

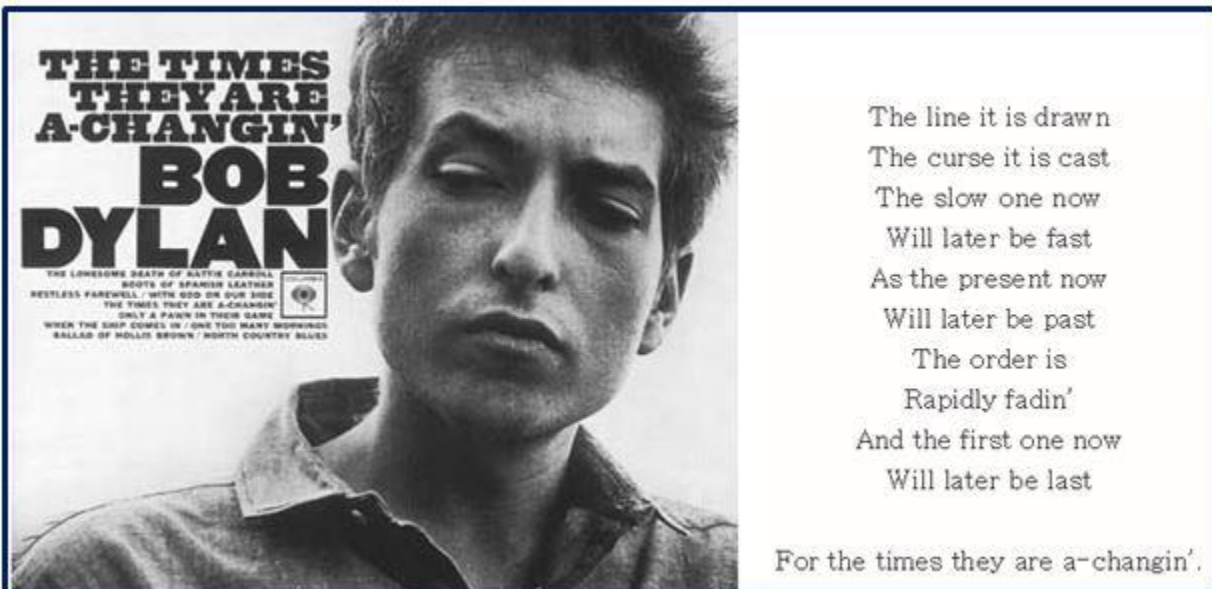


Private
Practice
Doctors

Preserving Personalized Care

The Millennial

This newsletter is going to be very different. Where we usually have multiple topics to entice you, today we are going to talk about just one...Millennials. Please don't shoot the messenger, because the times they are a-changin'.



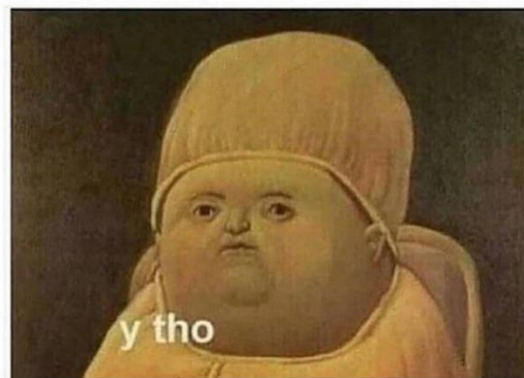
It's best if you hear about it from safe sources...namely the two of us. (A millennial PPD staffer and a non-millennial physician, aka "old guy").

Realize this, there is a whole new group out there and they dwarf almost every other healthcare demographic. There are now 83 million millennials in the United States born between 1982 and 2000. Professionally, you simply must come to grips with the fact that they have a different outlook and different needs than Generation X, Baby Boomers and Seniors. Millennials outnumber the Boomers by 8 million. They don't have a myriad of healthcare problems now, but as they get

just a little older their healthcare needs will increase and they will begin to have families. It is the job of physicians of all ages to adjust our outlooks to take care of the healthcare needs of this population. Whether you know it or not and whether you resent it or not, you will have to change.

