

A person is seated at a dark wooden table in a restaurant or cafe. The table is set with white plates, glasses of water, and folded napkins. The person is holding a tablet computer that displays a digital profile of a doctor, including a photo and medical history. The background is softly blurred, showing the interior of the establishment.

# Building Loyalty by Targeting Your Message to Various Generations

Delta Region Community Health System Development  
(DRCHSD) Program Communication Strategies for  
Community Outreach and Education



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# Delta Region Community Health System Development (DRCHSD) Program



Delta Regional Authority

*This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$10,000,000 with 100% funded by HRSA/HHS and \$0 amount and 0% funded by non-government sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by HRSA/HHS, or the U.S. Government.*



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## **Brian Lani, VP of Creative Services**

Legato Healthcare Marketing



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## Poll Question:

- I am \_\_\_ in my understanding of how generational differences impact traditional and digital communication strategies.
- I am \_\_\_ in my understanding of the basics of targeted communication planning focused on the right messaging, for the right audiences, at the right place.





# KNOW YOUR AUDIENCE

Understanding generational differences



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# COMMUNICATE to the Individual

## Treat each generation as individuals

- Understand **generational differences**
  - Generations behave differently
  - They are motivated by different things
  - They consume media in different ways
- Each generation **expects personalized and tailored content** that aligns with their interests and preferences



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# Traditionalist

Born 1928 - 1945

They want to be **directed**

- Follow physician direction explicitly

**Health decisions** are made by:

- Advice from credible health professionals
- Quality of service



# Baby Boomer

Born 1946 - 1964

## They want to be **engaged**

- They search for health information online
- Influenced by traditional advertising

## **Health decisions** are made by:

- Online ratings
- Organization's reputation



# Generation X

Born 1965 - 1980

They want to feel **connected**

- Responsible for health decisions that impact both their parents and their children



**Health decisions** are made by:

- Convenience
- Selecting from multiple options



# Millennials

Born 1981-1997

They want **instant information**

- They prefer passive forms of communication

**Health decisions** are made by:

- Peer-driven
- Cost





# Generation Z

Born 1997 – 2012

## They are the **Influencers**

- Expect a personalized experience
- They actively avoid ads



## **Health decisions** are made by:

- Digital offerings
- Asking parents and friends



# The Millennial Patient


Who is this generation?



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Born 1981 - 1997

- **Millennials** are now the largest living generation in the U.S.
- **They are:**
  - Tech savvy
  - Price sensitive
  - Seeking convenience
  - Trying to balance work and life
  - Less committed to one institution
- **They believe healthcare should meet their expectations**
- **Health decisions** are made by:
  - Peer-driven
  - Cost

# WHO IS this Generation?

- A survey by The Advisory Board identified that **33% of millennials don't have a regular physician, compared with 15% of adults ages 50-64**
- Many organizations have still not focused on the healthcare needs of Millennials



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# GET TO KNOW

Your largest demographic group

- **Set objectives for your plan**
  - Increased market share
  - Sustainable growth
- **Conduct Millennial market research**
  - Understand your customers wants and needs
- **Understand how effective your organization's brand is at attracting this next generation**
- **Think beyond communications**
  - This can lead to operational and cultural changes



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# Get to Know

## Your Largest Demographic Group (continued)

- **Develop a Millennial Advisory Group**
  - Hand picked volunteers
  - Online surveys
  - Offer insights into preferences, your brand, thoughts and behaviors
  - They can become your future ambassadors of your organization



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A grid of 48 individual portraits of people of various ages, ethnicities, and genders, arranged in 6 rows and 8 columns. The portraits are in grayscale and have a blue tint. The text is overlaid on the grid.

Multigenerational audiences

Hospital workforce

Existing patients

Potential patients

# WORKFORCE

## Managing Multiple Generations

- We are seeing **4 generations together in the workforce**
- **Millennials are projected to be 50% of the workforce by next year**  
(By 2030 millennials will outnumber boomers by 22 million)
- **Baby Boomers will be retiring** within the next few years
- **Diversity is likely to result in differences** in attitude and aptitude
- If not managed effectively, **generational differences can lead to frustration, conflict, poor patient care**



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# Workforce

PREFERRED METHOD	TRADITIONAL	BABY BOOMER	GEN X	MILLENNIALS
Email Communication		✓	✓	✓
Employee Ambassador Program	✓	✓	✓	✓
Planning/Brainstorm Session	✓	✓	✓	✓
Social Media – Share Organization's Culture/Target Recruitment		✓	✓	✓
Face-to-Face Roundtable	✓	✓	✓	



