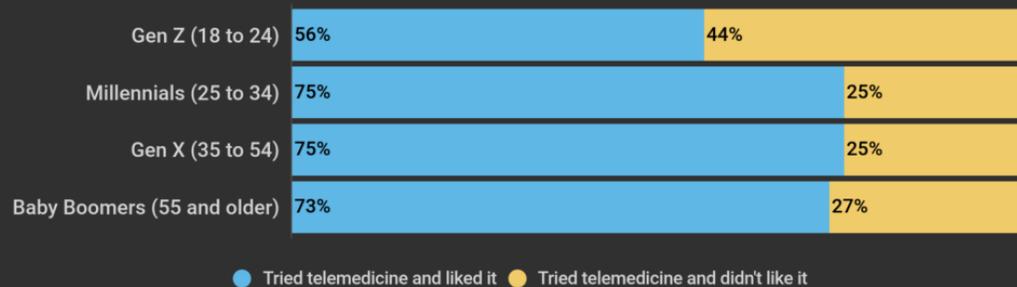
3,261 responses, weighted by U.S. Census 18+
Survey Dates: April 1, 2020 to April 20, 2020
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Virtual healthcare = stopgap

- 28% say personal connection and quality of the visit are concerns preventing adoption
- Frustrations with technology
- Inability to perform tests & in-person procedures
- Follow-up and care continuity

Marketing to Gen Z - Opportunities

Gen Z:

- Abhors esoteric information.
- Shares experiences openly.
- Values the opinions and influence of their peers.
- Expects ownership & humility around mistakes.
- Expects businesses/brands to pay attention to the issues impacting their lives.

Healthcare must:

- Be transparent.
- Make information easy-to-access.
- Encourage honest feedback & open dialogue.
- Keep a pulse on their concerns, *listen*, and show you care.

Gen Z & Mental Health

Mental Health of Gen Z
Compared with other generations, Gen Z is least likely to report very good or excellent mental health

