

# THE GENERATIONS & HEALTHCARE



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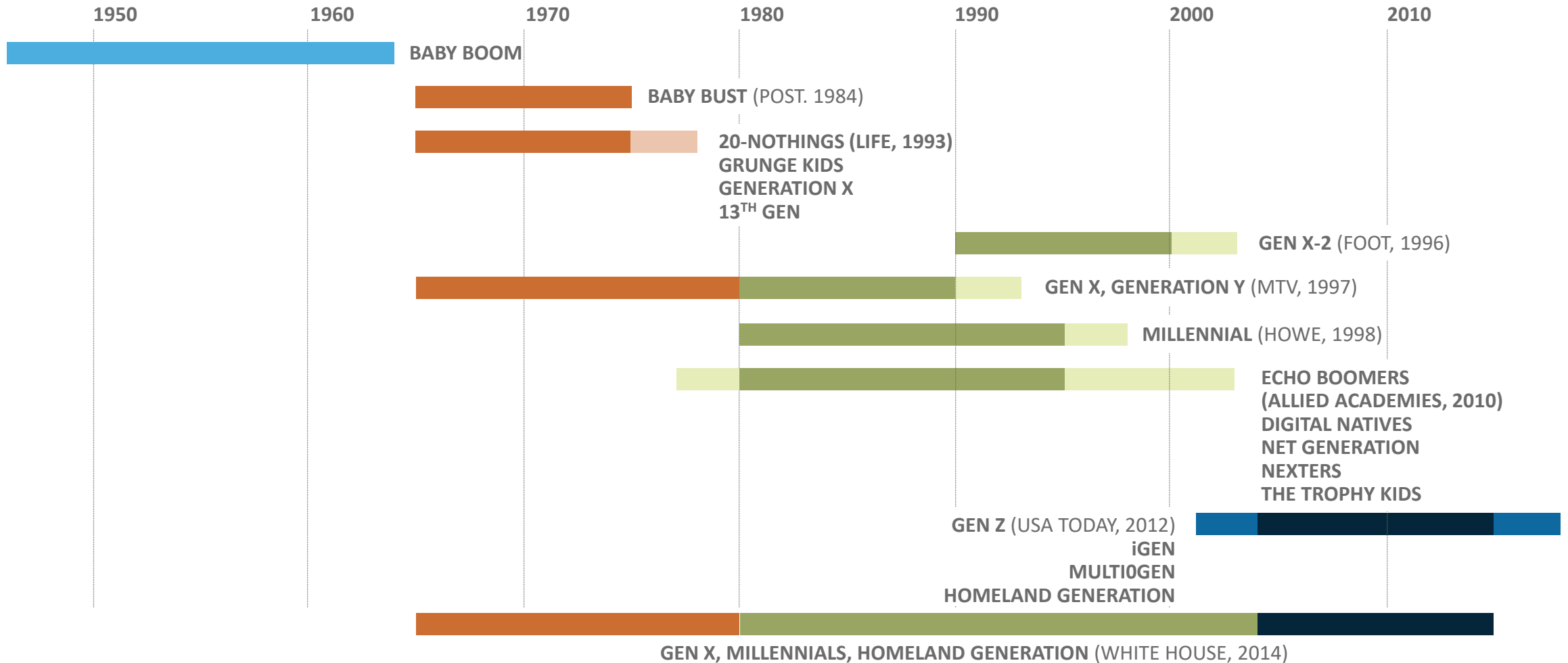
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# THE GENERATIONS

