COMPLEXITY AND OPPORTUNITY: HEALTH CONSUMER WORRIES AND WANTS

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This is the consumer imperative

Legal definition of high deductible (single)

Average plan deductible (single)

Source: Mercer National Survey of Employer-Sponsored Health Plans
What do consumers want?

Healthcare is shifting from a pedestal... ...to a place in the normal consumer ecosystem

A web of hassles... ...or a consumer-centric, seamless model
FORTUNE research: Background

Collaboration between Oliver Wyman and FORTUNE Knowledge Group. 2,016 respondents, all with insurance coverage, ranging from government programs such as Medicare and Medicaid to those who are self-insured or insured through an employer or union.

Cross-section of key dimensions:

- **Age**: 25% Millennials, 26% Gen-X, 40% Baby Boomers, 10% born in 1945 or earlier
- **Income**: A third of the respondents live in households with annual income of $75,000 and above. Twenty-three percent have household income of $50,000 to $75,000
- **Health status**: 37% have a chronic health condition that requires regular treatment
- **Caregiver status**: 54% are caregivers for family members
- **Experience with the healthcare system**: 75% say they had visited a primary care practitioner, 64% had taken a prescription drug, and 47% had seen a medical specialist in the past year
What consumers are willing to pay for

- Same-day appointments with family doctor: 38%
- Guaranteed appointments with specialist within one week: 36%
- Home visits by a doctor: 36%
- Retail clinics: 36%
Not all consumers are alike

**Generation**
- Younger
- Older

**Health Status**
- Healthy
- Chronic

**Family Status**
- Single
- Responsible for Other’s Care
Millennials are most interested in new service offerings

Advice and guidance
- Financial navigation & planning services: 4X boomer interest
- Consultation w/ patient advocates: 3X boomer interest

Social
- Access to reports from similar patients: >4X boomer interest

And, okay, tech too
- Website / mobile app for specialists: 4X boomer interest
- Remote monitoring devices: 3X boomer interest
- Online access to fill med records: 3X boomer interest
Boomers profess satisfaction but are most worried

They are the least likely to find fault with the healthcare system today

- Boomers: 16%
- Gen X: 24%
- Millennials: 26%

They are the least likely to think their care will improve in the future

- Boomers: 21%
- Gen X: 33%
- Millennials: 44%

They are financially more secure

82% say a hospital stay will be covered mostly or completely by insurance, compared to 55% of Millennials.

And they are concerned that their own health is deteriorating

28% say that “Lessening strength and mobility” are primary health concerns compared to 13% of Millennials and 12% of Gen X-ers.
Suffering from a chronic disease influences behavior

- Millennials with chronic conditions: 60%
- Millennials without chronic conditions: 43%
- Generation Xers with chronic conditions: 37%
- Generation Xers without chronic conditions: 27%
- Baby Boomers (and older) with chronic conditions: 11%
- Baby Boomers (and older) without chronic conditions: 11%
Caregivers may be most interested in new services

- Caregivers are more likely to have concerns related to healthcare quality or access.
- Caregivers are also more interested in new healthcare offerings.

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<tr>
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<th>Caregivers</th>
<th>Non-caregivers</th>
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<tbody>
<tr>
<td>Concerns</td>
<td>37%</td>
<td>28%</td>
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<tr>
<td>Interest in new</td>
<td>34%</td>
<td>14%</td>
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What opportunities exist to tailor care for these consumers?

- The Invincible Millennial
- The Millennial Healthcare Consumer
- The Overwhelmed Gen-Xer
- The Aging Boomer
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