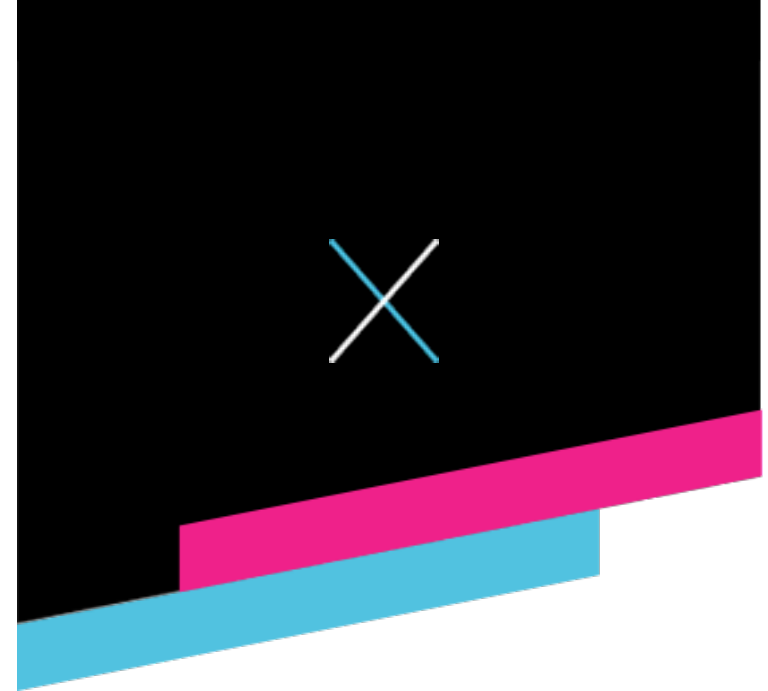


HOW TO APPLY GENERATIONAL  
LEARNINGS TO IMPROVE YOUR  
HEALTHCARE MARKETING

GYKXANTLER



## PRESSURES IN HEALTHCARE

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There are many forces to consider when deciding what marketing approach to implement for healthcare companies. Much of this is due to the fact that healthcare is an ever-changing, evolving and dynamic category that faces intense pressures from all angles. There's pressure from the government, as policy makers continue to discuss issues without clear resolutions, leaving institutions unsure of how to develop long-term strategies. There's pressure from the growing and evolving competitive landscape—today, 30% of consumers think of Walgreens and CVS as healthcare providers. There's pressure from consumers increasing their demands for faster, more efficient and more personal healthcare solutions. And of course, there's pressure from the largest driving force affecting the healthcare landscape—cost.

Healthcare costs have continued to rise. In 2016, 57% of patients saw an increase in their premiums, 45% saw an increase in copays, and small businesses to corporations alike are facing higher costs from insurance companies—leaving consumers in a precarious place.



## CUSTOMIZE YOUR MESSAGES FOR EACH GENERATION

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Few other industries face such challenges, yet healthcare providers are critical to our everyday survival. As the consumer demand for healthcare increases with population growth, so does the pressure on organizations to shape their marketing and advertising efforts accordingly.

While it would be ideal for marketing efforts to generate customizable messages for each individual, unfortunately, it's unrealistic from a budgetary and creative standpoint. By tapping into generational information, however, you can begin to adapt marketing and advertising tactics to specifically address patients' needs.

What follows is a breakdown of patient needs and expectations specific to each generation, from oldest to youngest, with insights for how to focus your marketing efforts toward each category of consumers.



