

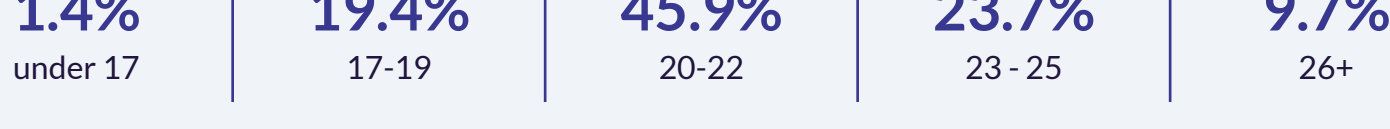
Do You Know How Gen Z Feels about Healthcare?

Study Results: Healthcare's Newest Consumers' Perceptions

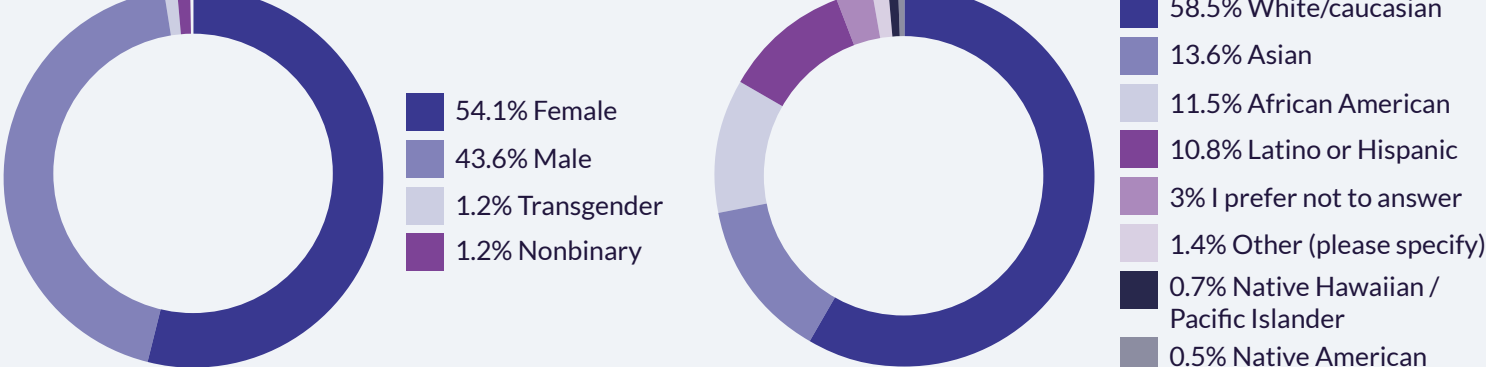
The oldest members of Generation Z, those born after 1997, will be turning 26 in 2023 and aging off their parents' health plans. Executed in summer 2022, 434 members of Gen Z responded to Engagys' survey on their healthcare attitudes. Find out what's important to them when it comes to their health.

Survey Demographics

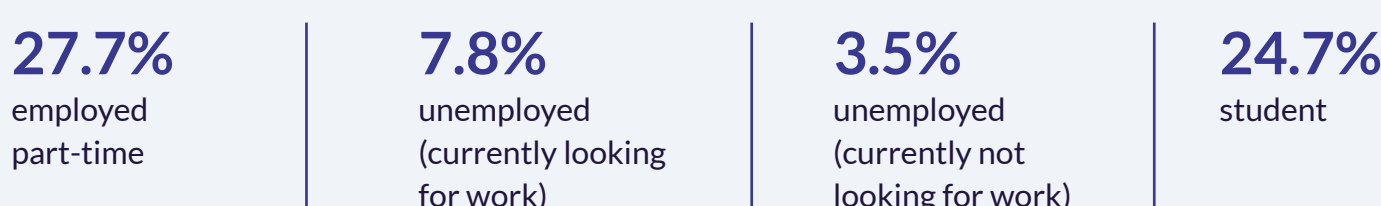
Most respondents
79.3%
are 20-26 year-olds.



All genders and ethnicities are represented with most respondents identifying as female and white.



36.4%
of respondents are employed full time.



16.3% already get health insurance through an employee plan

while

54.3% get it through their parents' plan



22.2% have an individual / student plan



7.3% do not have health insurance

Gen Z Uses Extra Benefits



43.6% of participants reported using a discount provided by their health insurance for things like glasses, gym memberships, or food services.



56.2% have used a telehealth service with it being most used for routine care visit followed by mental health services and illnesses.

What have you used telehealth services for?



Gen Z Wants and Uses Technology Channels

45.7% of respondents get their health insurance information from the card holder although more than a quarter (26.8%) go to the website.

36.3% of respondents reported they are not getting any information from their health plan while 27.8% reported getting email communications from their plan.

74.2% would like information through digital channels.

