

APRIL 5, 2019

**OHS CONSUMER ADVISORY BOARD REPORT OF
MILLENNIALS AND THE FUTURE OF HEALTHCARE**

AT NEW HAVEN FREE PUBLIC LIBRARY: MARCH 19, 2019

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CONSUMER ADVISORY BOARD REPORT OF MILLENNIALS AND THE FUTURE OF HEALTHCARE

EVENT OVERVIEW

On March 19, 2019 at the New Haven Free Public Library – The Office of Health Strategy (OHS) Consumer Advisory Board (CAB), organized the Millennials and the Future of Healthcare event to empower young adults to stay up to date with reform efforts and share information regarding current healthcare trends. Young adults had the opportunity to learn about health information technology, as well as express their concerns and opinions. The event also opened the door to future interaction between these millennials and the Consumer Advisory Board for future input. The event featured two speakers: Victoria Veltri, Executive Director of the Office of Health Strategy, and Dr. David Pearlstone, CEO of DICOM Director. CAB members Kelly Ray and Jason Prignoli then organized small group discussions to dig deeper into a series of questions with event participants.



The event was attended by 28 guests. Attendees had the opportunity to engage in a rich full-group discussion with Dr. David Pearlstone, and then participated in small focus group discussions dedicated to understanding young adult perspectives. CAB members were both a part of these conversations as facilitators and listeners. Young adult attendees came from different backgrounds and while most RSVPed, a few “walk-in” attendees also came to the event after hearing about it at the New Haven Free Public Library.

The event began with registration, a pre-event survey, and complimentary refreshments. Victoria Veltri, the Executive Director of OHS, gave opening remarks at the event. She described the importance of the conversations to follow and set a welcoming tone for an outstanding session. Remarks by keynote speaker Dr. David Pearlstone followed. Dr. Pearlstone facilitated an interactive discussion around the impact that Big Data, Artificial Intelligence, blockchain, and revolutionary changes in imaging will have on healthcare. Participants also had the opportunity to discuss what can be done to effectively augment community outreach strategies and address barriers to healthcare access. For example, participants debated the use of technology as a means to improving healthcare access in low-income neighborhoods.

Young Adult Listening Session, March 2019

People questioned whether healthcare access issues stem from lack of knowledge about how to use smartphone health apps or unaffordability of mobile devices. While some people believed that low-income neighborhoods lacked the means to access the technology, others asserted that the real issue is lack of the knowledge and information about how to use existing technology. One participant said that everyone in a low-income neighborhood has a mobile phone so we should leverage that tool to help people with health issues. Participants thought there should be more community education around how to use certain apps on a smartphone to help people manage their health. Afterwards, the audience was split up into two small discussion circles. Each group was facilitated by at least one CAB member, and notes were taken on flip charts and in notebooks. Each group had the opportunity to get an in-depth look at the facilitation questions with the goals of understanding how young adults use healthcare, educate people about how they can leverage technology, inform people about resources that exist (in order to aid themselves and the people around



them), and inspire/empower people to volunteer to give insight into their community. Questions covered a broad range of topics including: debriefing Dr. Pearlstone's presentation, the role of technology in healthcare, concerns and uses of the current healthcare system, and what can be done to improve the healthcare system in order to best support young adults. CAB members and participants alike shared personal anecdotes relating to healthcare access and what can be done to improve these experiences. Groups were later adjourned with a quick wrap-up. **{INSERT SOMETHING HERE ABOUT PRE AND POST SURVEY RESULTS}**

KEY FINDINGS:

1. Young adults would appreciate the convenience of booking online appointments- Why doesn't this service exist in Connecticut?
2. Millennials don't want to take the time to wait on the phone to access care, which results in overuse of urgent care as opposed to primary care. After transitioning out of pediatric care, many young adults view primary care as inconvenient.
3. Young adults would prefer to address healthcare issues and schedule healthcare appointments over the phone rather than in person, since in-person attendance would likely require missing work and causing an inconvenience.
4. Many young adults conduct online "research" into their own medical conditions. Some will "self-diagnose" using services similar to Webmd (a popular website that shares information on various ailments), and most will at least search drugs they have been prescribed in order to understand what they are taking.
5. With regards to dentistry, seeing primarily a hygienist and then a dentist for only a short amount of time makes these interactions with the dentist feel impersonal, as if a patient is a number instead of a human.
6. Having access to their own medical charts online is not meaningful to young adults, but this access to information is incredibly useful to caregivers. Most would prefer to have comprehensive and easy-to-follow information about how payment relates to services, in order to better enable cost transparency.
7. Telemedicine has potential to help with follow-up care due to its convenience and privacy.

