

May 2023

The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, a PYMNTS and Lynx collaboration, is based on a census-balanced survey of 2,515 U.S. consumers conducted from Sept. 7, 2022, to Sept. 13, 2022, to learn about their interest in using digital platforms to manage their medical services and benefits. Consumers were asked about their understanding of their existing health insurance benefits and whether they believe a unified digital platform would help them improve not only their understanding and utilization of these benefits but also their overall ability to manage and afford their healthcare.

THE DIGITAL PLATFORM PROMISE:

What Baby Boomers and Seniors Want From Digital Healthcare Platforms



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The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms was produced in collaboration with Lynx, and PYMNTS is grateful for the company's support and insight. PYMNTS retains full editorial control over the following findings, methodology and data analysis.

February 2023 ■

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INTRODUCTION

The status quo in consumer healthcare remains a disjointed and time-consuming experience. This friction-filled paradigm persists despite the industry's rapid digital shift and the eagerness of consumers of all ages to conduct more of their healthcare activities online.

Even the most organized consumers can struggle to efficiently manage complex insurance portals and online marketplaces, multiple digital appointment systems for different healthcare providers and networks, and all the related bills and payments. This is as true for older consumers as it is for younger ones.

Nearly two-thirds of baby boomers and seniors participated in a digital healthcare activity in the last year. Despite stereotypes, baby boomers and seniors show strong interest in centralizing their healthcare activities via unified digital platforms — online portals that allows users to make payments, interact with

providers and insurers, manage their prescription and pharmaceutical needs, access detailed information about their benefits and much more. Sixty-five percent of baby boomers and seniors, or approximately 55 million consumers, have some interest in using unified digital platforms, and 9 in 10 of this group would prefer to conduct key healthcare activities this way.

What Baby Boomers and Seniors Want From Digital Healthcare Platforms, a PYMNTS and Lynx collaboration, examines the healthcare industry's digital shift from the perspective of older consumers. We surveyed a census-balanced panel of 2,515 United States consumers to identify the state of the digital healthcare space and gauge the growing interest among consumers of all ages in using unified digital platforms to manage their healthcare experiences all in one place.

This is what we learned.

1 **Baby boomers and seniors are embracing digital healthcare activities nearly as much as their younger peers.**

Consumers of all ages are actively getting on board with the digital shift in healthcare. Sixty-four percent of baby boomers and seniors conducted at least one digital healthcare activity in the last year, slightly trailing younger age groups. As older consumers generally have much greater healthcare needs and expenses, this highlights the importance of viewing baby boomers and seniors as ready adopters of digital healthcare solutions.

2 **Baby boomers and seniors exhibit high satisfaction rates for key digital healthcare activities.**

Older consumers lead the digital healthcare transition in key areas. They report strong overall satisfaction with digital platforms as well as higher satisfaction rates than the average consumer for several key digital activities. For example, 72% of baby boomers and seniors were satisfied with scheduling appointments online, compared to the sample average of 67%.

3 **Consumers in all age groups show a broad interest in unified digital platforms for healthcare, and one-quarter of baby boomers and seniors are highly interested.**

Across the board, the consumers we surveyed reported strong interest in using unified digital platforms for managing their healthcare experiences. Although baby boomers and seniors lag behind their younger peers here, 65% indicated some interest in unified platforms, and 24% stated they are highly interested — equivalent to approximately 55 million and 20 million U.S. consumers, respectively.

4 **Baby boomers and seniors would prefer unified digital platforms for simpler versions of basic healthcare activities.**

A closer look at specific healthcare activities highlights the appeal of unified digital healthcare platforms across age groups, particularly among older consumers. For example, 90% of baby boomers and seniors interested in unified platforms said they would prefer to refill prescriptions using such platforms than through other means, and 89% said the same about scheduling appointments.

