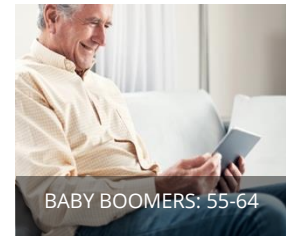
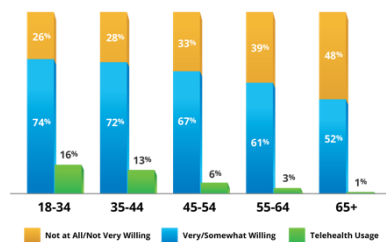


AmMoving Past the Myth: Baby Boomers Are Tech-Savvy—and Telehealth Ready

When it comes to telehealth, Baby Boomers are a more captive audience than health professionals may realize, with 61% willing to try virtual care visits. In fact, just 4% of consumers ages 55-64 cited concerns about using technology as a barrier to telehealth adoption—



Telehealth willingness and usage by demographic



significantly lower than all other age groups.

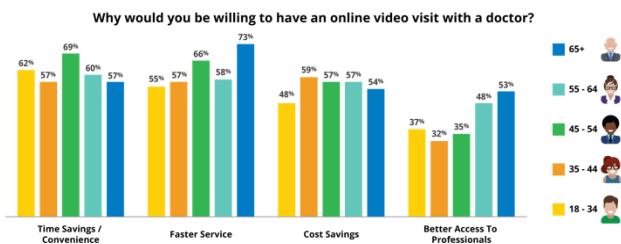
Yet just 3% of Baby Boomers have tried telehealth. Taking a closer look at what’s holding this population back from telehealth adoption could be the key to providing the right resources to help meet their healthcare goals.

Keys to Engaging Baby Boomers in Telehealth

What are the best ways to encourage Baby Boomers to rely on virtual health options for care? Survey results point to six big opportunities.

1: Don’t underestimate these consumers’ desire for convenience.

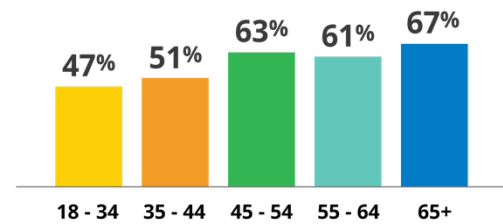
Studies show consumers ages 50 and older are willing to pay for healthcare convenience, especially given the professional and personal demands on their time.¹ Among those who are willing to use telehealth, 60% reference time savings and convenience as the reason. When marketing telehealth to this population, emphasize the convenience telehealth can offer them.



2: Baby Boomers are comfortable with technology. There is this misconception that older populations are not tech savvy and therefore will not use telehealth. However, of Baby Boomers who are unwilling to use telehealth, 96% said technology concerns were not the reason. Overall, Baby Boomers were the least concerned about technology compared to all other age groups—including millennials—demonstrating that technology is not a barrier to telehealth adoption.

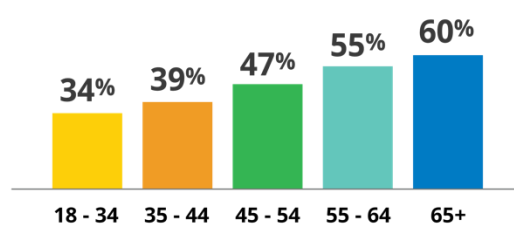
3: Offer telehealth options for chronic condition management. Sixty-one percent of Baby Boomers say they would use telehealth for chronic disease management. With experts predicting that Baby Boomers will be sicker and more costly to care for than previous generations, designing chronic disease telehealth programs specific to their unique needs could provide better long-term care for this population.² Consider combining telehealth chronic care programs with remote patient monitoring—which is already being used by many consumers. This will strengthen care coordination and the quality of care delivered. It will also discourage Baby Boomers from delaying care in hopes that an emerging health issue will go away—a pattern for 57% of Baby Boomers.

Willingness to use telehealth for chronic disease management



4: Incorporate telehealth for follow-up care. Baby Boomers are much more likely than younger generations to want to connect with their physician virtually after surgery or hospital discharge, with 55% willing to try virtual visits for this purpose. Discuss this option with Baby Boomers prior to elective surgeries, such as joint replacements, and enlist physician champions who can drive a program’s success.

Willingness to use telehealth for surgery or in-patient follow-up

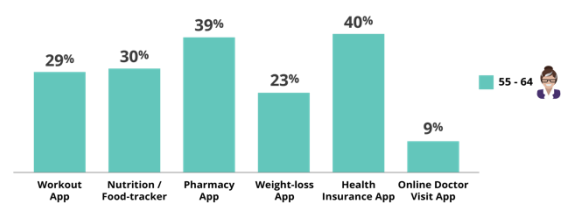


5: Baby Boomers are loyal to their PCPs. Consumers ages 55 to 64 are extremely loyal to their primary care physicians—and 79% are unwilling to switch PCPs for one who offers telehealth. Since this population will likely only use telehealth if offered by their PCP, it’s important to engage primary care physicians in telehealth. For health plans, this means engaging network providers in a telehealth program. For health systems, this means engaging physicians in telehealth. Both types of organizations should market PCPs offering telehealth to existing Baby Boomer patients to drive adoption.

6: Engage Baby Boomers through their health plan app.

Baby Boomers are both tech-savvy and highly engaged with their health plan. In fact, 40% of Baby Boomers who use health apps use their health plan’s mobile app—higher than any other age group. By integrating telehealth into health plans via software development kits, Baby Boomers will have more exposure to telehealth and are therefore more likely to use it.

Which mobile phone health apps have you used?



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. Kodjak, A., "Baby Boomers Will Become Sicker Seniors than Earlier Generations," NPR, May 25, 2016, <https://www.npr.org/sections/health-shots/2016/05/25/479359856/baby-boomers-will-become-sicker-seniors-than-earlier-generations>.
3. "Top 10 Health Concerns of Baby Boomers," Scripps, July 27, 2018, https://www.scripps.org/news_items/5475-top-health-concerns-of-baby-boomers.