

Millennials Bring Online and Do-It-Yourself Consumer Behaviors to Health Care Interactions

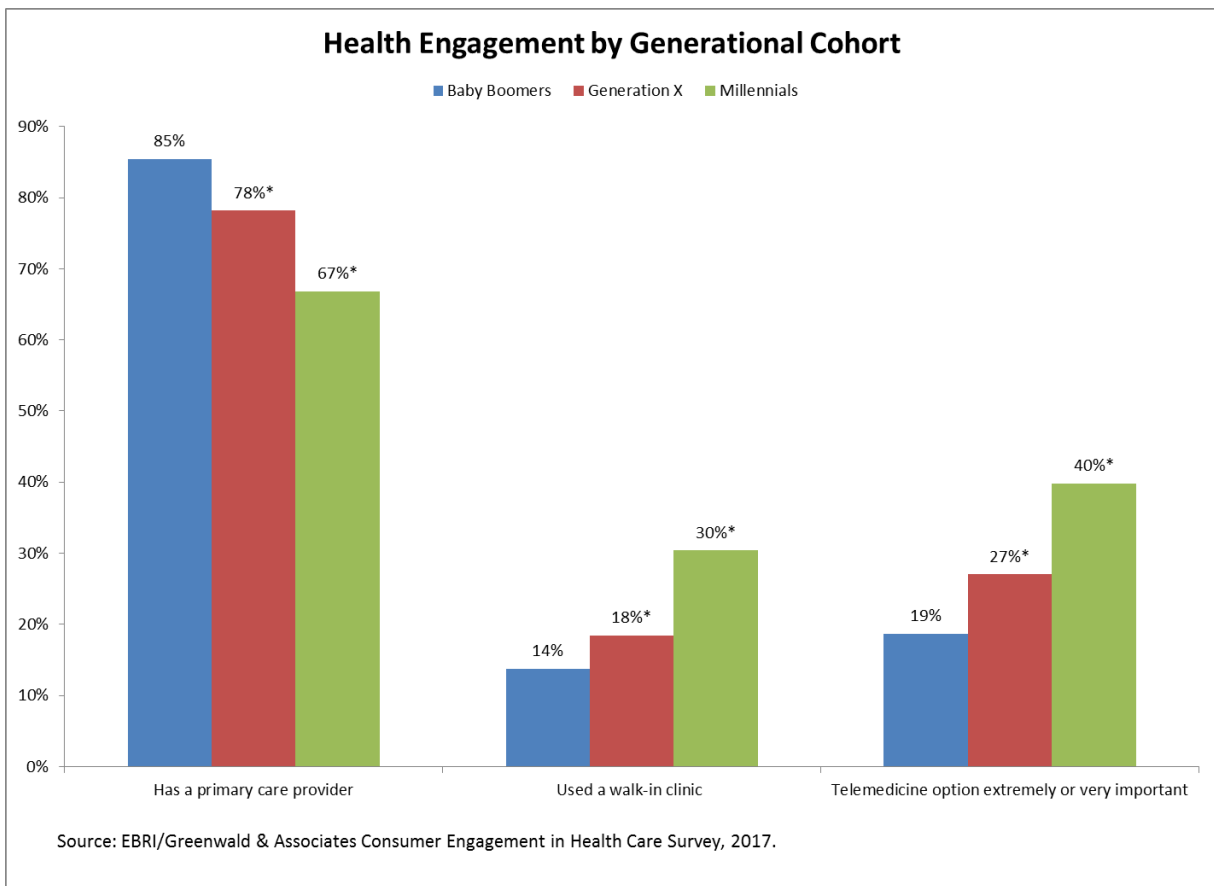
The Millennial generation now outnumbers Baby Boomers, and research shows they engage differently with health care providers than prior generations. Specifically, recent analysis of the EBRI/Greenwald & Associates Consumer Engagement Health Care Survey (CEHCS) reveals how Millennials are bringing online behavior patterns to the realm of health care interactions.¹

When it comes to health care, Millennials are:

- Far less likely to have a primary care provider. Two-thirds of Millennials have a PCP, compared to 85 percent among Baby Boomers and 78 percent among Gen Xers.
- More than twice as likely as Baby Boomers to use a walk-in clinic. Thirty percent of Millennials have used a walk-in clinic, compared to 14 percent among Baby Boomers and 18 percent among Gen Xers.
- More than twice as likely to be interested in telemedicine than Baby Boomers. Forty percent of Millennials are interested in telemedicine compared with 19 percent among Baby Boomers and 27 percent among Gen Xers.
- More likely than other generations to have researched health care options, such as checking the quality or rating of a doctor or hospital (51 percent Millennial vs. 34 percent Gen X and 31 percent Baby Boomers); using an online health cost tracking tool (28 percent Millennial vs. 17 percent Gen X and 10 percent Baby Boomers); or otherwise finding health cost information (72 percent Millennial vs. 65 percent Gen X and 64 percent Baby Boomers).
- Generally more likely to participate in wellness programs: for example, Millennials are more than twice as likely than Baby Boomers to participate in counseling on stress management, mindfulness classes, and resiliency training (33 percent Millennial vs. 21 percent Gen X and 15 percent Baby Boomers).

Overall, Millennials are significantly more likely to be satisfied with various aspects of their health plan choices, such as ease of selecting a plan (56 percent Millennial vs. 46 percent Gen X and 43 percent Baby Boomers); information available to help understand health plan choices (56 percent Millennial vs. 46 percent Gen X and 46 percent Baby Boomers); number of health plans to choose from (47 percent Millennials vs. 34 percent Gen X and 32 percent Baby Boomers); and availability and affordability of health plans (46 percent Millennial vs. 33 percent Gen X and 29 percent Baby Boomers). This perhaps reflects their comfort in researching consumer decisions online.

In short, Millennials appear to bring their online shopping habits, and do-it-yourself consumer behaviors to health care interactions.



The EBRI report, “Consumer Engagement in Health Care Among Millennials, Baby Boomers, and Generation X: Findings from the 2017 Consumer Engagement in Health Care Survey” is published as the March 5, 2018 *EBRI Issue Brief*, and is available online [here](#).

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¹ The EBRI/Greenwald & Associates Consumer Engagement in Health Care Survey (CEHCS) was conducted between Aug. 10 and Sept. 1, 2017.

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