Gen Z
45%

Millennials
56%

Gen Xers
51%

Boomers
70%

Older adults
74%

Source: APA. (2018). *Stress in America: Generation Z*
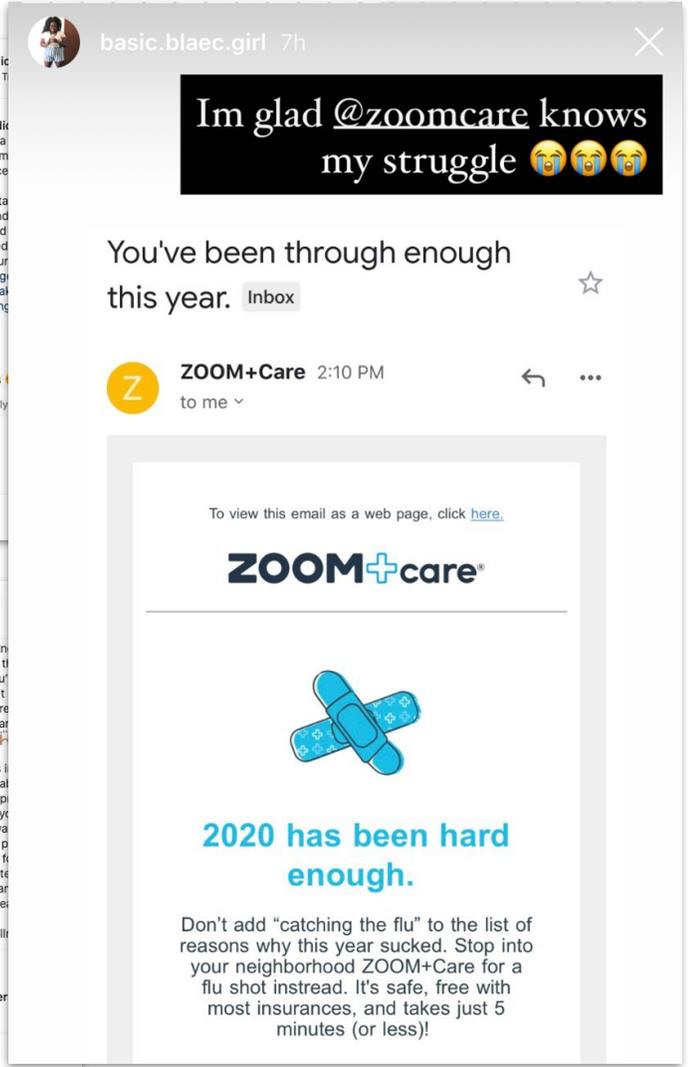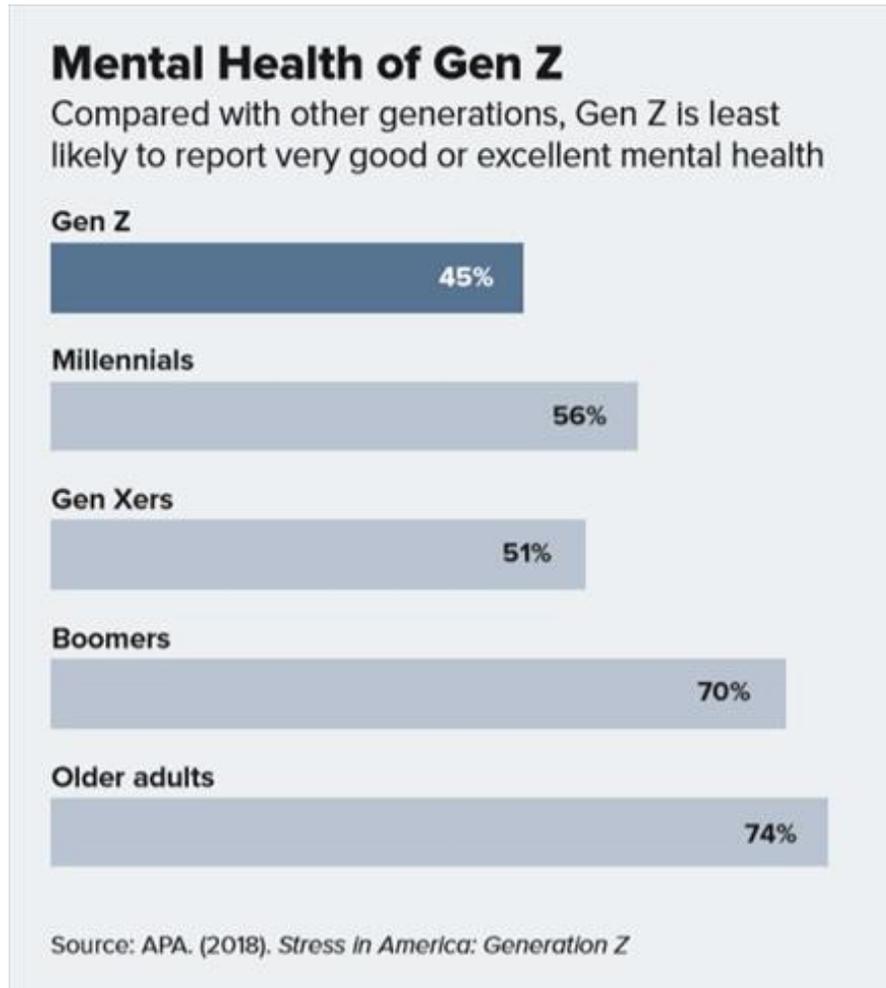
Higher barrier of trust

Extreme wait times / lack of access

Gatekeepers vs Partners

What's Next?

Interactive care plans
- Making health maintenance easy and fun.

Integration into wearables and mobile platforms they already access.
- Come to them; don't expect them to adopt or adapt to you.

PCP & System agnostic
- Where can they get the care plan they need fast and simply.

Seamless transition across services
- No more jumping through hoops to complete care.

Subscription services

Measure fitness and health improvement goals — Total respondents: **42%**
- 61%
- 46%
- 25%
- 16%

Monitor health issues — Total respondents: **27%**
- 36%
- 27%
- 19%
- 21%

Receive medication alerts or reminders — Total respondents: **21%**
- 37%
- 20%
- 8%
- 7%