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# WORKFORCE

## Reverse Mentoring



- **Younger employees paired with older**
  - Both sides learn from each other
- **Create a culture that fosters better communication and collaboration** with everyday interactions
  - Encourage collaboration
  - Group training or professional development
  - Social media network connecting staff
  - Include in organizational planning process
- **Build trust and transparency**



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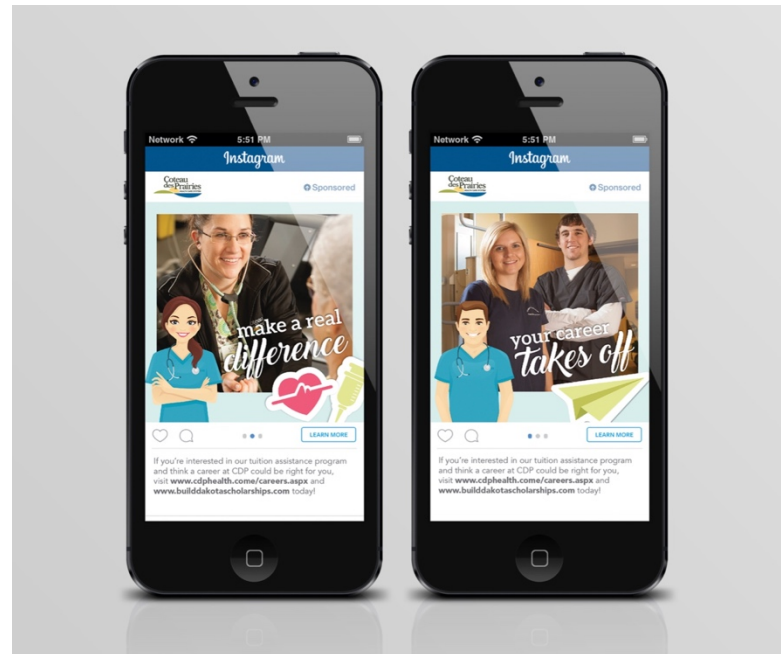




**When members of each generation  
understand their differences,  
they can come together as a team**

# HOSPITAL WORKFORCE Recruitment

- Target different generations
- Strengthen brand presence within website and social media as a destination/landing page for additional information
- Offer digital HR electronic processing



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# EXISTING Patients

PREFERRED METHOD	TRADITIONAL	BABY BOOMER	GEN X	MILLENNIALS
Online Reviews – Referral program			✓	✓
Ease of Experience – Patient Portals, EMR, myChart, Online Appointments		✓	✓	✓
Social Media – Share Health Tips and Create Facebook Events, Blogs		✓	✓	✓
Targeted Mailers – Colonoscopy Birthday Mailer, Medicare Advantage	✓	✓		
Health Education Events	✓	✓	✓	✓
Virtual Visits			✓	✓



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# TELEMEDICINE

## Greater access for all generations

### Virtual care

- Extend access to care through online exams
- Patient make future or real-time appointments
- Can allow for provider-to-provider video or chat consultation during the exam



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**ALWAYS HERE**

 **Virtual Visits for Primary and Specialty Care**

Coteau des Prairies Health Care System is now offering telehealth appointments, remote visits that are easy to use—you don't even need to download an app! Simply use a smart phone, tablet or computer to have an audio or video appointment with your provider in the comfort of your home. Skip the waiting room and safely meet with providers you know from any of our CDP Health Care Clinics. Trusted care, when you need it most.

**LEARN MORE**

- Nutritional Counseling
- Physical Therapy
- Post-Surgical Follow-Up Visits
- COVID-19 Follow-Up Visits

To learn more, visit [cdphealth.com/telehealth](https://cdphealth.com/telehealth)

New and existing patients can schedule a telehealth appointment by calling:  
Sisseton Clinic: 605-698-7681 Browns Valley Clinic: 320-695-2526 Rosholt Clinic: 605-537-4244



