

MILLENNIALS' ATTITUDES ABOUT MANAGING THEIR HEALTH

Millennials think differently about managing their health and interacting with the healthcare system than older generations. Understanding these differences is more critical than ever as more millennials experience declining health. A recent Blue Cross Blue Shield Association survey¹ uncovered the following insights, which may help guide efforts to support this generation manage their health.



Millennials interact with the healthcare system differently

62%

OF MILLENNIALS

only see the doctor when sick or need urgent care

vs. 41% of baby boomers

51%

OF MILLENNIALS

are likely to use telemedicine to access healthcare

vs. 32% of baby boomers

41%

OF MILLENNIALS

are likely to use online counseling for mental health care

vs. 17% of baby boomers



Financial well-being influences millennials' healthcare decisions

80%

OF MILLENNIALS

feel financial stress impacts their mental and physical health

vs. 64% of baby boomers

54%

OF MILLENNIALS

think about money before making a healthcare decision

vs. 35% of baby boomers

48%

OF MILLENNIALS

would delay or avoid medical treatment because of cost

vs. 29% of baby boomers



Millennials value their health insurance, but need help navigating it

58%

OF MILLENNIALS

say health insurance influences their decision to stay at their current job

vs. 44% of baby boomers

39%

OF MILLENNIALS

are likely to ask their employer for help understanding insurance benefits

vs. 18% of baby boomers

31%

OF MILLENNIALS

would forgo medical treatment if they weren't sure their insurance would cover it

vs. 12% of baby boomers