Measure, record, or send data about medication — Total respondents: **20%**
- 34%
- 20%
- 9%
- 8%
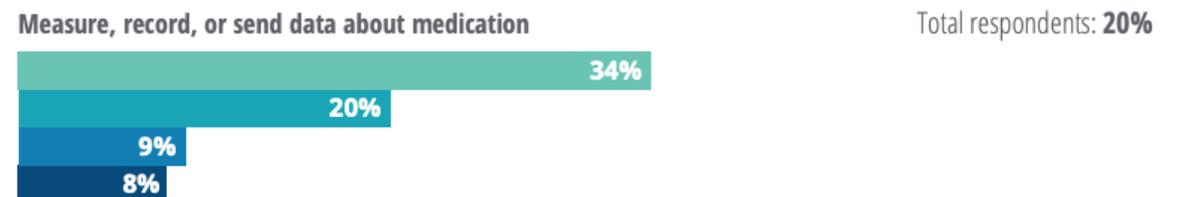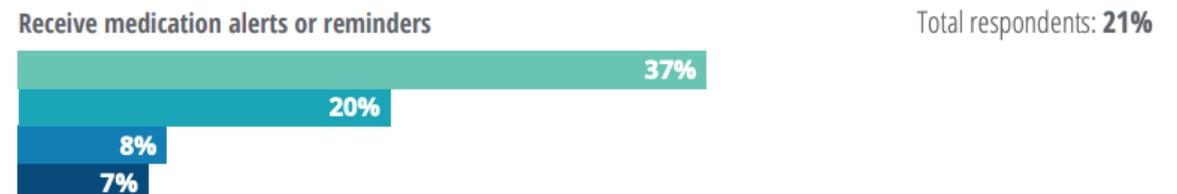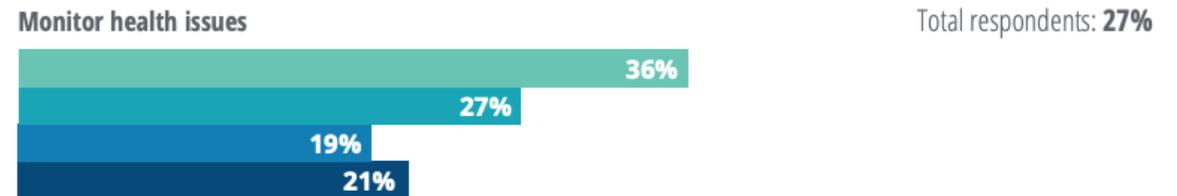
Thank You!

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→ **@paypercliche**
→ **linkedin.com/in/brett-allen-myers**

Tony Vezina

Executive Director, 4th Dimension Recovery Center

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4D is a Recovery Community Organization 4 Young People

4D RECOVERY

COMMUNITY CENTER

4D RECOVERY
CIVIC ENGAGEMENT

PEER SUPPORT
SERVICES
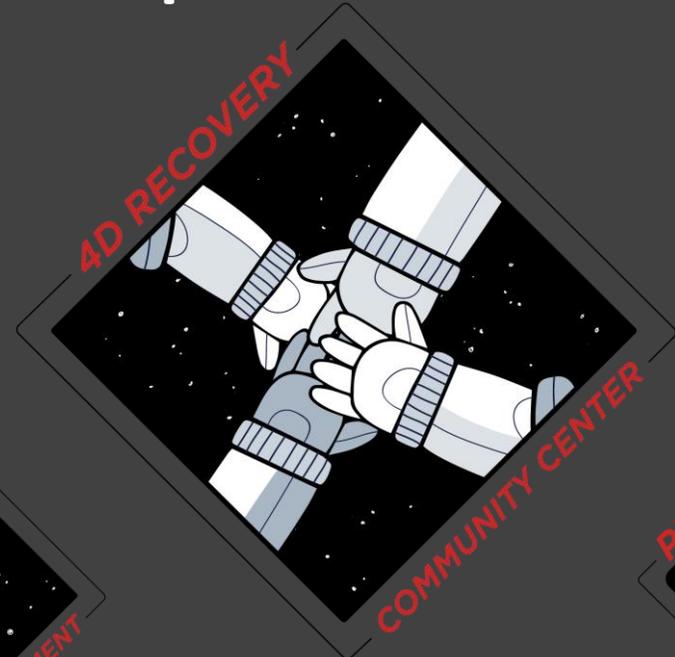
4D is Different, How?

- Treatment vs Recovery Support
- Outreach: Street, Grassroots, Treatment, Social Media, Criminal Justice, Education
- Best Practices: Branding, Design, TIC, Strength-Based, Accessible, Fun, Inclusive
- Peer Based
- Ongoing
- Less Stigma – what does that mean?