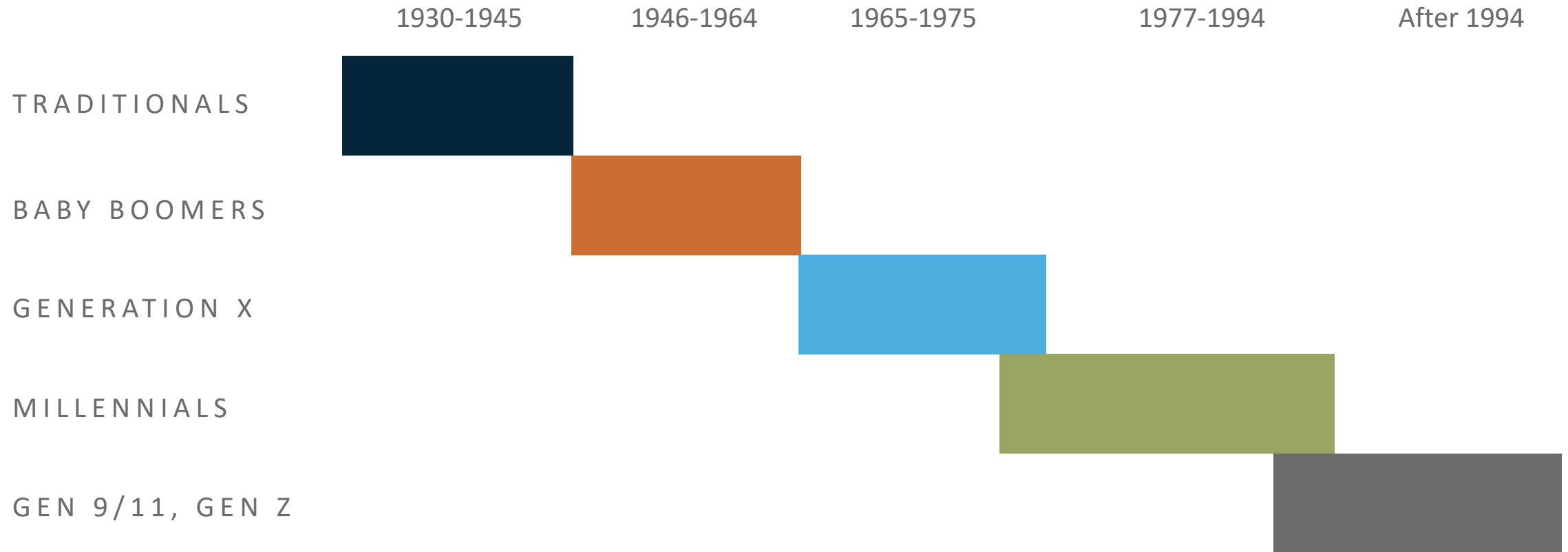
# THE ALWAYS-CHANGING NAMES OF THE GENERATIONS

How generational names have evolved over the past few decades.



# FRAMEWORK FOR WORKPLACE GENERATIONS

From the book, *Forgotten Respect*, 2015, Dennis E. Gilbert



\*Experts positions vary slightly, especially in the definition of Millennials and Generation 9/11 (Gen Z)

# THE GENERATIONS

GENERATIONAL NAME	NICKNAME	DOB YEARS	CURRENT AGE	INFLUENCING EVENTS
Traditionalist	Silent Generation	1920 to 1945	99 - 74	WWII, Korean War, Great Depression
Baby Boomers	Boomers	1946 to 1964	73 - 55	Civil Rights, Vietnam War, Cold War, Space Travel, Highest Divorce Rate in History
Generation X	Gen X	1965 to 1980	54 - 39	Dual Income Families, Y2K, Increased Divorce Rate
Millennials	Gen Y	1977 to 1995	42 - 24	Digital Media, School Shootings, AIDS, 9/11
Centennials	Gen Z, IGen	1996 to	25 - 0	



# DEFINING TRAITS

How to relate in management

# Baby Boomers – 1946-1964

## EDUCATION

- Education is a birthright

## WORK ETHIC

- Driven – Creator of the 50 hr work week
- Work long hours to establish self-worth and fulfillment