Young Adult Listening Session, March 2019

8. With regards to sharing and digitizing medical “big data,” young adults worry that data is too quick to link correlation to causation.
9. The misconception that underserved people do not have access/use technology is the main reason why they are unaware of the services that they could be using.
10. Bringing technology that will promote healthcare literacy into the lives of young adults through trusted networks (barbershops, beauty shops, religious organizations, places of work) will increase the utilization of pre-existing services.
11. The healthcare system should have better methods of tackling issues such as mental illness and substance abuse and should do a better job of making services accessible and user-friendly.
12. Healthcare is too expensive, and young adults feel that there is little incentive for preventative care. Young adults would appreciate if there was more explanation/transparency regarding cost calculation of insurance and other expenses.
13. As most issues can be resolved with an increase in education, young adults feel as though high school students should be equipped with preventative care strategies.
14. Out of the box ways to communicate with target populations (trusted connections) should be used when engaging with young adults as they will be more likely to take the guidance into consideration.

EVENT DETAILS

WHAT WE LEARNED:

Young adults attended the event in order to understand more about the changing world of healthcare today. A few expressed that based on the flyer, it was unclear as to what they were supposed to walk away with. Many felt as though the event could have been better advertised with social media and word of mouth from trusted community organizations. They also mentioned that the pre-survey and post-survey, although both were comprehensive, took too much time to fill out, and could be shortened. A few expressed concerns about how they wished that the event provided more information on how technology can BETTER serve young people while still being cost effective. Young adults also had the opportunity to network with others passionate about healthcare, and were willing to participate in future events with the CAB in order to further the discussion.



Above all else, young adults valued convenience for their busy lifestyles. Many of the millennials in the room advocated for personalizing care to fit the time-sensitive needs of young people in the workforce. Urgent care was often taken the place of primary care as it is seemingly inconvenient for young adults to find time to visit a PCP.

Telemedicine would certainly accommodate the busy schedules of young adults, however, they are also cost-sensitive. They would like to learn more about the ways in which future technology will impact costs, and if the costs will be proportional to the benefit they gain from using the services or if they will overpay for services that had previously been much cheaper. Many young adults expressed that current costs/billing systems are often incredibly confusing and without an advocate can be difficult to navigate.

Young Adult Listening Session, March 2019

Many Millennials serve as (or will be) caregivers, and it is important for them to be empowered through technology in order to help out the people around them. Many caregivers require basic knowledge of the healthcare system and often have to figure it out on their own, but would appreciate the aid of technology.

CHALLENGES ABOUT HEALTHCARE:

The conversation regarding healthcare challenges circulated around three main barriers. The first of which was cost. Many millennials feel that as young professionals, they don't make enough money to invest in a health

insurance plan. Young adults also feel that if they are not experiencing a health issue, their insurance is unnecessary. Many lack understanding of exactly what each cost they encounter pertains to as these payments are often confusing and not easily transparent. When visiting the doctor's office, young adults also worry about running into hidden fees and would prefer understanding the price of the service before receiving the care (with exception to situations in which the patient's life is in danger).



The second healthcare challenge was education. Many aspects of healthcare are incredibly difficult to navigate, especially without the help of an advocate or a trusted advisor (usually a friend or family member

with a profession in the field of healthcare). Information regarding payments and navigating the exchange is often difficult to understand and break down. Some form of "education" or one-to-one breakdown session should be available to young adults attempting to find care that meets all of their specific needs. Young adults also wish they knew more about preventative care so that they could avoid illness (and costs) altogether. They feel as though this preventative care "education" they lack should be a staple in high school learning.

The third and final main barrier to accessing healthcare was a lack of knowledge surrounding how technology can enhance a young consumer's experience with care. Most people have access to technology on a daily basis yet still lack awareness of what resources are available to them. By providing better (user friendly) applications AND instructions on how to access them (in every language so that they are available to the majority of consumers) young adults will be able to make more educated and sustainable decisions regarding their care.

CAB FEEDBACK:

CAB members noted the event was a success. Although the sample size of young adults was small, many diverse perspectives were in attendance and allowed for an honest, productive and thorough conversation.

One CAB Member commented: "Really great discussions and folks [are] excited about another event next year!"