TRUSTED CARE IS  
**ALWAYS HERE**

 **Virtual Visits for Primary and Specialty Care**

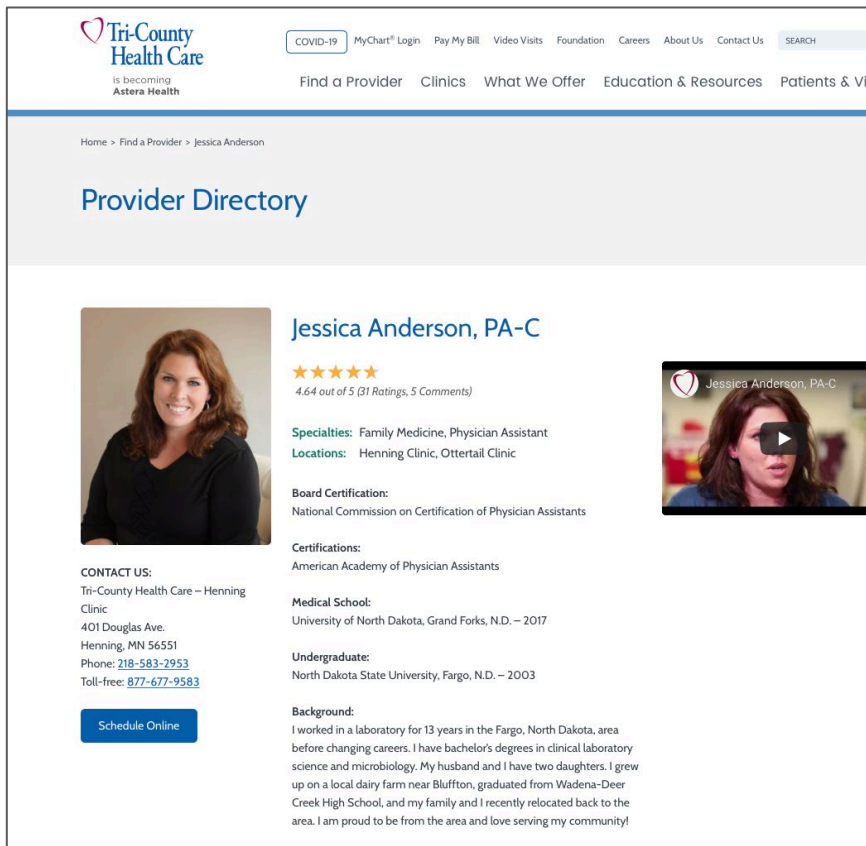


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# ONLINE REVIEWS

## Reputation management



**Tri-County Health Care**  
is becoming  
Astera Health

COVID-19 MyChart® Login Pay My Bill Video Visits Foundation Careers About Us Contact Us SEARCH

Find a Provider Clinics What We Offer Education & Resources Patients & Vis

Home > Find a Provider > Jessica Anderson

### Provider Directory

**Jessica Anderson, PA-C**

★★★★★  
4.64 out of 5 (31 Ratings, 5 Comments)

**Specialties:** Family Medicine, Physician Assistant  
**Locations:** Henning Clinic, Ottertail Clinic

**Board Certification:**  
National Commission on Certification of Physician Assistants

**Certifications:**  
American Academy of Physician Assistants

**Medical School:**  
University of North Dakota, Grand Forks, N.D. – 2017

**Undergraduate:**  
North Dakota State University, Fargo, N.D. – 2003

**Background:**  
I worked in a laboratory for 13 years in the Fargo, North Dakota, area before changing careers. I have bachelor's degrees in clinical laboratory science and microbiology. My husband and I have two daughters. I grew up on a local dairy farm near Bluffton, graduated from Wadena-Deer Creek High School, and my family and I recently relocated back to the area. I am proud to be from the area and love serving my community!

**CONTACT US:**  
Tri-County Health Care – Henning Clinic  
401 Douglas Ave.  
Henning, MN 56551  
Phone: [218-583-2953](tel:218-583-2953)  
Toll-free: [877-677-9583](tel:877-677-9583)

[Schedule Online](#)

★★★★★  
Jun 30, 2021

Jessie is phenomenal! She is always there to help, and she is always concerned about my well-being! Thankful to have a provider with such a big heart.

*Tri-County Health Care Patient*

★★★★★  
Jun 10, 2021

Always helpful prompt with test results.

*Tri-County Health Care Patient*

★★★★★  
Mar 5, 2021

all good

*Tri-County Health Care Patient*

★★★★★  
Dec 16, 2020

Jessica is amazing

*Tri-County Health Care Patient*

★★★★★  
Oct 17, 2020

Jessica was great with her as she was for during the

*Tri-County Health Care Patient*


**Tell us how we did!**

★★★★★

Leave a review:

- Google
- Facebook
- HealthGrades
- RateMD
- Vitals

**Osceola**  
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# CONVENIENCE

## Gen X / Millennials

- Same day appointments
- Walk-in care
- Extended hours
- Saturday care
- Improve your access or wait times
  - Hire additional physicians or advance practice providers



**Good Things  
Come in Threes**

**Our Team, Our Hours, Our Location**

When it comes to your health, good things definitely come in threes. From our three expert and caring providers to our **extended evening and weekend hours**, and our convenient location, there is a lot to love about getting care from the Howard Memorial Medical Clinic. We understand that you're busy—and so is the rest of your family—so we have made it easier than ever to schedule an appointment and see a provider. Call us today to meet with one of our three skilled providers.