## PREFERRED WORK ENVIRONMENT

- Flat organizational hierarchy
- Democratic
- Equal Opportunity

## VALUES

- Crusading causes
- Loyal to team
- Question authority
- Ambition

## View of Authority

- Impressed

## WORK LIABILITIES

- Expect everyone to be workaholics
- Dislike conflict
- Put process before results
- Challenge authority of Traditionalists

## KEYS TO WORKING WITH BABY BOOMERS

- Want to hear their ideas matter
- Careers define them; work is important
- Before they do anything they need to know why it matters, how it fits into the big picture and who it impacts

# Generation X 1965-1980

## EDUCATION

- A way to get there

## WORK ETHIC

- Care less about advancement than work/life balance
- No more 10 hr days
- Outcome oriented
- Prefer diversity, technology, informality, and fun

## PREFERRED WORK ENVIRONMENT

- Functional, positive, fun, Efficient
- Fast paced and flexible
- Access to leadership and information

## VALUES

- Balance
- Diversity
- Independent
- Entrepreneurial
- Think Globally

## View of Authority

- Unimpressed

## WORK LIABILITIES

- Build “portable” resume
- Don’t understand the optimism of Boomers
- Cynical skeptical

## KEYS TO WORKING WITH Gen X’ers

- Want independence in the workplace and informality
- Give them time to pursue other interests
- Allow to have fun at work
- Give them latest technology

# Millennials 1977-1995

## EDUCATION

- An incredible expense

## WORK ETHIC

- Ambitious
- What's next?
- Multi-tasking
- Tenacity
- Entrepreneurial

## PREFERRED WORK ENVIRONMENT

- Collaborative
- Achievement – oriented
- Highly creative
- Positive
- Diverse

## VALUES

- Achievement
- Civic Duty
- Extreme Fun
- Now!
- Street Smarts

## View of Authority

- Unimpressed

## WORK LIABILITIES

- Dislike Authority
- Lack of Discipline
- Lack of Experience
- Distaste for Menial Work
- Impatient

## KEYS TO WORKING WITH Millennials

- Like team oriented workplace
- Raised to feel valued and very positive about themselves
- Provide rationale for work you have asked them to do and the value it adds
- Interactive work environment

# TECHNOLOGY INFLUENCES

GENERATIONAL NAME	TECHNOLOGY	COMMUNICATION	INFLUENCING TECHNOLOGIES
<b>Baby Boomers</b>	Acquired	<ul style="list-style-type: none"> <li>• Touch-Tone Phone</li> <li>• Call any time</li> </ul>	<ul style="list-style-type: none"> <li>• First PC's: IBM, Apple</li> <li>• Radio</li> <li>• Television</li> <li>• Telephone</li> </ul>
<b>Generation X</b>	Assimilated	<ul style="list-style-type: none"> <li>• Cell phones</li> <li>• Call me only at work</li> </ul>	<ul style="list-style-type: none"> <li>• Cassette tapes</li> <li>• CD's</li> <li>• Walkman</li> <li>• Video games</li> <li>• VHS</li> </ul>
<b>Millennials</b>	Integral	<ul style="list-style-type: none"> <li>• Internet</li> <li>• Camera phones</li> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Internet</li> <li>• iPod</li> <li>• Cell phones</li> </ul>