Another said, "Having Laura Morris and Vicki Veltri with us meant so much and Vicki's remarks got the discussions going on such a positive note."

{Insert quotes from other CAB members}

RECOMMENDATIONS:

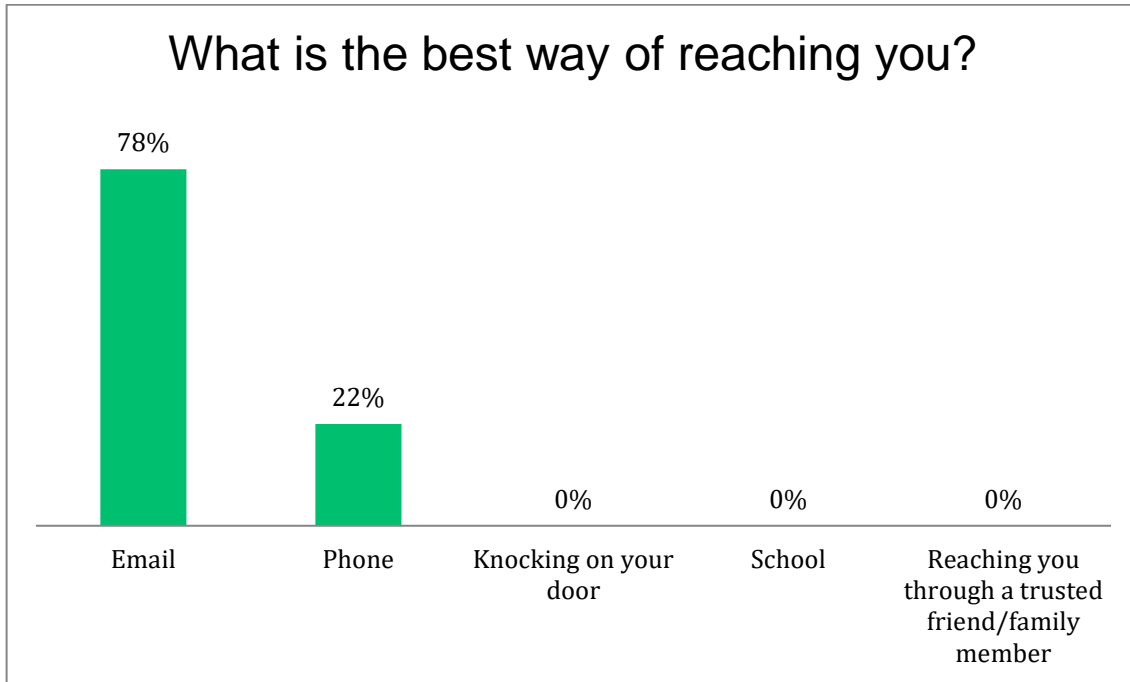
Young adults wished that healthcare was more affordable and easier to access and navigate. By combining these ideas, millennials will be able to find/create the best plan for their individual needs.

specifically, young adults mentioned the following strategies for improvement:

- Having trusted community organizations host a professional/expert in order to help young adults navigate the exchange. (ex. a library could offer a service where consumers could drop in and meet with professionals in order to help select the best plan for their needs)
- Help underserved populations use technology to strengthen their connection to the healthcare system instead of assuming they don't have access (or, in the instance that they do not have access- find ways to provide them with it even if it is only temporary).
- Cost transparency in the doctor's office and emergency rooms (get rid of the fear of hidden fees)
- Teach preventative care/strategies in high school (incorporate it into the curriculum)
- Explain how technology can be used cost effectively to support millennials better than it has in the past

