

JAN2019



smartlab : REPORT

the millennial healthcare journey
CAPITALIZE ON THE OPPORTUNITIES

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Smartlab by Bellomy

Our proprietary panel is comprised of 2,600 respondents available for quick-turn research, including traditional surveys, video responses, online qualitative, and other techniques

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the preventive care-seeking journey



I had an early colonoscopy due to cancer in my family."

– Male, 32



I researched the providers on my insurance provider list using Google, Zocdoc, and Yelp." – Female, 28



The doctor's office calls every year to remind me of my annual physical."

– Male, 25



If I want to ask questions, (the visit with the doctor) needs to be longer."

– Male, 32



My changes are actively maintaining a healthier diet and exercising more regularly." – Male, 36

trigger

Routine
Contact
(provider or insurance)
Concern

research

Referrals and recommendations
In-network
Online reviews

schedule

Reminders
(provider or insurance)
Pre-scheduled
Phone vs. online scheduling

visit

Wait time vs. time with doctor
Scheduling conflicts
Follow-ups

post visit

Billing
Behavior change/continuation
Future preventive care



My most recent was my regular yearly physical exam. I always get a physical exam once a year."

– Female, 27



My most recent was my regular yearly physical exam. I always get a physical exam once a year."

– Female, 27



I've received updates from the doctor's office for scheduling as well as notifications from insurance. Both were over the phone and in mail."

– Male, 28



My doctor must know how to work her schedule, because it never seems like I wait in the room more than two to three minutes before she's in there already, asking me questions."

– Male, 36



I'm now taking medications, and incorporating my already mapped-out healthy nutrition lifestyle habits." – Female, 31

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journey pain points

Our in-depth focus forum peeled back the layers of frustrations and challenges throughout the preventive healthcare journey



No single source of information on doctors, including reviews and in-network status



Building a relationship with new doctor



Unsure if doctor and patient personalities will mesh



Not informed of cancellation



Long check-in process



Lack of transparency in billing



Lack of information on costs/coverage for procedures



Limitations in how far in advance appointments can be booked



Long wait times to see doctor



Delay in test results



Lack of reminders



Length and quality of time with doctor



barriers in seeking preventive healthcare

**Losing Young
Adult Coverage**

**Past traumatic
experiences or
maltreatment**

**Experience with
unnecessary visits**

**Long wait times in
doctor's office**

Financial hardships



Vague results

**Lack of awareness
of benefits covered
by insurance**

**No symptoms
of illness**

**Lack of
motivation**

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No single source of information on doctors, including reviews and in-network status

repaving a positive journey: reviews



I believe there should be a dedicated website for all things healthcare

where people can review doctors, health insurance plans, and even display treatment pricing. Fees should be transparent and available to view before going in for an appointment.” – Female, 28

Patients say it’s difficult to research doctors, facilities, and procedures given the lack of resources available

Ensure that current, new, and prospective patients are aware of how to access your resources for reviews of your doctors and facility (including accreditations, licenses, awards, etc.)

Consider creating a centralized review platform that prospective patients can utilize when seeking preventive healthcare

Partner with your local employers to ensure employees are aware of your in-network coverage





Unsure if doctor and patient personalities will mesh

repaving a positive journey: relationships



Create a system where you get to know your doctor personally

whether through videos or consult meetings, panels, etc.” – Female. 26

Build a solid relationship with patients and ensure the personalities of doctors and patients mesh

Patient relationships with the facility can be impacted through high turnover of doctors. Incorporate a measurable process for all staff members to provide compassionate, thorough, personable care, and ensure all patient questions and concerns are addressed

Drive innovation through video profiles of doctors, the facility, and procedures offered

Create a doctor-patient matching questionnaire that instills trust and loyalty in your patients





Long check-in process
Long wait times to see doctor
Facility not child friendly

repaving a positive journey: consultation



Expedite the services,

more time efficient; be able to fill out patient documents pre-procedure, like homework.” – Female, 33

It would be nice to receive an incentive when completing a preventive care procedure, because incentives seem to work.” – Female, 27

Offer rewards, discounts, supplements, or credits through health websites.” – Female, 27

Ensure a positive experience the second patients step through your front door

Accommodate busy parents by offering a fun experience for their children by enhancing the kids corner or creating a playground

Streamline patient wait times by making patient documents available pre-visit and enhancing the wait room experience with free wifi, beverages, television, etc.

Consider offering incentivized referrals and sweepstakes to gain loyalty and new patients





Lack of reminders
Not informed of cancellation
Limitations on how far in advance
appointments can be booked

repaving a positive journey: scheduling



Create an app that
sends preventive care
reminders."

– Male, 30

Change your scheduling approaches to increase and secure business

Patients have said there is a lack of reminders overall: calling patients for appointments (scheduling, cancellations, and reminders) are guaranteed ways to ensure business

Ensure your scheduling system supports the ability to book procedures in advance and book while the patient is present

Consider creating a mobile app or adding a feature to your mobile app that communicates appointment reminders





Lack of information on costs/coverage
Lack of billing transparency
Delay in test results

repaving a positive journey: transparency



Insurance companies should be more interactive with customers."