1

THE SILENT GENERATION:  
BORN 1925 - 1945





## THE SILENT GENERATION

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This group of individuals are in the biggest need of healthcare services. Simply put, as the generation ages, their needs for healthcare services increase. Because of this increasing demand, demand generation marketing and advertising tactics to this group are typically not a priority to most healthcare institutions. However, when creating strategic communications that speak to this group, there are four key areas to focus on:

- Convenience of locations
- Integration of an outpatient system
- Ability to leverage community affiliate organizations such as visiting nurses
- Highlighting and reinforcing hospital reputation

Above all else, what these consumers truly desire is quality care close to their homes. By highlighting these attributes throughout messaging, you will help appeal to their core interests and healthcare desires, as well as position your organization as an institution who can take care of their needs



2

BABY BOOMERS:  
BORN 1946 - 1964







## BABY BOOMERS

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The Baby Boomers are the Millennials' moms and dads. This group ranges from 54 to 72 and was recently over taken by Millennials as the largest generation. That said, it still accounts for 78.8 million of the U.S. population. Less tech-savvy than Gen X and Millennials, only 11% of Boomers find online searches trustworthy. In addition, only 9% find the media or news to be a trusted source. So where do Boomers go when they have a health question or need an opinion? Straight to the source. 58% view medical professionals as the most trustworthy source of health information. Thus, it's imperative to tap into the clinicians, doctors and nurses within your marketing tactics in order to resonate with this generation.

Consider the use of real doctors, nurses, specialists and surgeons in advertising as a way to build:

- *Organization credibility* – doctors are the experts therefore they are understandably the most trusted resource among consumers
- *Internal adoption* – seeing their leadership and peers in advertising efforts will help the internal audience rally around a marketing message
- *Humanizing the organization* – by showcasing the actual people who provide care, consumers can put faces to the institution creating a deeper connection and trust between them and the provider





3

GENERATION X:  
BORN 1965 - 1980







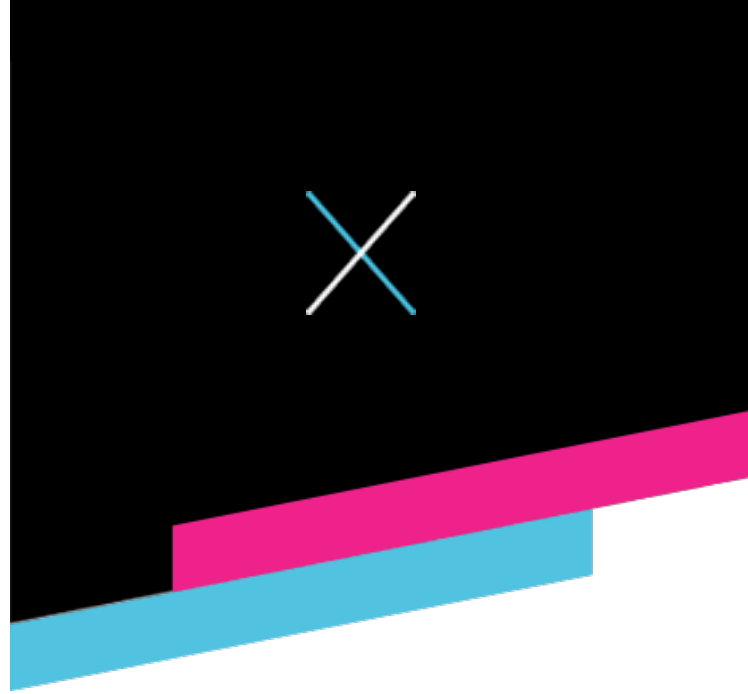
## GEN X

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Although often overlooked by marketers, Gen X floats between as neither Millennial nor Baby Boomer. This group, ages 38 to 53, is one of the fastest growing demographics for social media adoption. In fact, within the past decade, the Gen Xer social media adoption rate has increased by 57% over the past decade—from only 21% in 2008 to 78% today. Additionally, it should be noted that the entire 78% of social media users are Facebook users, followed by Instagram which accounts for 40% of the generation's social media use.

Creating a marketing campaign specifically tailored to this generation should be considered as a way to cut through the clutter of the overwhelming number of campaigns that gear specifically to the generations that bookend Gen X. So, what content are these individuals looking for? When asked what things are most important to them in the next 10 years, 66% of Gen X women and 53% of Gen X men said “improving my health.” The vast majority of this group are parents who will not only raise their children, but will also become caregivers to their aging parents. This combination places an intense pressure on these individuals to stay healthy as they are critically needed within their family structure.