4D IS THE FUTURE

4D Boosts Recovery Outcomes 4 Young People

Dani Bowie, DNP, RN, NE-BC

System Vice President; Nursing
Workforce Development, Bon Secours
Mercy Health

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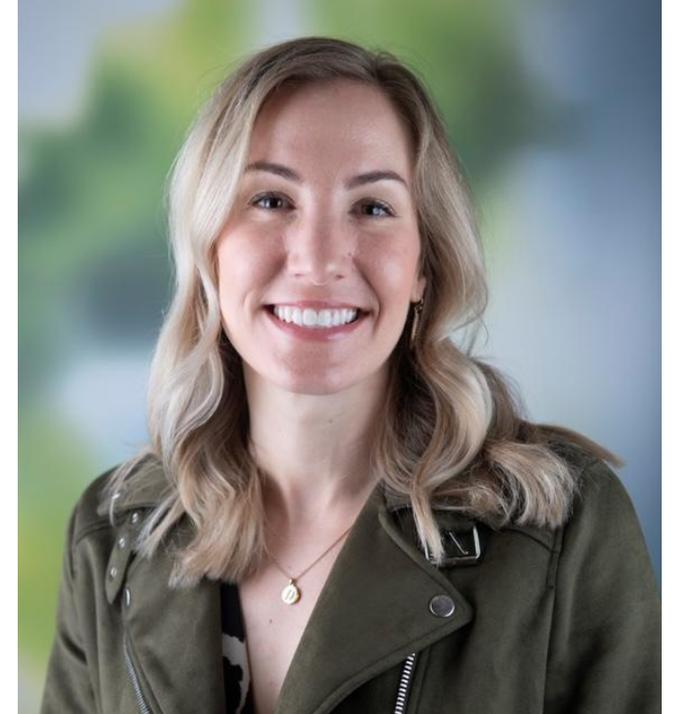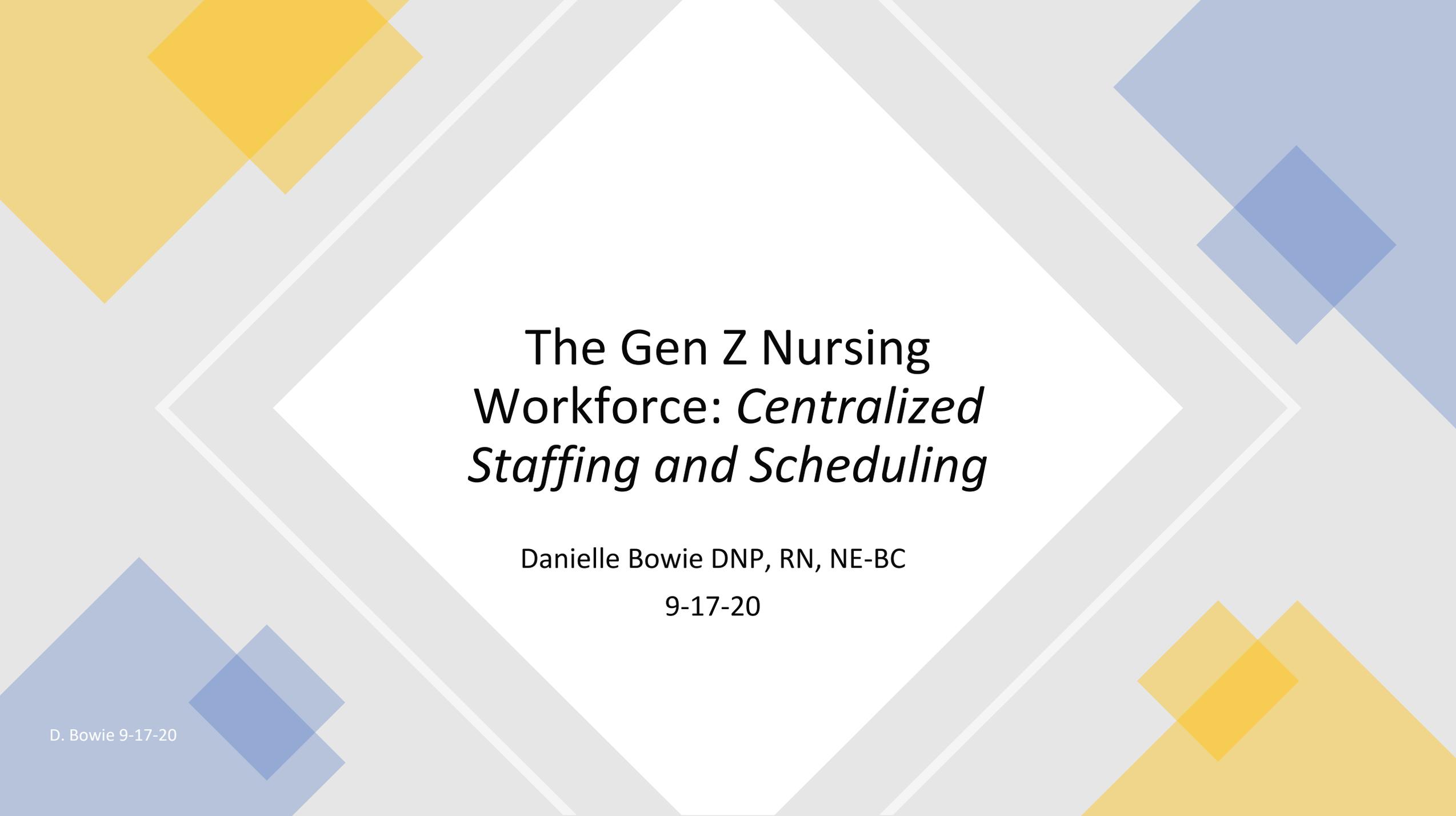
The Gen Z Nursing Workforce: *Centralized Staffing and Scheduling*

