

## Considering Young Adults in Primary Payment Reform

Age Group:17-29 → 17% of pop

Three general strategies for inducing engagement:

1. Altruism
2. “Scare” people “what ifs”
3. Investment strategy

What channels to engage?

- Community College outreach such as:
  - Multi-cultural orgs
  - Student govt
  - Student newspaper(e news can provide link to short surveys)
  - Faith groups
- Youth Action Hub outreach (provides critical voice for policy advocacy for underserved youth)
- Young Invincible Organization outreach
- Religious orgs
- ESL E-Newspapers such as:
  - La Voz Hispana(New Haven)
  - Tribuna CT
  - CT Latino News
- Local Municipality Social Media Engagement

Notes:

- In order to make it a priority for emerging adults, PC has to be CONVENIENT & QUICK
- 60% of millennials go to PCP(primary care provided) annually
- HC decisions are increasingly about convenience, if connected to a health system, more likely to take advantage,
- If in health-system, PCP can fast track to get apt sooner, even coordinate w/ a specialist if need be
- Make practice available online (online booking)
- Patient experience-IE millennials would **consider waiting 30 min for PCP a bad experience** even if the health care delivery was sufficient
- Telehealth **not effective for low-income**, need trusted individual relationships established before telehealth
- Healthcare values derives from how the system can help individuals

Closing Remarks:

- Engage local millennial leaders about the dynamic sentiment of healthcare, extent of PCP relationships, improvements
- “If you asked people before cars were invented what they wanted they would say a faster horse”
- Figure out the needs to adjust the HC spending curve to prevent chronic disease & other preventable ailments
- Induce a prevention mentality through education.
- Identify the hard-to-reach sub populations and engage in person (ESL individuals and new families)
- Utilize the channels listed above to gather input from the diverse sources to compile valuable insights on what Connecticut healthcare policy is **missing** and fill the **gaps**.