## GEN X

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When creating a new campaign targeting this group, consider developing one that capitalizes on these social media channels that now account for a large percent of their personal time and also educates on how to best keep themselves healthy. Provide specific tips and health information for this group that focus on patient testimonials and allow other consumers to share their distinct stories. By leveraging current patients to share their experiences with others, you begin to tap into peer-to-peer referrals within the group.

Additionally, you can aid in the creation of a positive relationship with current and future patients by creating a robust, inviting and educational online community that continuously provides followers with health tips. You can also be active and be an expert in these social media channels by providing professional, helpful insights on a regular basis. A strong rapport is likely to form, which could be the deciding factor when a consumer is choosing their healthcare provider in the future.







MILLENNIALS  
BORN 1981 - 1997



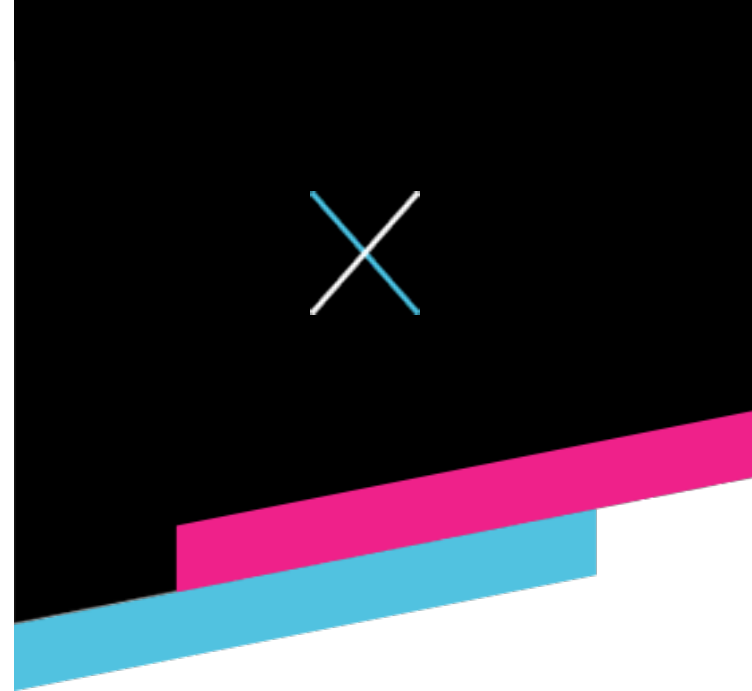


## MILLENNIALS

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As the largest generation in the United States, marketers are always trying to strategize about what makes a Millennial a *Millennial*. And how can we understand their purchasing behaviors and current needs? As far as health goes, this is a young and generally fit generation between the ages of 21 and 37 years old. They are a mixture of digital natives and early adopters of technology who place high value on convenient, social crowdsourcing —frequently looking online for answers and experiences from peers. It’s not uncommon for Millennials to seek health solutions from blogs, third-party websites, social media influencers and online portals. Unlike other generations, Millennials are comfortable with having much of their health needs met online from refilling prescriptions, booking appointments, and most notably, opting for online or virtual visits with their providers. In fact, a whopping 54% of people in this generation would prefer to virtually meet with their healthcare provider as opposed to a traditional office visit. These statistics showcase Millennials’ on-the-go nature which should be a major driver when deciding on how to best provide value to this generation.





## MILLENNIALS

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Just like how they rely heavily on technology for everyday activities like what they eat, who they date, and how they manage their finances, Millennials' desired relationships are no different with healthcare providers. It's crucial to fit within their digital lives. We recommend implementing initiatives that answer these types of demands, such as having virtual consultation visits, or enabling direct email access between physicians and patients. What's more is that when these types of digitally focused programs are available, they should become a heavily promoted piece to any Millennial-focused marketing strategy.