Danielle Bowie DNP, RN, NE-BC

9-17-20

What the Nursing Workforce Expects

In a recent survey, HCA conducted in partnership with The Center for Generational Kinetics in January of 2019 with 1,250 participants ranging from 18-39 (Gen Z and Millennials):

- Key drivers for future nurses to apply included salary, referrals, and positive work environment (18%) AND **flexible schedule** (15%).
    - Nurses identified the top two factors of a positive work environment to be team and manager relationship (44%) and **flexible scheduling** (43%)
- Top two expectations for nurses' support while in the job where flexibility in scheduling (46%) and staffing resources (45%)
- Staffing and scheduling are key drivers in recruitment, retention, and a positive work environment

The Practice Environment for Staffing & Scheduling
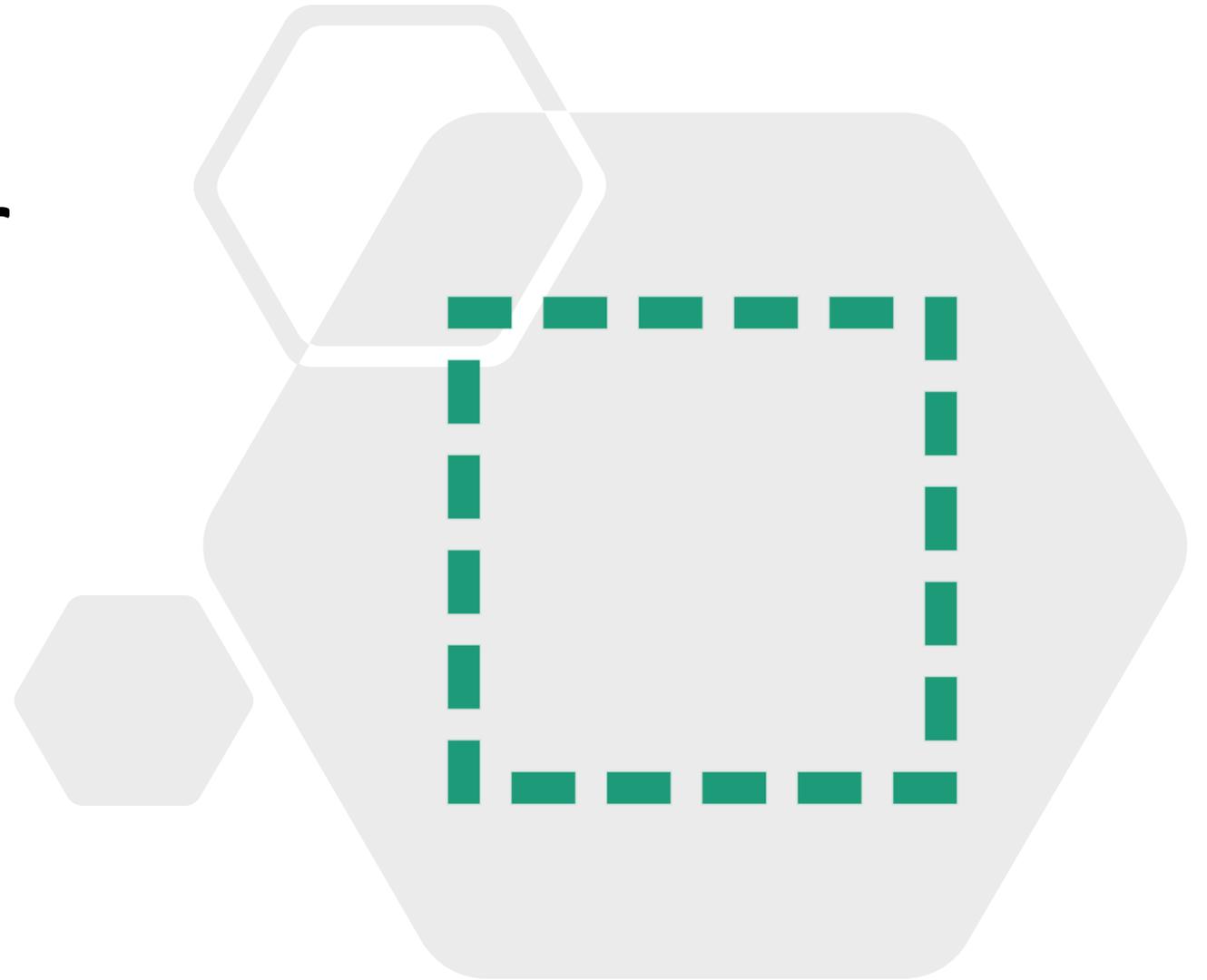
The Nurse Scheduling Problem

The Nurse Scheduling Problem (NSP) is a "complex combinational optimization problem that can be modeled mathematically" (Drake, 2014a, p. 801).

> Refers to the managerial and organizational complexities of developing inpatient nursing schedules

> 40 years of research