From left: Alana Day, FNP; Brian Caldwell, MD; Ngozi Wilkins, MD



**Howard Memorial  
hospital**

To schedule an appointment and learn more, visit [howardmemorial.com/three](http://howardmemorial.com/three).  
Aprende una cita y aprende más, visite [howardmemorial.com/tres](http://howardmemorial.com/tres).



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## You have a friend in 3D

Fast, reliable, and accurate results are what every woman deserves from her mammogram. And with our new, state-of-the-art 3D mammography and breast imaging, mammograms are more comfortable, images more thorough, results are more reliable, and cancers can be detected up to 65% faster than standard mammograms. To schedule a 3D mammogram, or learn more about this important breast health screening, call **712-754-5361**.



### Mammos, muffins & mochas!

Schedule your 3D mammogram and receive a **FREE mug** and voucher for a **muffin or beverage** from **The Lantern Coffeehouse & Roastery**.



## PERSONALIZED Experience Traditionalist/Boomers/Gen Z

Special personalized offer  
makes it's more than just  
an appointment!



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# FREE MEDICARE WELLNESS VISIT Traditional/Boomers



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# POTENTIAL Patients

PREFERRED METHOD	TRADITIONAL	BABY BOOMER	GEN X	MILLENNIALS
Digital – PPC, Social Media, Voice Activated Search, Retargeting			✓	✓
Ease of Experience – Urgent Care Reserve My Space		✓	✓	✓
Health Education Events	✓	✓	✓	
Social Media - Awareness	✓	✓	✓	✓
Print Publications	✓	✓	✓	
Broadcast Advertising	✓	✓	✓	



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# Convenience

## Gen X / Millennials



### Convenient Care Just Got *Even More Convenient!*

Extended hours and “Save My Place”  
now available online

Rochelle Community Hospital is pleased to announce extended hours plus a new feature that makes our Convenient Care even better! With our “Save My Place” tool, you can reserve a place online before you leave home and receive text updates if there are delays. Then, when you arrive, simply check in at the new kiosk and get the care you need.



SUSAN MUELLER, APRN, FNP  
NURSE PRACTITIONER

#### **New Convenient Care Hours** *For minor illnesses and injuries*

**Monday-Friday** 11:00 a.m. – 7:00 p.m.  
**Saturday** 9:00 a.m. – 5:00 p.m.  
*Closed Sundays and Holidays*

**No appointment necessary!**  
Walk in or use “Save My Place”  
online at [rochellehospital.com](http://rochellehospital.com).



900 N. Second St. | Rochelle, IL 61068  
815-562-2181

Please provide your information below and we'll reserve your place in line, allowing you and your family to wait more comfortably at home – or wherever is convenient – until your estimated visit time.

For your convenience, you will receive updates and reminder text messages about your convenient care visit once you're in the queue.

But first, please make sure you don't need to call 911.

Current walk-in wait time is 38 - 53 minutes

Patient First Name

Patient Last Name

01:00 PM

Cell Phone Number

Add Patient (Same Room)

☒ Send survey text after the visit

We'll send you a text message when it's time to show up.

minutes before my visit

☐ I have reviewed the information on when to call 911.

Powered by  ClockwiseMD

- “**Save My Place**” online for Urgent Care
- Receive text messages with updates and reminders about your upcoming appointment



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# Speak their Language

- Millennials are tech-savvy, and they expect their providers also to be too
- They expect an “Amazon Experience” – (convenience)



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# Google It

Engage generations with understandable information on your website – not industry jargon