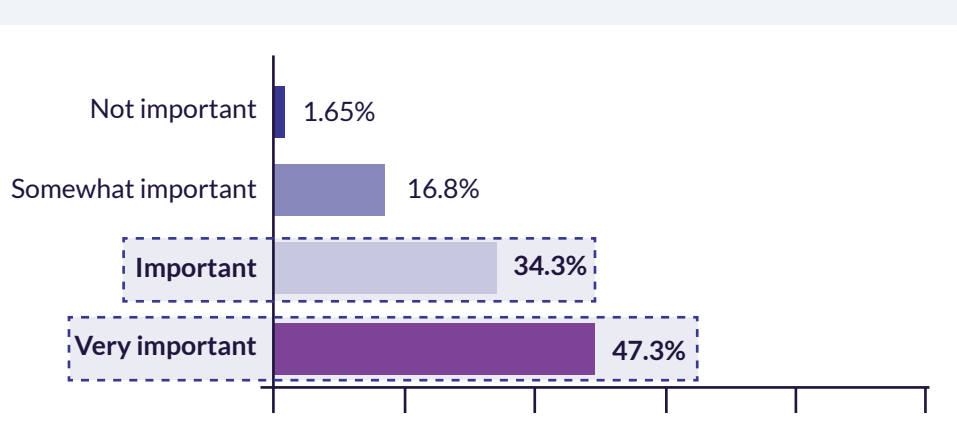
If it was up to you, how would you choose to be communicated with by your health insurance company?



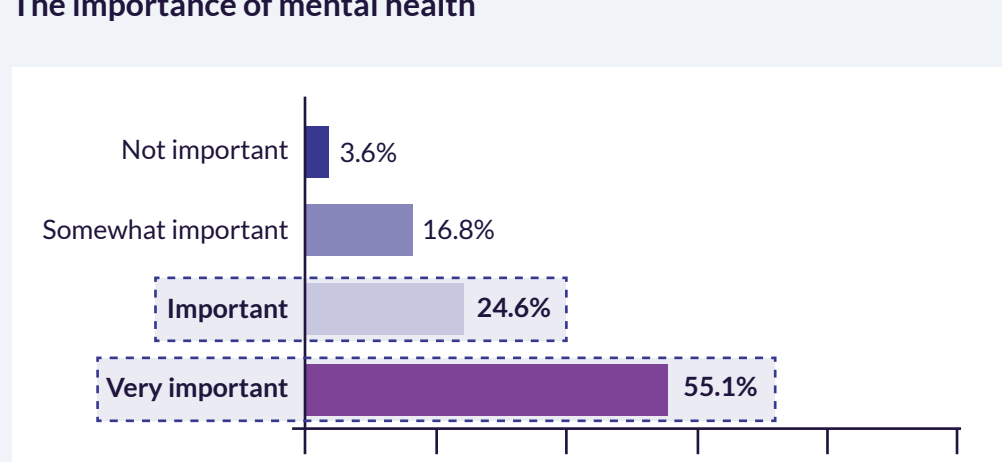
Gen Z Values Health and Wellness

The vast majority of respondents reported personal health and wellness, mental health, and healthy eating and nutrition as either important or very important to them but only 28% think their health plan values their personal and mental health.

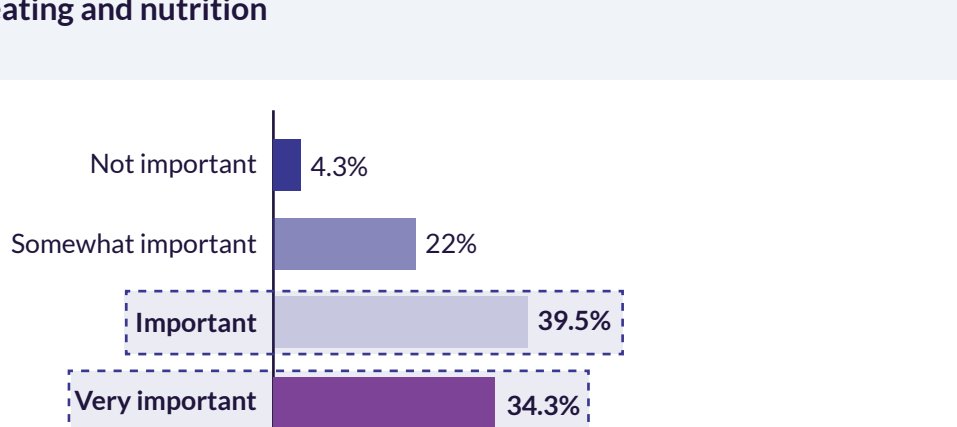
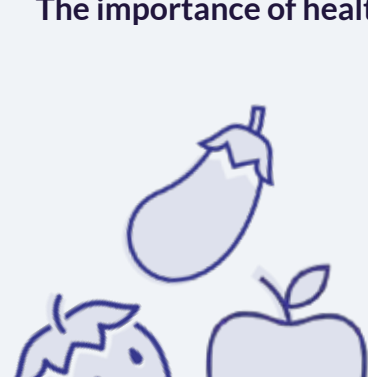
The importance of personal health and wellness



The importance of mental health



The importance of healthy eating and nutrition



Only 23.3% of respondents reported that they fully understand healthcare. To best serve Gen Z, health insurance companies could focus on first and foremost, educating this generation about their health plan.

Health insurance companies could also ensure this segment is receiving personalized information through their preferred technology channels, highlighting the mental health and extra benefits available, and emphasizing the commitment to supporting their personal wellness.

Focusing on what's important to this generation will go a long way in providing a positive member experience to a cohort that makes their opinion known on social media.