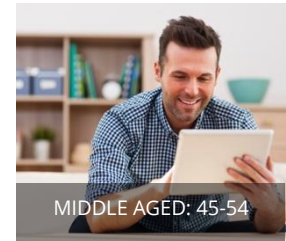


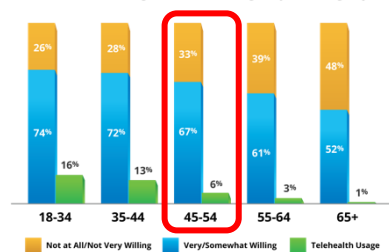
# What Do Middle-Aged Consumers Want from Telehealth? Simplicity and Convenience

Consumers ages 45 to 54 are too young to consider themselves old, but the health issues they begin to face remind them that they are aging.

Engaging Generation X—those in the 45 to 54-year-old age bracket—in telehealth offers strong potential to address these consumers' healthcare needs—including an increased risk for heart disease,



Telehealth willingness and usage by demographic



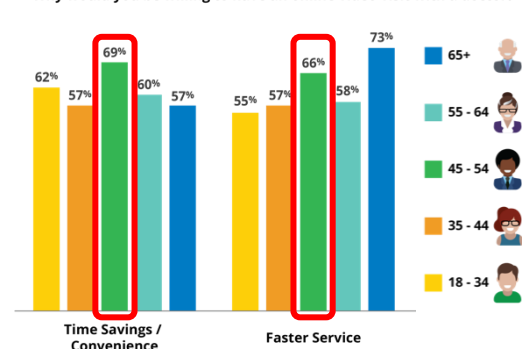
diabetes, high blood pressure, and more—conveniently from the privacy of their home. But while 67% of 45- to 54-year-olds say they would be willing to try telehealth, just 6% have done so, according to [American Well's Telehealth Index: 2019 Consumer Survey](#).

What are the best ways to engage Generation X in telehealth? Here are six opportunities to consider.

## 1: Middle-aged consumers value convenience in healthcare.

Among 45- to 54-year-olds surveyed, 69% would choose telehealth for the time savings, while 66% say the ability to receive service faster makes virtual video visits appealing. Consumers ages 50 and older also are willing to pay more for healthcare convenience, and 57% prefer weekend visits.<sup>1</sup> Marketing telehealth as an easy-to-schedule option for care—and emphasizing its after hours and weekend coverage—could encourage these consumers to get needed care sooner.

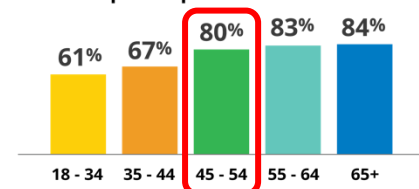
Why would you be willing to have an online video visit with a doctor?



## 2: They want virtual visits for prescription renewals.

The Generation X population is highly pharma-focused: 42% of those who use mobile health apps use pharmaceutical apps. They also are highly likely to be taking more than one medication to manage their health. Among the 55% of Americans who take at least one prescription, most take four prescription drugs, and 53% get their prescriptions from more than one provider.<sup>2</sup>

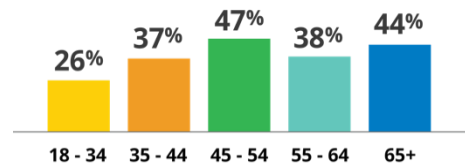
Willingness to use telehealth for prescription renewals



Perhaps it's no surprise then that 80% of consumers ages 45 to 54 say they would use telehealth for prescription renewals. Offering telehealth visits for prescription renewals eliminates multiple trips to multiple physicians to fulfill a requirement many find unnecessarily burdensome.

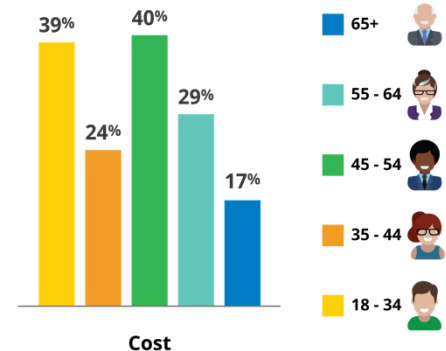
**3: They also want urgent care.** Generation X consumers are the most willing to use telehealth for urgent care compared to other age demographics. This is interesting, as many healthcare organizations launch their telehealth initiatives beginning with urgent care. With nearly half of 45- to 54-year-olds willing to use telehealth for urgent care, focusing on this population at launch could drive better results for the program.

**Willingness to use telehealth for urgent care**



**4: They are driven by cost concerns.** Forty percent of consumers ages 45 to 54 would delay talking to a nurse or physician about a health problem to avoid the cost of the visit—more than any other age group. Healthcare organizations—specifically health plans—should clearly communicate insurance coverage for telehealth to this age demographic. If consumers know that telehealth is covered by insurance, they may be less hesitant to use it. With 63% of 45 to 54-year-olds interested in telehealth for chronic condition check-ins, this approach is vital to delivering more complete, more effective care for middle-aged consumers.

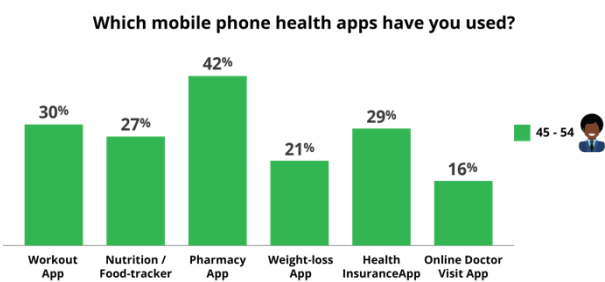
**Why did you delay talking to a doctor or nurse about a health problem?**



**5: They want to maintain their relationships with existing providers.** Among those ages 45 to 54, 69% say they are unwilling to switch primary care physicians (PCPs) for one who offers telehealth. Given their loyalty, telehealth services for middle-aged consumers should support existing relationships between patients and providers. Since many of these consumers won't use telehealth unless their physician offers it, emphasizing virtual options for care from or in partnership with PCPs will support higher levels of comfort and engagement.

**6: They crave healthcare tools that are easy to use.** For 27% of consumers ages 45 to 54, lack of comfort with technology is a barrier to telehealth use—higher than any other generation. Yet this age group is highly engaged with personal health monitoring devices like blood pressure monitors (56%) and pedometers (56%). They also are skilled in using

pharmacy apps (42%) and health insurance apps (40%). These results suggest the key to driving telehealth use among this age group could be as simple as providing access through their health plan’s insurance app or providing tutorials on telehealth use from a staff member during office visits.



Sources:

1. Heuser, E.Z., “How Consumers’ Health Care Preferences Vary by Age,” The Advisory Board Company, Dec. 13, 2017, <https://www.advisory.com/research/market-innovation-center/resources/posters/how-consumers-health-care-preferences-vary-by-age>.
2. Preidt, R., “Americans Taking More Prescription Drugs Than Ever,” WebMD, Aug. 3, 2017, <https://www.webmd.com/drug-medication/news/20170803/americans-taking-more-prescription-drugs-than-ever-survey>.