When looking at how millennials interact with the healthcare system some of the issues will seem obvious, while other factors will appear more obtuse. But how you mold your practice to make these individuals trust you and value your services will be a challenge all by itself. It will also determine your future success as these individuals increasingly need medical services.

When you've been working hard
for 1hr but you're still not a
millionaire.



I Want It Now

Face it, the stereotype of a millennial is the picture above; but it is understandable. They have grown up in a digital world where, literally everything, from information to music to social interaction, is immediate. How can you really expect anything different? Since we are in a service industry, you are going to have to cater to this new world order and not vice versa.

Healthcare is a prime example of how millennials vs other generations see the world. Where the parents of millennials seek to establish and sustain a relationship with a primary care physician or internist, such a relationship appears less important to their millennial children. Over half of all millennials go to retail

clinics or acute care clinics. Going to their internist is really a last resort for when they are truly ill. Many don't even have a regular physician!

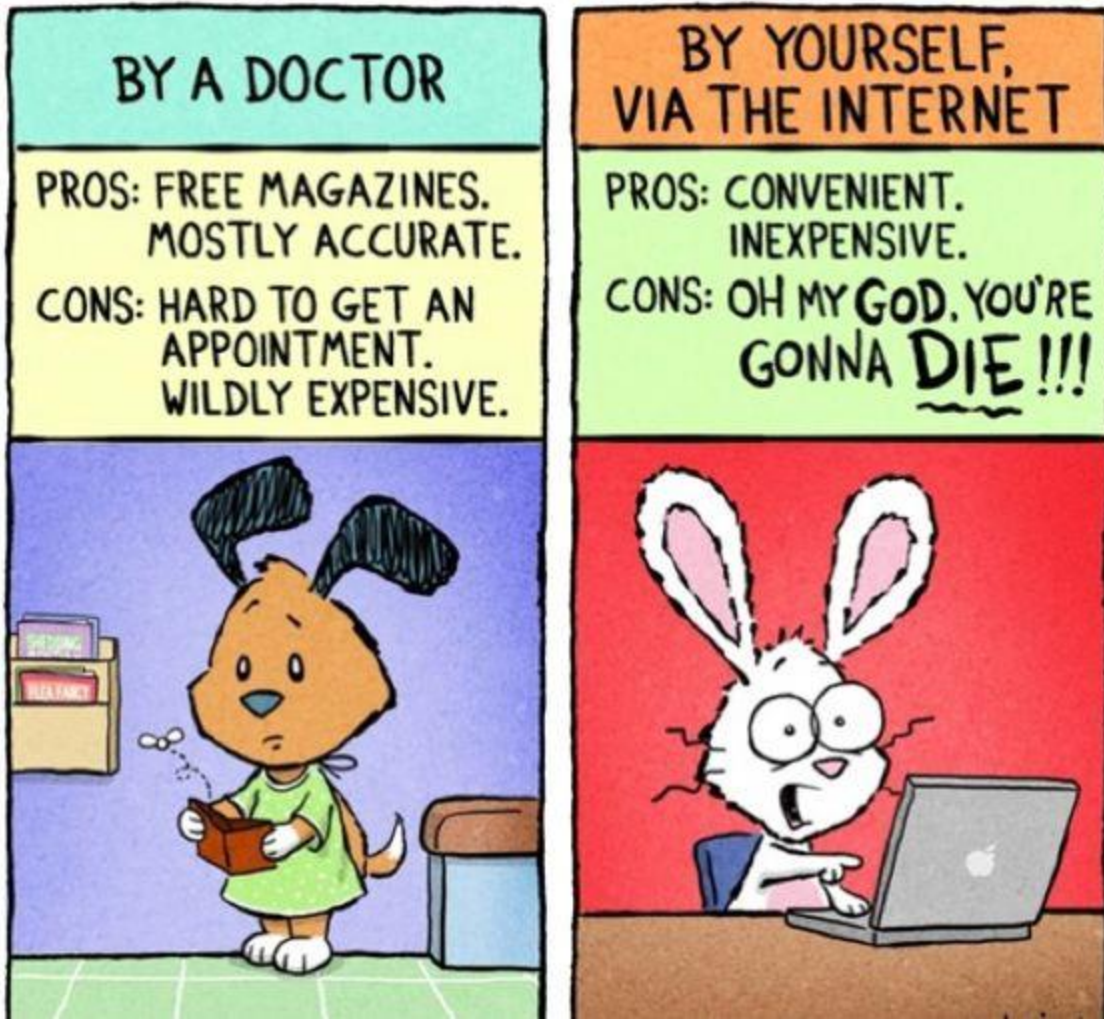
You, as a traditional physician, probably work routine hours 5 days-a-week, going to various exam rooms to have one-on-one interaction with your patients at scheduled times. Patients have called for an appointment and are expected to be on-time. Due to the vagaries of your schedule, you may run on-time or significantly late.