– Male, 28

"Transparent procedure costs from the insurance company and facility."

– Female, 26

"National campaigns through insurance companies to educate customers."

– Male, 28

Consumers should always know what they're paying for—especially when it comes to their health

Transparency into costs, coverage, and coding for procedures before and after are crucial to building a trust-based relationship with your patient

Educate your patient on what is being billed and how the billing process works

Provide an accurate date when test results will be available and set the expectation if delays are expected

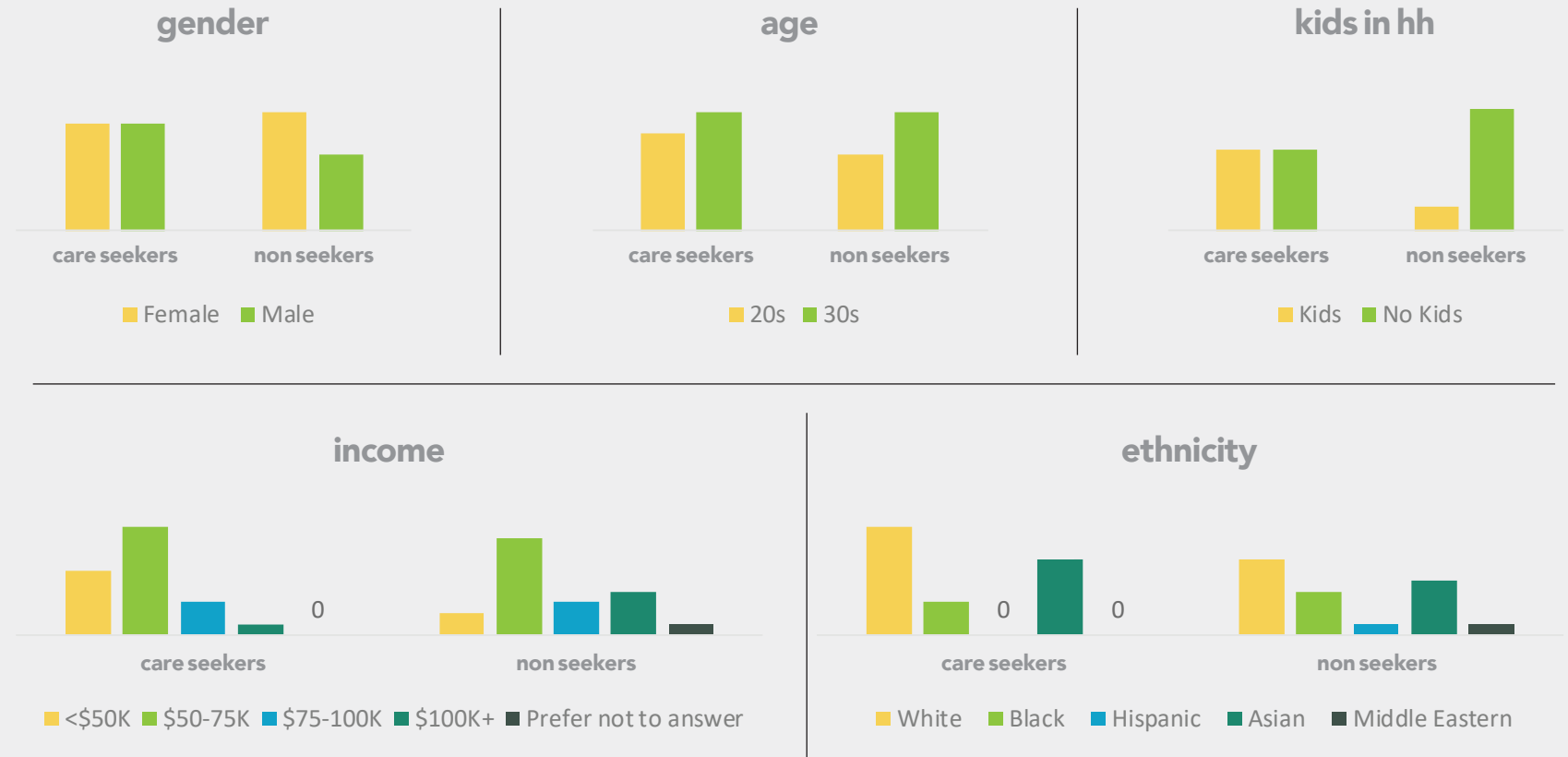
Educate 24- to 25-year-old patients of insurance options once they're no longer eligible for Young Adult Coverage



methodology

An online focus forum was fielded to Bellomy's proprietary online panel to gain a better understanding of the journey US millennials face when seeking preventive healthcare.

Groups were separated by members who had received preventive care within the past 30 days and those who had not received preventive care within the past two years or more.





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Bellomy's Smartlab panel—or your own proprietary panel we create for you—can be used for deeper and more customized insights

Contact Bellomy at info@bellomy.com /// 800.443.7344

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