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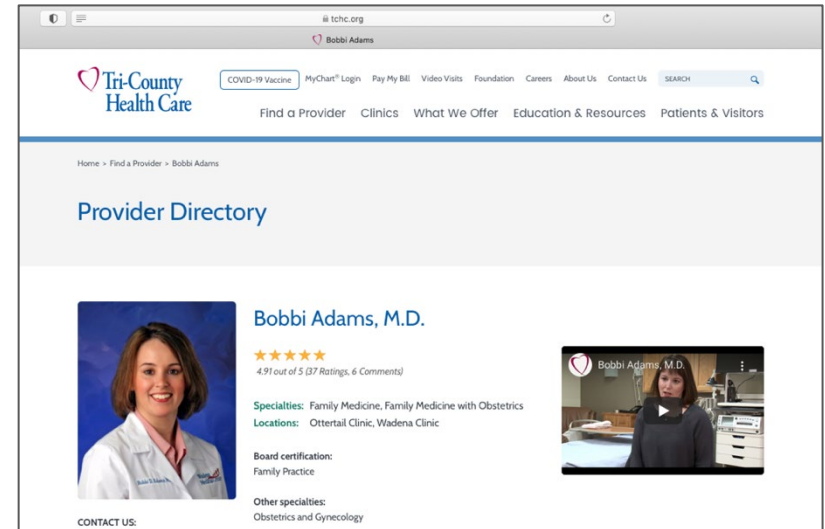




# Reputation management

## Online reviews

- **Transparency is critical** to help patient search for the provider who is right for their needs
- **Rankings can be based on patient satisfaction surveys** and the various ways you deliver patient feedback to your providers
  - CAHPS surveys
- **Offer results within your website** provider bio pages



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# Reputation management (continued)

## Online reviews

### Star ratings are calculated using an average of all survey responses

- ✓ Friendliness/courtesy of the care provider
- ✓ Concern the care provider showed for questions or worries
- ✓ Care provider's discussion of any proposed treatment (options, risks, benefits, etc.)
- ✓ Likelihood of recommending this care provider to others
- ✓ For each provider, ratings from their patients are averaged together to form a single star rating



Mar 16, 2021

Very good - love her gentle demeanor and overall interest in well-being of whole family.

*Tri-County Health Care Patient*

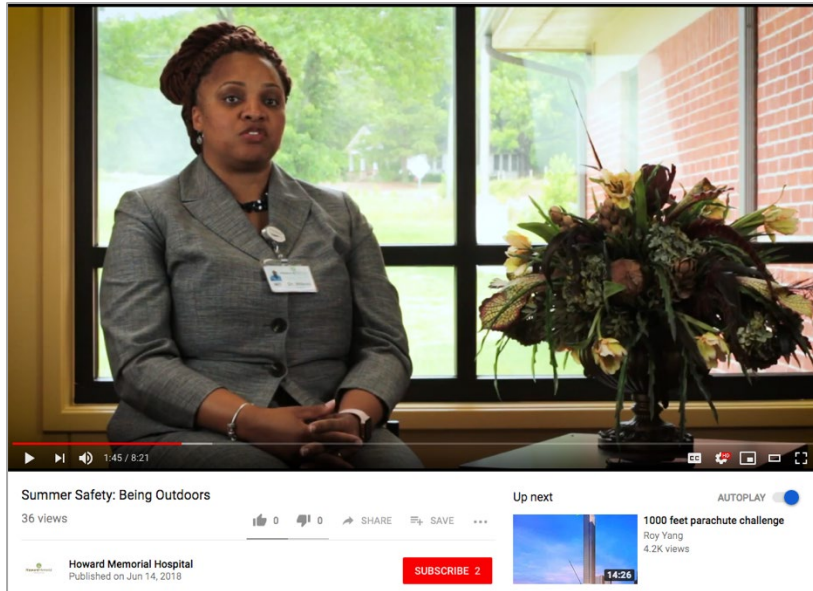
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healthcare marketing

# CONVENIENCE

Gen X / Millennials/Gen Z



## Be present where they are searching

- Short video segments focusing on healthy living, quick tips to help balance their active lifestyle
- Searchable content
  - Content should be less hospital focused; more health focused
  - Google AdWords
  - Sponsored social content
  - Blogs
  - Display ads



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**olid  
oundation**

**IMPACTING SYRACUSE AREA HEALTH  
FROM THE GROUND UP**

...be expensive, but better outcomes t  
...environments. That's where Syr  
...comes in: to help the facilit  
...st possible care and r  
...ng, with the gen  
...a 501(c)3 o  
...ative

Healthcare can be expensive, but better outcomes tend to come from better environments. That's where Syracuse Area Health's Foundation comes in: to help the facility serve our area communities with the best possible care and resources.

Upgrades included a campus-wide trialing, testing, and installation of new equipment. "These enhance the new facility in an impact transformation and make it as nurturing and functional as possible for patients and families," says Laura Lee.