Millennials are free-lancers in multiple jobs. They can work for start-ups and make money buying and selling items online and have yet a third job on the side. As a result, they may work very non-traditional hours. Millennials are used to telecommuting and technology is literally part of their overall being.

Consequently, they tend to use the retail clinics and urgent care facilities that are always available and where they can walk in when it is convenient for them at a location near their home (where they frequently work at) or office. Going to a large medical center or large medical office complex with high parking fees and time-consuming waits in a waiting room is not very attractive to this population.

The ironic thing is that while the millennial patient is stretching the time scale to all hours of the day, the millennial physician does not want to stretch time as did physicians of old who got in early and stayed late. The millennial physician has been trained to accept regular hours and more time off. Lifestyle is very important and millennial doctors want out after their shift is over, period. This seems counter-intuitive if they wish to care for a millennial patient. The only way for the two worlds to connect, therefore, is for physicians to be employees of a larger unit so that the extended hours can be covered more shift style, allowing patients to arrive at various times of day or night. Eventually, there will be a trade-off here that the millennial patient will need to address. Personal attention vs. convenience. Because they are young with few health problems, convenience will rule initially, but what will happen when they have more serious diseases or when get older and have families? The physician entrepreneur who can provide personal care at convenient times will probably be the winner.

YOUR MEDICAL DIAGNOSIS OPTIONS



More on convenient clinics

I can only relate my experiences to you. Several of my young patients who have had a flu or bronchitis have gone to an urgent care facility because it was after hours or the weekend. The caregivers at urgent care did not know the patients and treated them far differently than I would have; care may even have been provided by a nurse equivalent. I have also had patients tell me that they paid for a physician to drive to their home. At least for the patients that followed up with me, there was a lack of personalized care and, treatment decisions that horrified me did not seem to faze them. They merely had lower expectations of the walk-in/home care and acted accordingly.



It's not that millennials don't like doctors. They are being very dollar conscious and perceive that going to an urgent care facility is more cost effective. The traditional doctor's office represents three things that may also go against the grain of a millennial: waiting for an appointment, lack of geographic proximity, and cost.

Who Is The Expert, Here?

In the past, the physician was the primary expert related to any healthcare decision-making. Advice was sought and frequently followed. However, the millennial frequently sees himself as the expert because he has done considerable research online. Therefore, he sees the physician as a secondary or confirmatory source of information. The millennial will frequently do research and attempt to fix the problem on his own. If his techniques "work" he won't see a physician. If his techniques are not "working" then he will see someone. Check out these numbers.

Question: Who is the best source for health information?

Millennials say: A physician 45% of the time

Other generations say: A physician 68% of the time

Question: Where should you get your medicine to treat your condition?