NO GOLD STANDARD OF STANDARDIZED SCHEDULING EXISTS

The Nurse Scheduling Environment

- Historically many hospitals ……..

  - Undervalue scheduling tasks

  - Use outdated schedule methodology

  - Provide limited support, motivation, technology or tools

Solution: Centralized Staffing and Scheduling Models

Staffing and Scheduling Technology is necessary

- However, technology alone is not enough, organizations need to intelligently design
  - Centralized Resource Models
    - Standard roles and responsibilities
    - Standard policies/procedures/guidelines
    - Standard coding/configuration

Those design methods can and should be developed with the front-line users and leaders through shared governance.

- Outcomes-
  - creates a transparent and equitable practice environment for employees
  - ease of access (mobile and at your fingertip)
  - Opportunity for growth and development and diversification
  - Flexible schedules and staffing opportunities

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Paige Phillips, MPH

Public Health Educator and Lead
Volunteer, HealthGenYZ

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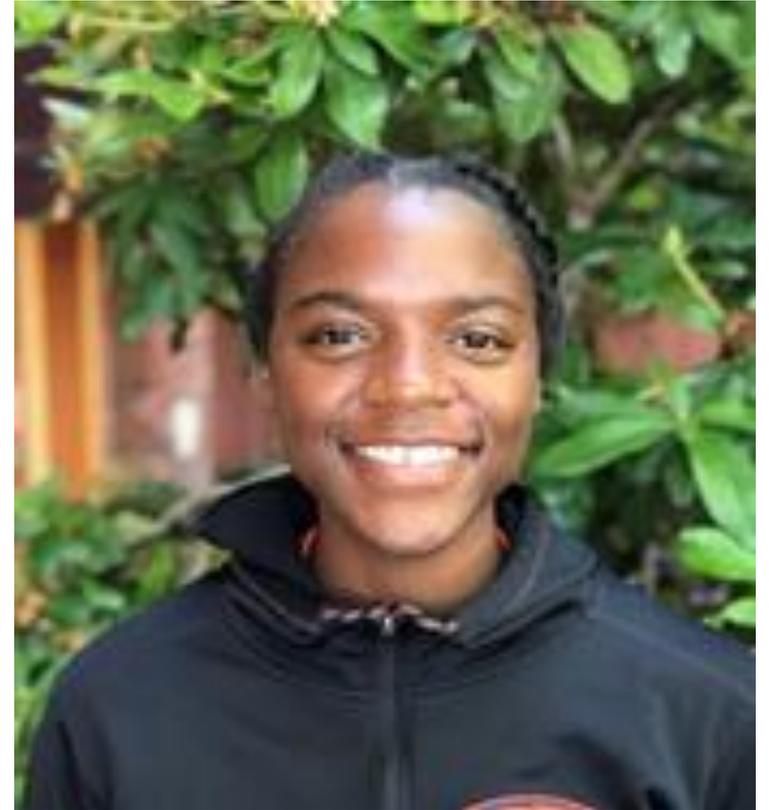
HELLO!