The mission of the Foundation is to "encourage the health care community to maintain the trust of the Syncope Association and its support," she says. "We count on our community's support, not only in the form of financial support, but also in the form of medical advances and the cost of providing quality care."

"Medical advances and the cost of providing quality care are what allow us to stay at the leading edge of medical research and healing, and recovery for all of our patients."

**TO DONATE**

Like to make a difference in someone's life? Consider a donation through the Foundation. Friends, family, and neighbors may be able to help. Contact Laura Lee at [lee@syncopefoundation.com](mailto:lee@syncopefoundation.com).

## HOW TO DONATE

**HOW TO DONATE**  
Would you like to make a difference through health care research that will help control, prevent or cure cancer? Would you like to help improve the lives of your family, friends and neighbors? The American Cancer Society's **Foundations on Executive Director Laura L. Fossenberg** is seeking donors. For more information, visit [www.cancer.org/healthcare](http://www.cancer.org/healthcare).



For one rural hospital, more than **30%** of those surveyed were able to **NAME THE PUBLICATION** without prompting



# EDUCATION

## Traditional/Boomers/Gen X



### Sleep Disorders AND the Workplace

**Monday, February 14 – 10:15 am**  
Green Bay Metropolitan Sewerage District  
Large Training Center - Rm 327  
2231 North Quincy Street, Green Bay

**Richard Potts, DO, FCCP, FAASM**  
Prevea Sleep & Respiratory Care



40 million Americans suffer from chronic sleep disorders. They experience fatigue, irritability, depression, lack of concentration, lost productivity and car or workplace accidents, all due to sleep deprivation and sleeping disorders. Join Dr. Richard Potts as he explains how sleep disorders can affect job performance and on the job safety. Learn about current screening technology for sleep disorders and ways to restore restful sleep to your nights and improve the quality of your days.

**For more information:**  
Please contact a Wellness Committee Member

**PREVEA**  
Health & Wellness

WellSaid. A Health & Wellness Education Series For Everyday Life.



### Fad Diets & Weight Loss...Do they Work?

**March 30 – 11:30 a.m. or 12:30 p.m.**  
Sheboygan County Administrative Building  
Room 302



**Deb Guentenberg, MS, RD, CD**  
Prevea Health & Wellness  
Registered Dietitian

Promises, promises, promises. Fad diets can promise to give quick weight loss, but are they healthy? It's time to weigh-in on the truth about fad diets.

Join Deb Guentenberg as she looks at the latest fad diets, what's good about them, and what's bad. Understand why these magical shortcuts don't offer long-term success. It's time to think "lifestyle" rather than "diet" and learn some simple techniques that you can stick with for life!

**PREVEA**  
Health & Wellness

WellSaid. A Health & Wellness Education Series For Everyday Life.



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# DIVERSITY

## All generations



**PRIMARY CARE.**  
YOUR *NEW HEALTHY*  
STARTS HERE.

Come in for the important care you need

  
**Howard Memorial**  
hospital



**ATENCIÓN PRIMARIA.**  
SU NUEVO SALUD  
COMIENZA AQUÍ.

Venga por la atención importante que necesita

  
**Howard Memorial**  
hospital



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## SUMMARY

- Healthcare organizations that can successfully master managing the diversity of generations in their organization down to the team level ***will thrive***
- Recognize the cultural or generational differences of the audiences you are communicating to
- Determine the preferred method of communication
- Personalize and tailor content that aligns with each generation's interests and preferences
- Value and embrace our differences



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# PRESENTATION Insights

American Hospital Association

The Advisory Board

AARP

Healthcare Strategy Institute

Modern Healthcare

The Predictive Index

Willis Towers Watson



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## Post poll Question:

- I am \_\_\_ in my understanding of how generational differences impact traditional and digital communication strategies.
- I am \_\_\_ in my understanding of the basics of targeted communication planning focused on the right messaging, for the right audiences, at the right place.
- I am \_\_\_ that I will apply the knowledge gained from this educational training to improve my organization's community outreach and education efforts.

# DRCHSD Communication Strategies for Community Outreach and Education Webinar Series Webinar #4

## Physician Relationships and Building a Referral Network

Thursday, November 11, 11:00-12:00 CT

### Speakers:

**Mike Milligan**, President / Legato Healthcare Marketing

**Amy Yaeger**, Vice President of Strategic Services/ Legato Healthcare Marketing



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# Thank You!

For more information contact:

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**Brian Lani**

920.544.8102 ext. 102

brianl@golegato.com

[LegatoHealthcareMarketing.com](http://LegatoHealthcareMarketing.com)