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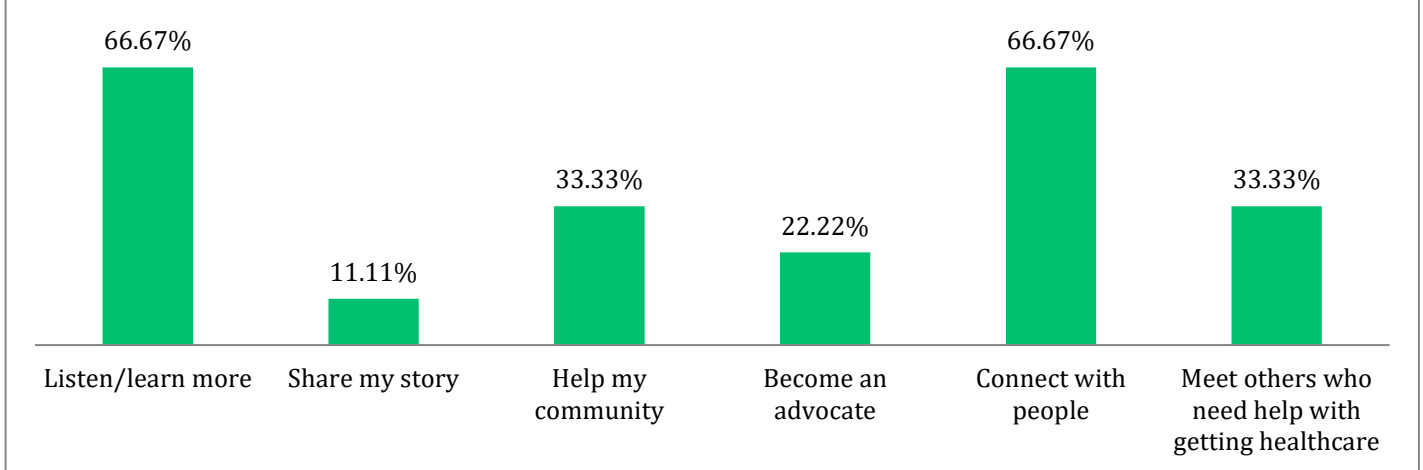
PRE SURVEY FEEDBACK



YOUR INTERESTS Would you be able to go to/be a part of: (Check all that apply)

Answer Choices	Responses	
Online forums	55.56%	5
In person focus groups	44.44%	4
Social Media campaigns	55.56%	5
Community Education events	44.44%	4
Other (please specify)		0
	Answered	9
	Skipped	0

If you attend a forum/focus group/community discussion about healthcare, what do you want to get out of it?

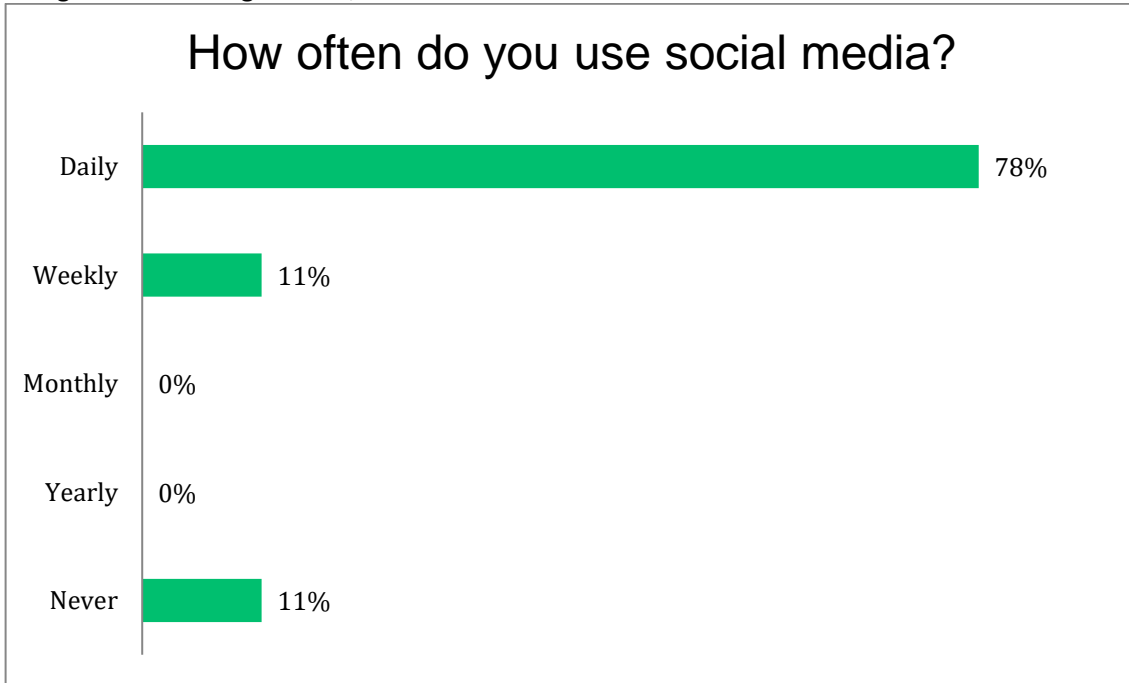


SOCIAL MEDIA: What do you use the most to talk to people on your computer or smartphone? (Mark one)