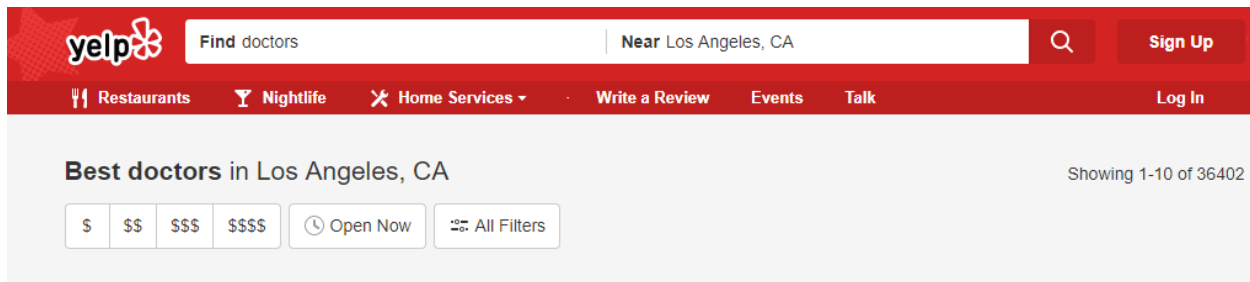
Millennials say: 45% over the counter medications rather than a doctor's prescription.

Other generations say: 34% over the counter medications rather than a doctor's prescription.

The following advice probably seems obvious. As physicians, we have been through years of schooling, years of training and years of practice. It's unsettling when someone comes in and says they have done their research on the internet for half an hour and believe they understand the problem. But you just need to bite down that sarcastic remark when you are told that research has shown that, for example, "turmeric is the best medication to treat genital herpes". The millennial has invested considerable time and effort in research and is deeply involved in approaching the problem holistically. They go to discussion groups online where ideas are batted around. The millennial is trying to be a participant in his health care. A much better way for you the physician to respond would be to try to fill in the holes in your patients' knowledge and direct them to the proper care. It is frustrating. Just today I had a patient asking for Tamiflu because he had the "flu" for 12 days now and his friend took it after having the flu for weeks and was cured in three days.

You can actually look like a hero occasionally. The internet often gives the millennial the worst diagnosis. You explain to them that no, they are not going to die some horrible death and voila, the doctor actually looks good!

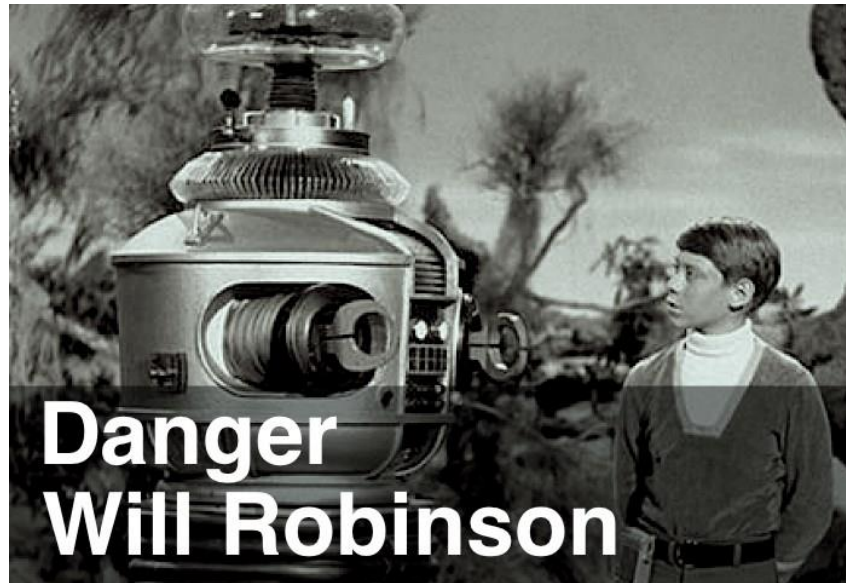
There is a downside, though. Remember millennials frequently don't trust the advice they are given. 34% of millennials do not finish a medical regimen prescribed vs. 17% of other generations. That's a lot, so you may wish to comment on the need to complete a course of therapy.



Gasp...A Yelp Referral

All generations use word of mouth for referrals but, whereas the previous generation would use friends and family for advice, millennials will go to the internet and assess reviews. Yes, I realize you may not want to be graded like a restaurant or a car repair facility, but it's a fact of life. Even though they are savvy enough to realize that reviews can be manipulated, 75% of millennials use online reviewers such as Yelp and Health Grades. (If you don't know about fake reviews just search 'fake reviews' and 'Amazon' in your favorite search engine). In addition, unlike their older cohort who tend to be very private with their medical information, millennials share their medical information in medical online communities at a much higher rate. Millennials are known as alpha influencers. Good or bad, they are going to tell the world their experience in hopes of shaping the decisions of their social circles. Prepare to get decimated in reviews for any perceived slight, you cold hearted physician.