I am Paige Phillips, MPH

- Oregon State University Graduate

- University of Chicago Contact Tracer

- Connect with me on LinkedIn!
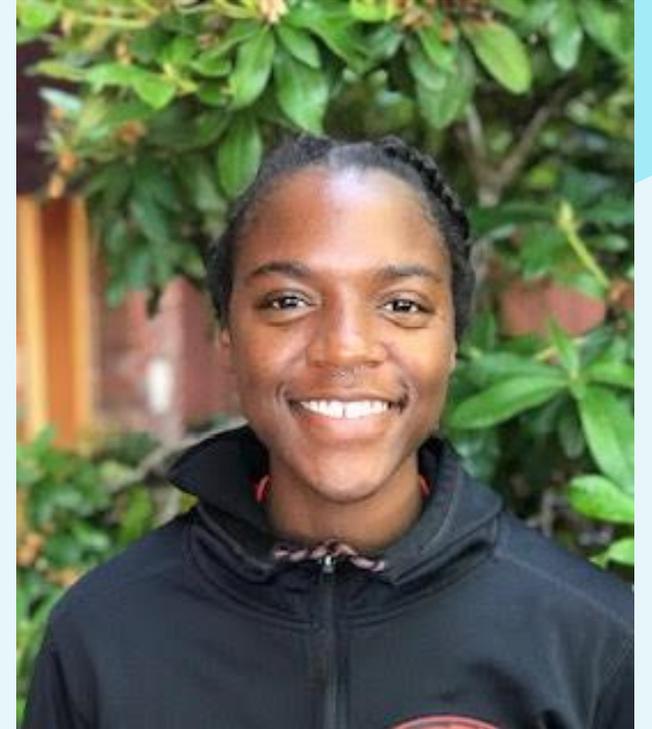
ACCESS TO CARE & SEEKING EMPLOYMENT IN THE HEALTHCARE SECTOR

STORY & EXPERIENCE

- Rowing

- American Diabetes Association

- Orange Media Network
  - Creative Direction
  - Diversity & Community Outreach

- Masters Program

- Oregon State University Student Health Services
  - Health communications
  - Security Training
  - Accreditation
  - Data Analysis

- University of Chicago Contact Tracing/Seeking New Opportunities

ACCESS TO CARE

Oregon State University Student Health Services

- Mission: To support and promote optimal health and wellness of the Oregon State University community by providing holistic and comprehensive care, creating safe and supportive learning environments, empowering OSU students to build capacity for lifelong health, well-being and success, while embracing diversity and inclusion in all aspects of our practice.

- Getting care in one place:
    - Pharmacy, healthcare, labs, testing, referrals, medical records, immunizations, etc.

- Surveys and patient experience
    - Asking social justice related questions.

SEEKING EMPLOYMENT IN HC SECTOR

- Relationship between the recruiter/employer and the job searcher
  - Give feedback and tell job searchers what you are actually looking for.
  - Go that extra mile to help people pursue their dreams.