Answer Choices	Responses	
Facebook	75.00%	6
Twitter	0.00%	0
Instagram	25.00%	2
Google +	0.00%	0
Other (please specify)		0
	Answered	8
	Skipped	1

What would you most likely use to learn about or talk about healthcare? (Mark one)

Answer Choices	Responses	
Facebook	83.33%	5
Twitter	0.00%	0
Instagram	0.00%	0
Google +	16.67%	1
Other (please specify)		3
	Answered	6
	Skipped	3

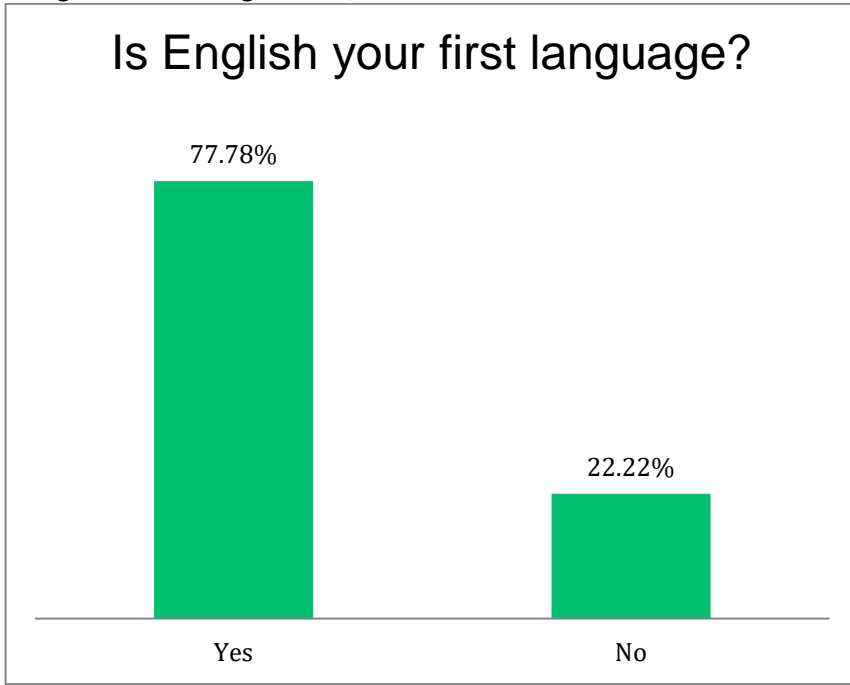


YOUR HEALTHCARE EXPERIENCE: Do you currently have health insurance?

Answer Choices	Responses
Yes	88.89% 8
No	11.11% 1
Don't know	0.00% 0
	Answered 9
	Skipped 0

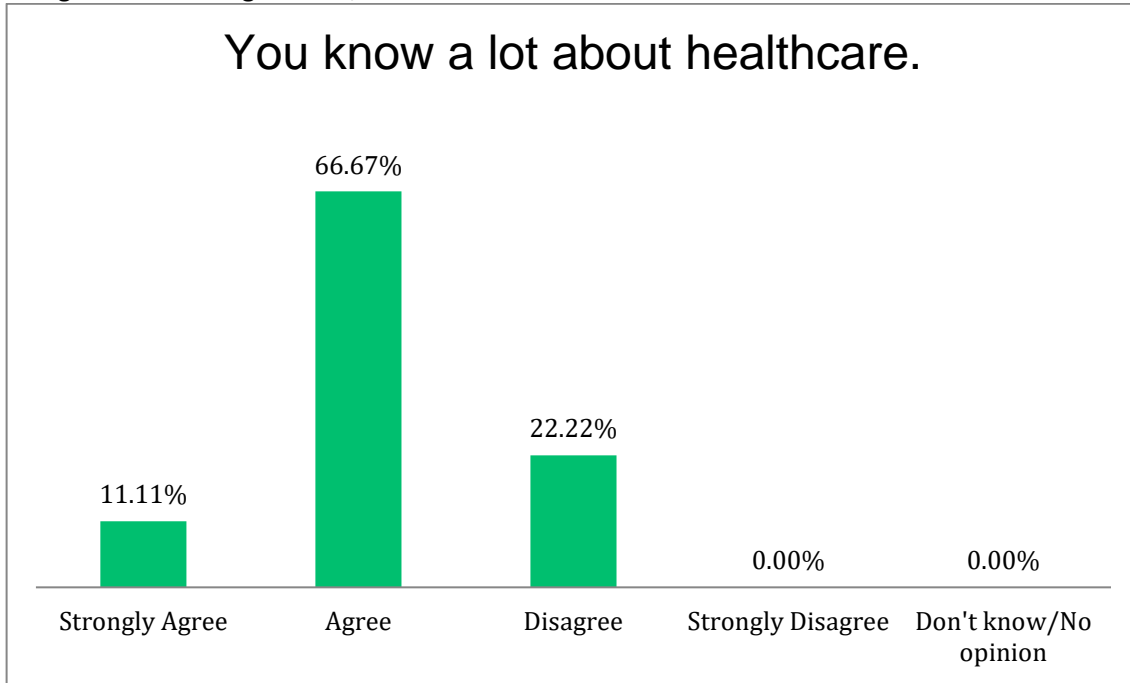
Do you have a relationship with your primary care provider?