# TECHNOLOGY BY GENERATION

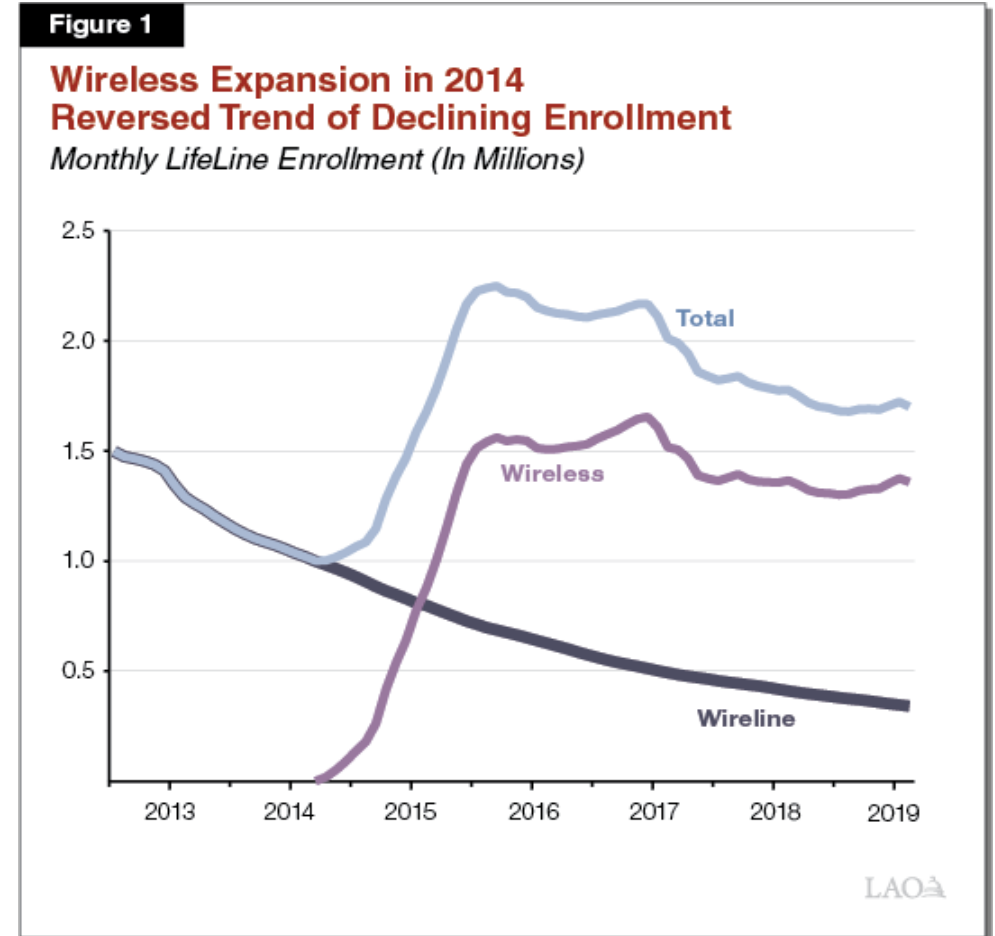
## Household Technology Ownership, by Generation

	Gen Z	Millennials	Gen X	Baby Boomers
Smartphone	97%	97%	95%	86%
Broadband Internet	83%	84%	85%	82%
PC	82%	82%	85%	82%
Tablet	78%	70%	74%	63%
DVD	73%	62%	77%	81%
Subscription Video-on-Demand	73%	76%	69%	51%
Video Game Console	73%	66%	62%	32%
DVR	57%	51%	60%	58%
Enabled Smart TV	39%	37%	38%	28%
Multimedia Device	38%	43%	37%	29%

Published on Marketing Charts.com in August 2017; Data Source: Nielsen  
Based on Nielsen National Panel data for 2/15/2017  
Gen Z: 2-20; Millennials: 21-37; Gen X: 38-52; Baby Boomer: 52-69

# TECHNOLOGY INFLUENCES ON MEDICAID POPULATION

- Federal Lifeline Program
  - Begins 1985
    - Provides phone service to low income consumers
- Administered by Universal Service Administrative Company (USAC)
- March 31, 2016 bill modernized to include:
  - 500 Minutes as of 12/31/16
  - 750 Minutes as of 12/31/17
  - 1000 Minutes as of 12/31/18





