

Healthcare without

BORDERS

How Millennials are Reshaping Health + Wellness

A HEALTHY DISTRUST

In general, Millennials see the US healthcare system as a dysfunctional collusion — and don't believe the major players have an incentive to change.

2/3 believe health insurers have too much power

49% say the government is most responsible for America's healthcare problems

37% rate the state of US healthcare as "poor" or "terrible"

"I don't even go to the doctor for a checkup because of [my dad's] experiences. Why go when they may find something wrong, which could lead to bills, which leads to more bills and more bills?"
— Female, age 30

"The Internet has made it to where I can look up any question at any time. The answers are varied and I have to think hard about what information can help me and what won't. I feel [more] empowered though, than just depending on my doctor."
— Female, age 31

"I think a device can assist you, but we need to understand health and what it takes to remain healthy on our own."
— Male, age 27



GROWING PAINS

Find themselves caught between a carefree childhood and a responsible adulthood



DIY TRIAGE

Seek care and advice from a range of sources, are more likely to utilize a range of care options



BALANCED, WIRED... + UNPLUGGED

Define their health and wellness more broadly and holistically than do older generations

25%

still get health insurance through their parents

2X

as likely as non-Millennials to connect through public online communities centered around various conditions and lifestyles

27%

have used a health or fitness app in the past year

LESS THAN 1/2

consider getting regular medical and dental checkups, or having health insurance to be part of maintaining their overall health and wellness



In the past year...

36%

have treated at home

28%

have self-diagnosed before going to a doctor



49%

consider maintaining a work/life balance to be part of staying healthy



55%

agree that a healthy mind leads to a healthy body