Answer Choices	Responses
Yes	50.00% 4
No	50.00% 4
	Answered 8
	Skipped 1



Have you ever used an interpreter for medical appointments?

Answer Choices	Responses	
Yes	25.00%	2
No	75.00%	6
Don't know	0.00%	0
	Answered	8
	Skipped	1

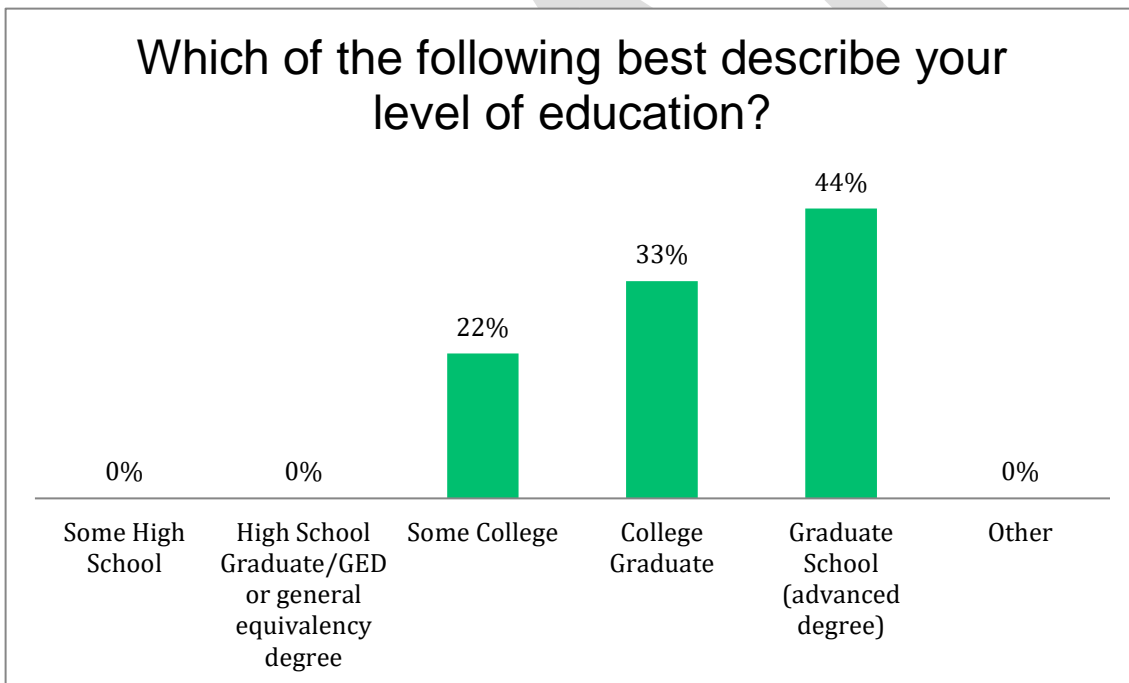
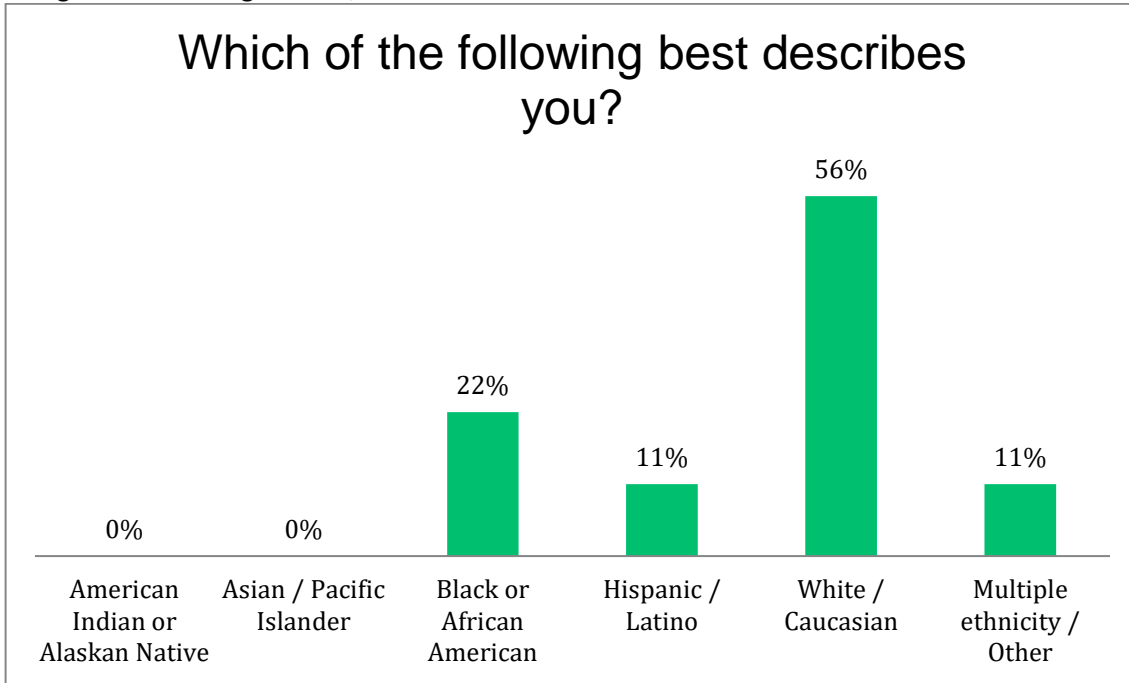


