

# Millennials are the Most Likely Age Group to Use Telehealth, Especially for Mental Health

Millennials are the most likely generation to want to use telehealth and the most likely generation to have used it, according to [American Well's Telehealth Index: 2019 Consumer Survey](#). In fact, Millennials are nearly three times as likely to have tried telehealth compared to other demographics.



American Well recently commissioned Harris Poll to conduct an online study among more than 2,000 adults to measure usage and sentiments toward telehealth. The full results of the survey are discussed in the [eBook](#). Here, we focus on millennials, examining where the best opportunities for telehealth are among this age group.

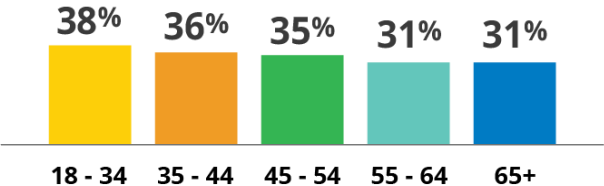
## Unique opportunities for telehealth among millennials

Millennials see value in telehealth and want to use it for a variety of reasons. Here are five opportunities for healthcare organizations to engage millennials through telehealth.

### 1: Millennials want mental health visits:

Nearly 40% of Millennials say they would regularly use telehealth for behavioral health management, higher than any other age demographic. Six of the 10 most common health conditions millennials face are behavioral health related, and the number of millennials who face behavioral health challenges is accelerating<sup>1</sup>.

### Willingness to use telehealth for mental health

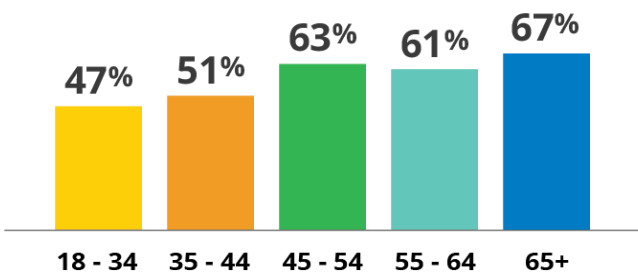


These statistics point to an opportunity not just to increase virtual care options for behavioral health, but also to target the marketing of these services to millennials.

### Top 10 conditions affecting millennials and prevalence increase<sup>1</sup>

Conditions	Increase in Prevalence (2014 -2017)
1. Major Depression	31%
2. Substance Use Disorder	10%
3. Alcohol Use Disorder	1%
4. Hypertension	16%
5. Hyperactivity	29%
6. Psychotic Conditions	15%
7. Crohn's Disease	10%
8. High Cholesterol	12%
9. Tobacco Use Disorder	7%
10. Type 2 Diabetes	22%

### Willingness to use telehealth for chronic disease management

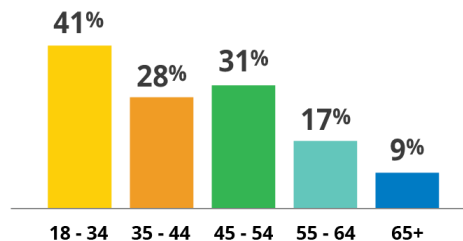


### 3: Willing to switch PCPs for telehealth.

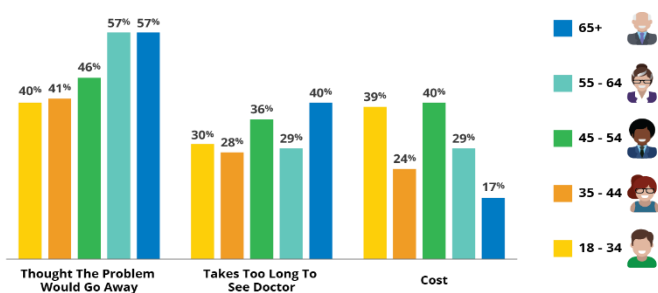
Millennials are more likely than any other age group to switch physicians for telehealth. Of those who have a PCP, 41% said they would change their primary care physician for one who offers virtual care. Encouraging physicians to use telehealth to see patients can help organizations attract and retain consumers—especially within the younger generation.

**2: Chronic care management isn't just for older populations.** Nearly half of millennials are willing to use telehealth for chronic disease management. Chronic disease is becoming more prevalent among millennials—and their risk increases after age 27<sup>1</sup>. By ages 34-36, the percentage of Millennials who have conditions such as Type 2 diabetes and hypertension disease is higher than the percentage of Generation Xers who dealt with these conditions at the same age.<sup>1</sup>

### Would you switch your current PCP if another PCP in your area offered telemedicine visits?



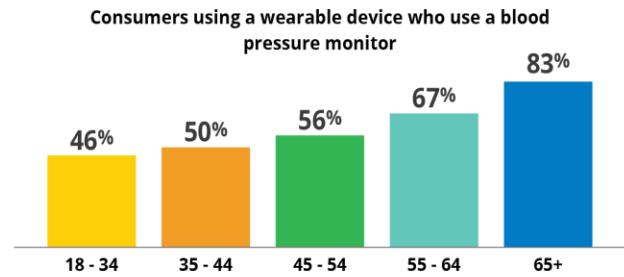
### Why did you delay talking to a doctor or nurse about a health problem?



**4: Millennials care about cost.** Cost is a major reason millennials delay care. Among consumers ages 18-34, 84% say they have delayed care, and 41% have done so for serious or very serious health issues. Nearly 40% of millennials said they delayed seeking care due to cost. Given the health challenges younger generations are beginning to face, emphasizing a low-cost option in virtual care could help millennials get the care they need sooner.

## 5: Remote patient monitoring integrations benefit millennials.

Nearly two-thirds of consumers use personal health monitoring devices. While blood pressure monitoring devices are used predominantly by older populations, 46% of millennials utilize them as well. This age demographic is particularly interesting, as blood pressure monitors are being used by the “fitness fanatics,” as well as by those suffering from hypertension—the most common health condition affecting millennials today.<sup>1</sup> Wearable devices like blood pressure monitors can be integrated within telehealth programs to deliver more complete, effective care for consumers .



### Sources:

1. The Health of Millennials, Blue Cross Blue Shield, April 24, 2019,