Beyond technology, this generation tends to be attracted to messaging that not only educates, but also inspires them. Due to the constant-sharing culture that these individuals grew up in, they are simply more used to accessing stories from far-beyond their own communities. This creates a broader awareness of alternative thinking and health success stories. To satisfy this desire, consider creating an ambassador program that allows past and current patients to share their stories on your organization's behalf. Allowing for patients to share their personal stories creates a sense of hope for the future patient, "they did it, so can I."





5

iGENERATION  
BORN 1998 - PRESENT





## KIDS THESE DAYS

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As the purest “digital natives,” iGen or Post-Millennials are 20 years old and younger and make up 65.2 million to 77.9 million of the U.S. population (with numbers increasing with each passing day). This generation will be looking for instant access to information, simplified processes and ease with online channels. As iGen patients are mainly still under their parents’ insurance, it’s imperative to make positive associations with the channels they do interact with during this time in order to have a seamless transition when they begin making their own healthcare decisions.



CONCLUSION

UNDERSTAND THEIR  
PERSPECTIVES





## CONCLUSION

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While healthcare advertising and marketing can be challenging, there are certainly ways to use the abundance of information available to craft impactful campaigns. When looking for ways to market across distinct subsets of people, one tactic that can be extremely beneficial is to look at the needs, wants and expectations that differ across each generation. It should be noted, however, that other critical inputs can strengthen your marketing efforts as well. These include service lines specialties, accessibility, competitor marketplace and outpatient migration patterns—just to name a few. But if you're able to keep these generational learnings in mind when creating your marketing and advertising plans, you are more likely to ensure that the touchpoints are relevant to the populations they are targeted toward. And a greater resonance nearly always garners a greater return.





WHO WE ARE



AUTHOR

## MIKE STEVENS

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Mike Stevens is the Executive Director of Strategic Planning & Account Services at GYK Antler. His passion is simple, helping companies and brands achieve their business and marketing goals and objectives. A strategist at heart, Mike's 12+ year career at GYK Antler has allowed him to work on brands including: Dartmouth-Hitchcock Medical Center, Bristol Hospital, Eastern Connecticut Health Network, Sweet Baby Ray's, Stonyfield, Cedar's, Bauer Hockey, Timberland, United Bank and PayPal.





## OUR AGENCY

### GYK ANTLER

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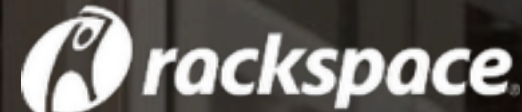
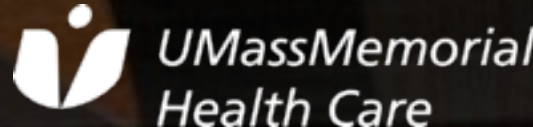
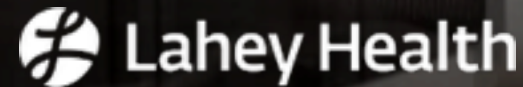
Recognized by Forbes as one of America's top 25 small companies, GYK Antler is a mid-size, independent, full-service marketing agency. We are a hundred technologists, creatives, strategists, data hounds and media planners who understand what it takes to shift a brand into new territory. We never shy away from responsibly disrupting the status quo—even when it comes to our own agency. Whether it's revitalizing a textile mill to create our ideal content studio or bringing Emmy Award-winning video producers in house, we follow our passions to create positive, measurable change for our clients.

At GYK Antler, our hearts and brains are always working together, and that's what makes our work so impactful.





BRANDS WE'VE  
HELPED





## LET US HELP YOU

Want to take your marketing efforts to the next level? To get access to our team's expertise, contact us today.

### Locations

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**MANCHESTER**  
175 Canal Street  
Manchester, NH 03101

**BOSTON**  
93 Summer Street  
Boston, MA 02111

**THE ORCHARD**  
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Indian Orchard, MA 01151

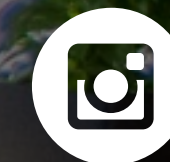
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### Social

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THANKS!





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(ACCESSED FEBRUARY, 2018)

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