# HOW TO LEVERAGE IN HEALTHCARE

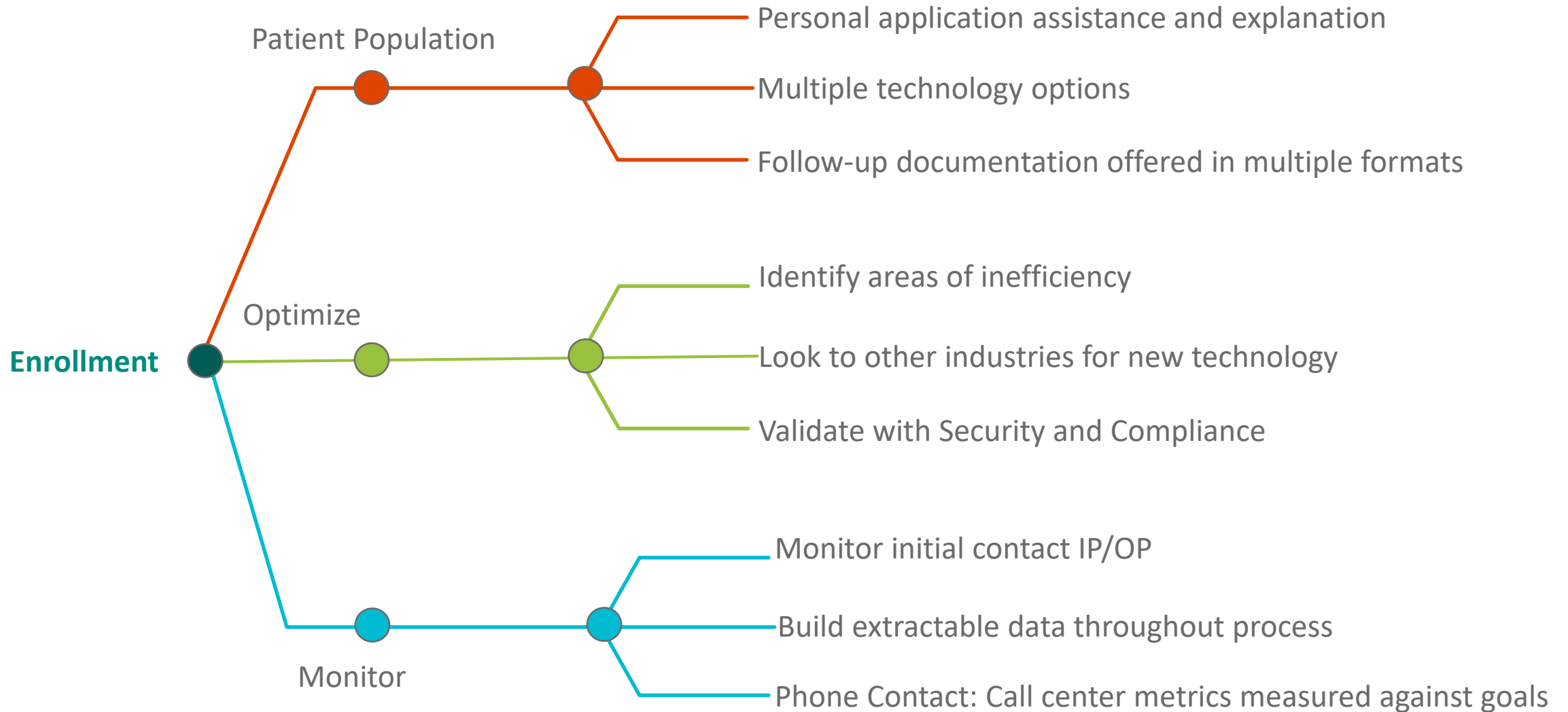
# WHERE WE HELP YOU WITH TECHNOLOGY TOOLS



- Price Estimation
- Insurance Verification
- Address Validation and Verification
- Self Scheduling
- Self Pre-Registration
- Self Check-In
- Point-of-Service Collections
- Propensity to Pay
- Charge Master Management
- Encoder
- Computer Assisted Coding
- Claims Submission
- Payment Follow-Up
- Denial Management
- A/R Aging Management
- Patient Statements
- On-line payments
- Lockbox automation