You are comfortable when visiting the doctor's office.

Answer Choices	Responses	
Strongly Agree	22.22%	2
Agree	66.67%	6
Disagree	11.11%	1
Strongly Disagree	0.00%	0
Don't know/No opinion	0.00%	0
	Answered	9
	Skipped	0

Gender:

Answer Choices	Responses	
Female	66.67%	6
Male	33.33%	3
Other (please specify)		0
	Answered	9
	Skipped	0



Do you identify with any of the following religions? (Please check all that apply)		
Answer Choices	Responses	
Christianity	88.89%	8
Hinduism	0.00%	0
Judaism	0.00%	0
Inter/Non-denominational	0.00%	0

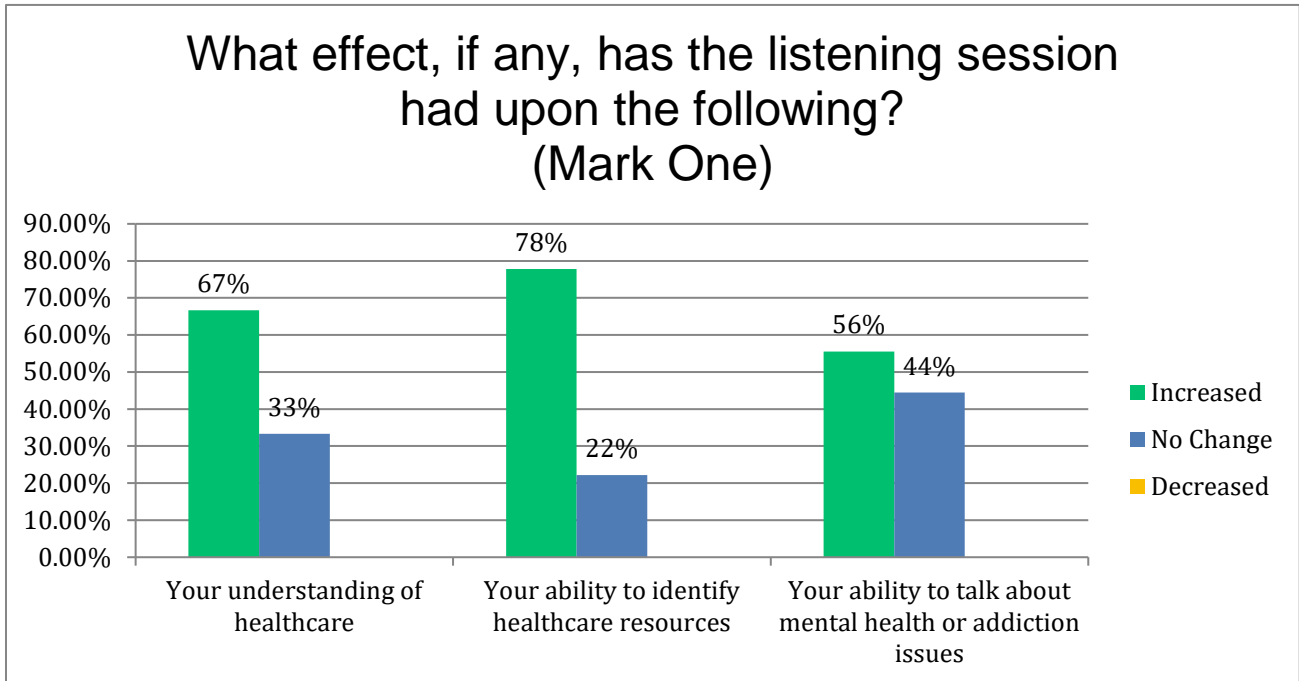
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Islam	0.00%	0
Buddhism	0.00%	0
No religion	0.00%	0
Other	11.11%	1
	Answered	9
	Skipped	0

