

# Generational Differences Drive The Need For An Omnichannel Approach In Healthcare

## DATA SNAPSHOT

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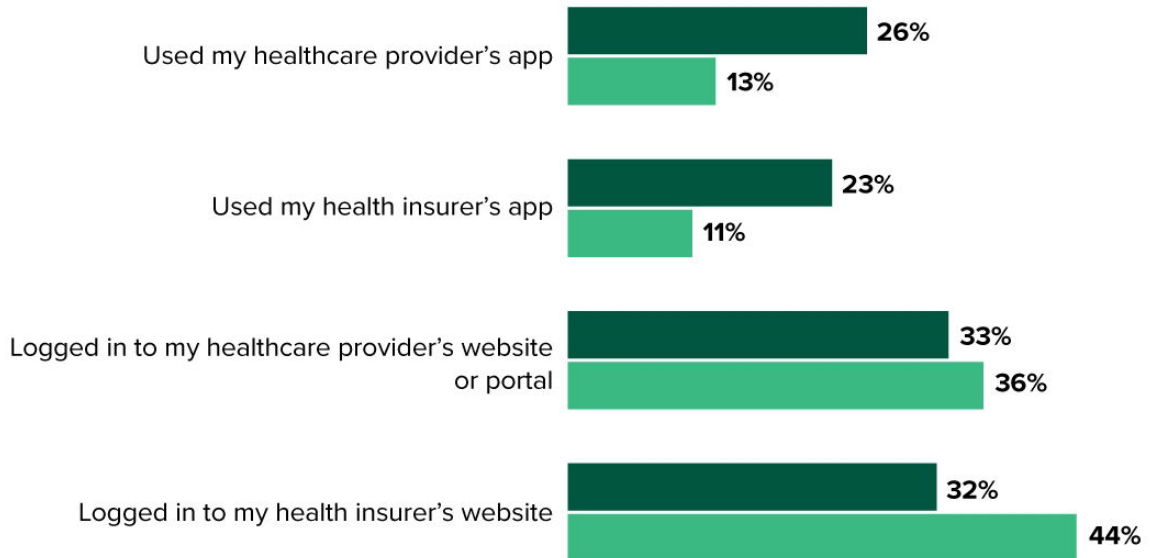
### Summary

As the healthcare industry continues to transform, healthcare organizations' (HCOs) digital experiences must account for channel preferences across generations. In most cases, this requires an omnichannel approach that can deliver useful information in a consumer's desired channel and moment of need. With less than half of US online adults with health insurance in the Healthcare Consumer Buyer Journey Survey, 2022 reportedly using their insurer's or provider's websites or apps, HCOs must amplify their digital experiences and empower consumers to manage their care more proactively. This data snapshot illustrates different generational preferences for healthcare digital experiences.

## Figure 1

**“Which of the following have you used or logged in to in the past 12 months?”**  
(Multiple responses accepted)

- Generation Z (born 1997 or later)
- Baby Boomer (1946 to 1964)



Base: 703 to 1,391 US online adults who have health insurance