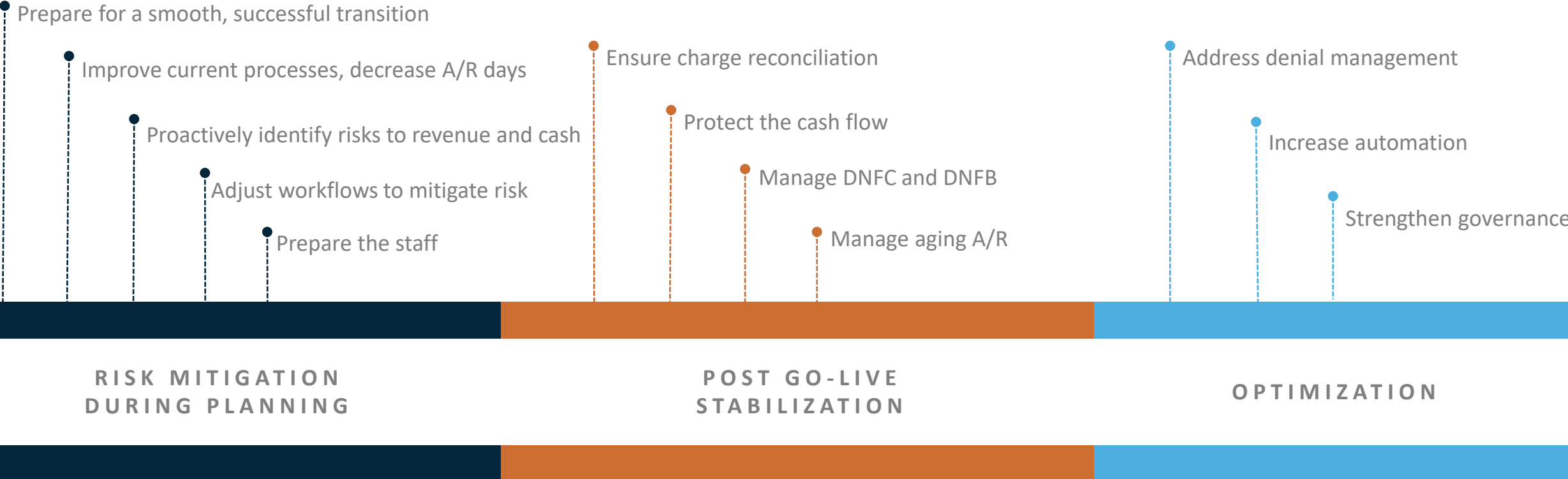
Improve quality  
Increase efficiency

# OPPORTUNITIES FOR ENGAGEMENT

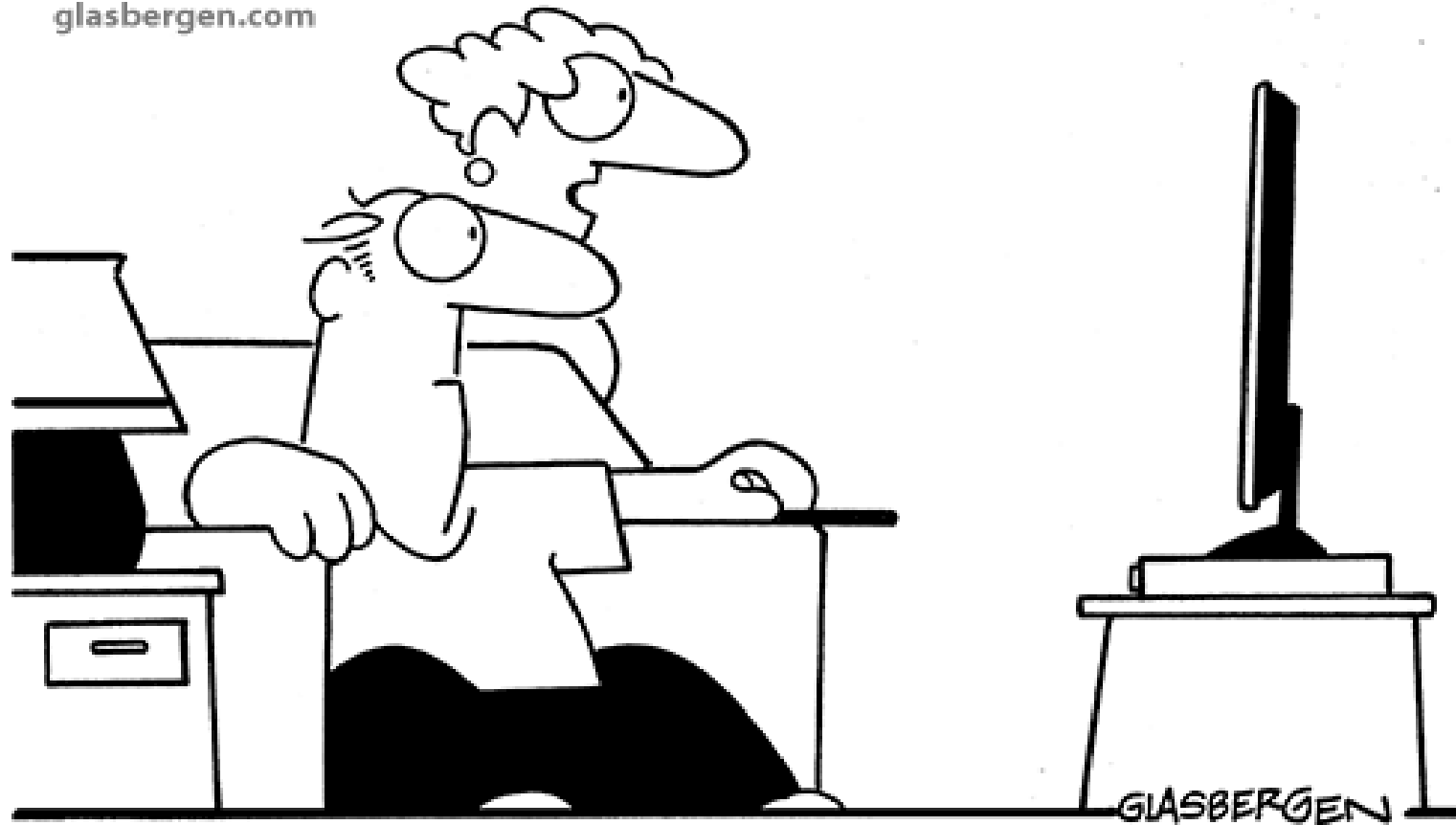


# REVENUE CYCLE IMPLEMENTATION

Through the entire process, **manage risk to mitigate negative impact on revenue, cash flow and reimbursement**



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**“It’s a new reality program. The screen goes blank for an hour so you can go out and experience real reality.”**

# MEDICAID METRICS

- Gross Medicaid Conversion Rate
  - Total Patients/Total Conversions
- Net Medicaid Conversion Rate
  - Total Contacted Patients/Total Conversions
- Application Non-Completion Rate
  - Total Contacted Patients/Total Incomplete Applications
- Inpatient Screening Rate
  - Number of Inpatients/Number of Inpatients Screened
- Approval Rate
  - Completed Applications/Approved Applications
- Percent Paperless Application
  - Total Applications/Total Paperless Applications
- Percent Web Interface Adoption (My Chart or similar)
  - Total number of Guarantor Accounts/Number of Guarantor Access
- Percent of Applications Completed via Interface
  - Total Applications/Applications
- Percent of Interface Users Converted to Bad Debt
  - Users/Number Transitioned to Bad Debt



# QUESTIONS