- Receiving backlash from social media posts
  - Share you experiences from job searching.
  - Don't be afraid to go against the grain.
  - Social media can be used to bring attention to a problem

- How to get better results from interviews
  - Ask people what they are most proud of
  - Ask about the experiences they already have

- Gen Z is creating their own jobs

- "20 Something Manifesto" by Christine Hassler
  - Difference between goals and expectations
  - Reality of job searching and be a fresh graduate
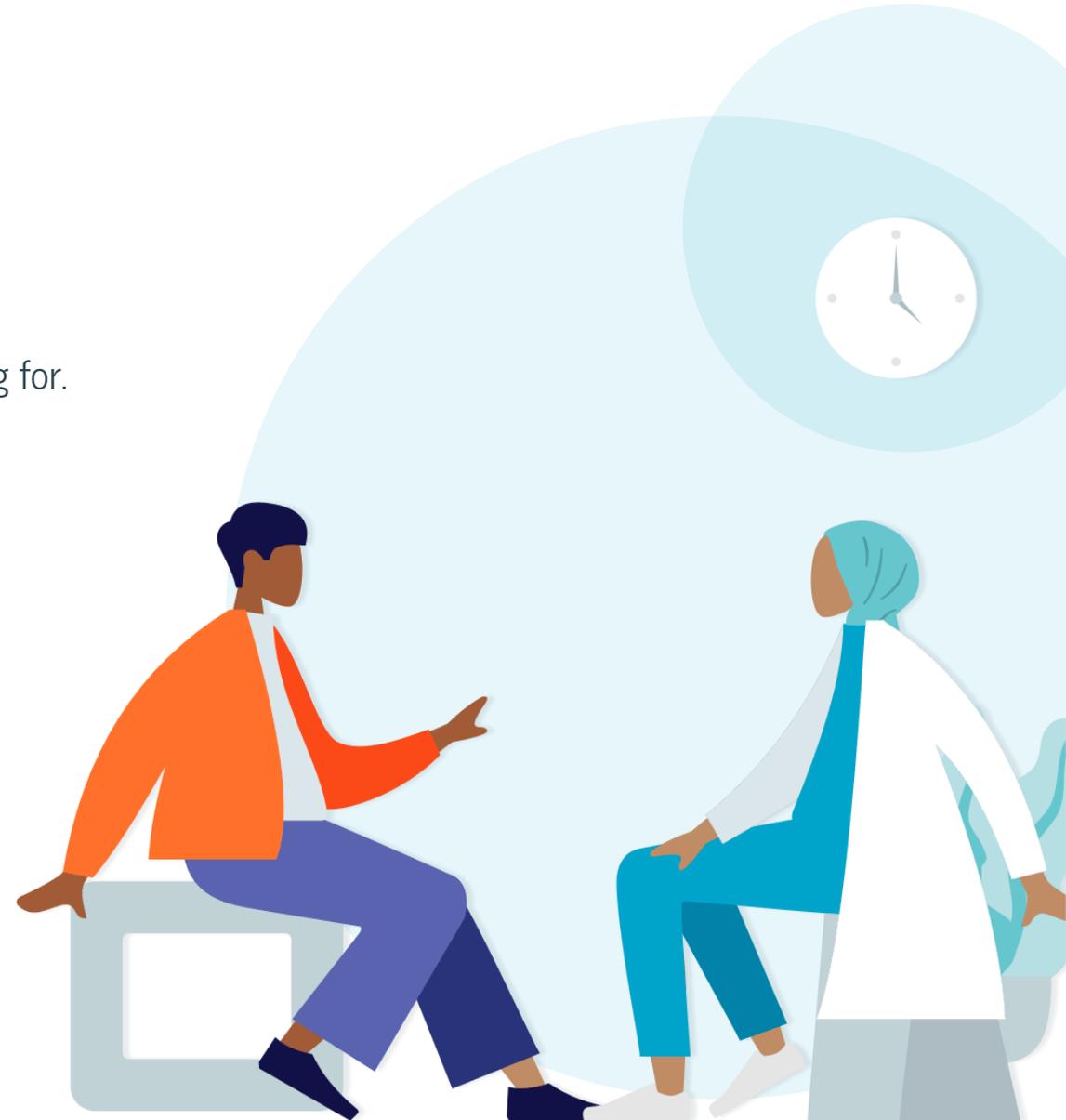
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Q&A to begin shortly after a brief sponsor message

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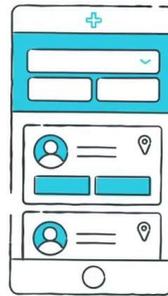
Question and Answer:
Please enter your question into the Q&A Box

Thank You!

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