Even hospitals are chosen differently by millennials. In previous generations, the choice of a hospital was based on two things: the hospital's reputation and the physician's recommendation. Millennials do not weigh the physician's recommendation as heavily as previous generations. They are more likely to look at the hospital's reputation and technology availability.



There is danger out there for millennials. Because they are digitally connected and looking for a quick response to their needs, they are more receptive to fraudulent claims. Think about Theranos and other companies that “offer” amazing results in a new and improved way. Millennials don’t understand that clinical trials can take years and sudden “discoveries” should be viewed with skepticism. New companies and start-ups are in their blood, but do you want to trust your health to a start-up?

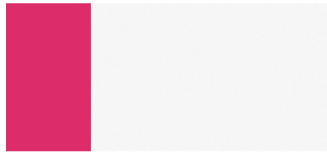
Numbers, Numbers, Numbers



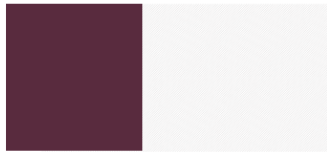
We are going to finish with a few numbers just to bring home the points of the article. See what you think. Remember, you cannot ignore this large demographic group. If you can cater to their desires and address their fears, you will be far ahead of the game.

By the numbers

Health insurance companies make preventative care affordable



26%



42%

Doctors/Pharmacists provide me with the information I need to make decisions



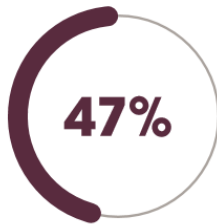
24%

Doctors

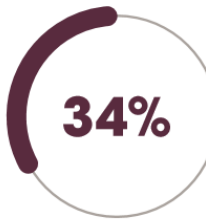


16%

Pharmacists



47%



34%

Doctors...

Report test results in an understandable way

23%
56%

Proactively manage my health

19%
46%

Health insurance companies...

Provide coverage for doctors I trust

26%
46%

Make it easy to find a doctor in-network

26%
38%

Pharmaceutical companies...

Provide me clear information along with my prescription to help me understand risks and side effects

13%
21%

Makes its clinical trial data available online

8%
4%



Finally

Private Practice Doctors is here for you. We are growing and every physician who utilizes our services helps all physicians lower costs.

Remember we save you money with:

Medical Supplies

Office Supplies

Merchant Accounts

Medical Waste

Group Purchasing

Vaccines

Insurance Products

Electronic Medical Records

...And so much more.

We are a networking source and an information source. We are a unique collection of private physicians who have combined their resources so that individual and small group physicians have the buying power of very large corporations.

We look forward to hearing from you.

If you have physician to physician questions write Reed at reed.wilson@privateparcticedoctors.com

If you have questions about any of our services write our Sales Manager, Sarah at sarah.wilson@privatepracticedoctors.com

Further Reading And Sources

- <http://www.oliverwyman.com/media-center/2017/jun/-what-do-millennials-want-from-health-reform--more-.html>
- <http://www.teamhfa.com/news/insights/7-ways-millennials-are-changing-healthcare-industry/> (especially #3)
- <https://www.beckershospitalreview.com/population-health/five-ways-millennials-are-changing-the-healthcare-industry.html>
- <https://www.beckershospitalreview.com/hospital-management-administration/80m-and-counting-why-care-what-millennials-want.html>
- https://www.washingtonpost.com/news/the-fix/wp/2017/09/20/_trashed-6/?utm_term=.3be9e7b412fa
- https://ghgroup.com/sites/default/files/2016-11/952165_ghe_white_paper_final.pdf
- <https://studybreaks.com/2017/05/11/health-care/>
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- <https://thedoctorweighsin.com/millennials-want-these-6-things-from-healthcare/>