Do you think your religion affects how you view healthcare?		
Answer Choices	Responses	
Yes	44.44%	4
No	44.44%	4
Don't know	11.11%	1
	Answered	9
	Skipped	0

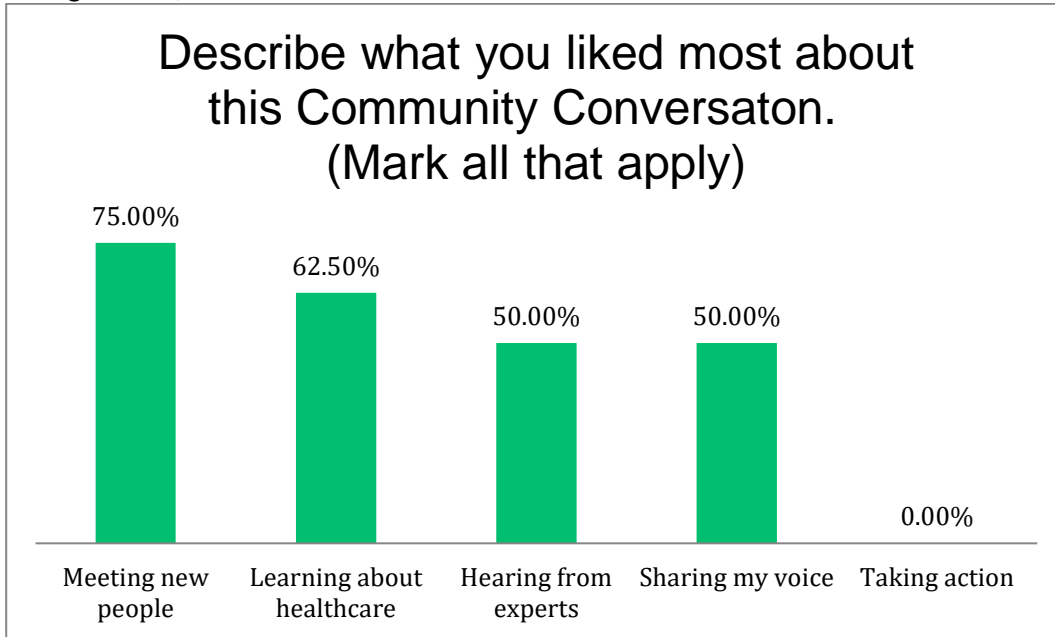
What is your age		
Answer Choices	Responses	
18-26	11.11%	1
27-34	44.44%	4
35-44	22.22%	2
45-54	22.22%	2
55-64	0.00%	0
65-74	0.00%	0
75 or older	0.00%	0
	Answered	9
	Skipped	0

POST SURVEY FEEDBACK



The issues discussed were easy to understand		
Answer Choices	Responses	
Strongly Agree	44.44%	4
Agree	44.44%	4
Disagree	11.11%	1
Strongly disagree	0.00%	0
Don't know/No opinion	0.00%	0
	Answered	9
	Skipped	0

Overall I would rate the Community Conversation as...		
Answer Choices	Responses	
Very Poor	0.00%	0
Poor	0.00%	0
Good	22.22%	2
Very good	77.78%	7
	Answered	9
	Skipped	0



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