OLDER CONSUMERS EMBRACE DIGITAL CHANNELS

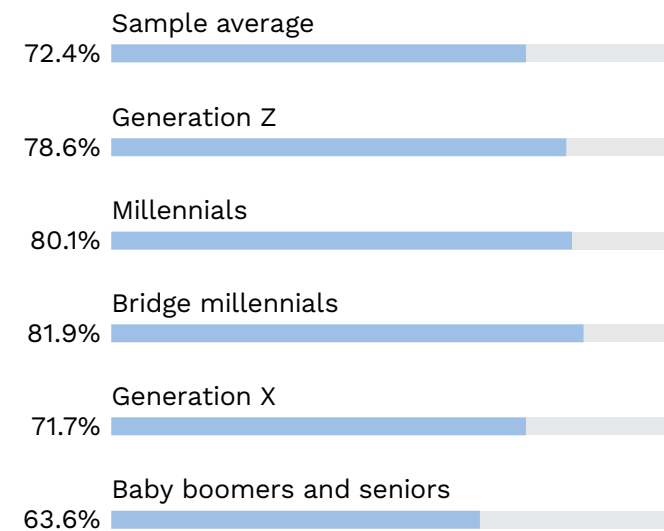
The consumer healthcare industry is shifting many key activities to digital channels, including making payments, receiving test results and scheduling appointments. The average consumer has used an online channel for three different healthcare activities in the last year.

Our research shows that the rapid transition of healthcare activities to digital channels is happening across age groups. Still, younger consumers are ahead of their older peers: 82% of bridge millennials, 80% of millennials and 79% of Generation Z consumers engaged in at least one healthcare activity using an online channel in the last 12 months, followed by 72% of Generation X.

FIGURE 1:

Online healthcare is going mainstream

Share of consumers who have conducted at least one healthcare activity online in the last 12 months, by generation



Source: PYMNTS

The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023

N = 2,515: Whole sample, fielded Sep. 7, 2022 – Sep. 13, 2022

Baby boomers and seniors are a bit further behind, at 64% — but this segment’s adoption rate has significant implications for the healthcare industry. Older consumers typically have greater and more frequent healthcare needs than their younger counterparts. The fact that roughly two-thirds of baby boomers and seniors now use digital channels for healthcare activities highlights that the industry’s digital shift is universal. It also highlights the importance of viewing baby boomers and seniors as ready adopters of digital solutions that improve their healthcare experiences and outcomes.

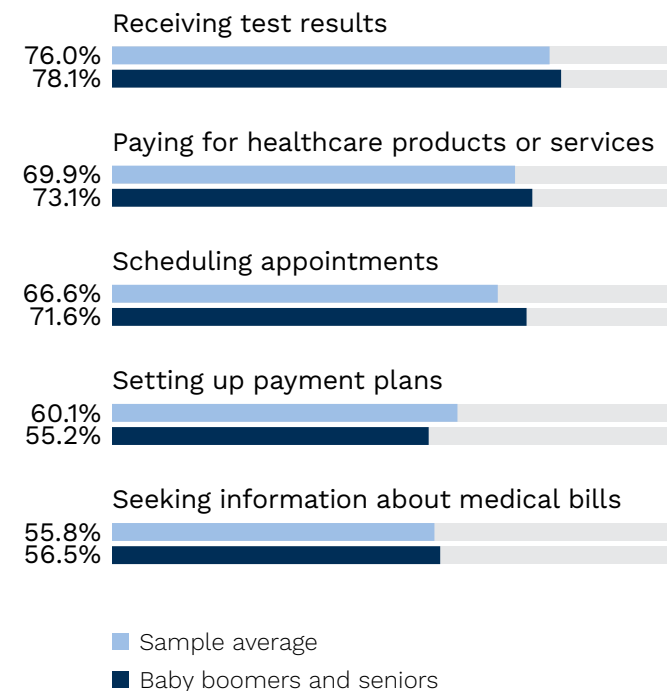
BABY BOOMERS AND SENIORS HAPPY WITH DIGITAL HEALTHCARE EXPERIENCES

Older consumers tend to be very satisfied with their experiences using digital channels for a range of healthcare activities. Seventy-eight percent of baby boomers and seniors who received test results digitally report satisfactory experiences. Those who used digital channels to make healthcare-related payments or schedule appointments were nearly as likely to feel satisfied, at 73% and 72%, respectively.

FIGURE 2:

Consumer satisfaction with online healthcare channels

Share of consumers who have used online channels for select healthcare activities and were satisfied with the experience, by generation



Source: PYMNTS
 The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023
 N varies between 299 and 911 based on the number of consumers who conducted select healthcare activities online at least once in the last 12 months, fielded Sep. 7, 2022 – Sep. 13, 2022

73%
 of older consumers who paid healthcare expenses through digital channels **felt satisfied with their experiences.**

Notably, the satisfaction rates for baby boomers and seniors who used digital channels for these and other specific healthcare activities tend to be broadly in line with those of their younger counterparts. This data highlights that baby boomers and seniors are active participants in healthcare’s digital shift, right alongside younger consumers.



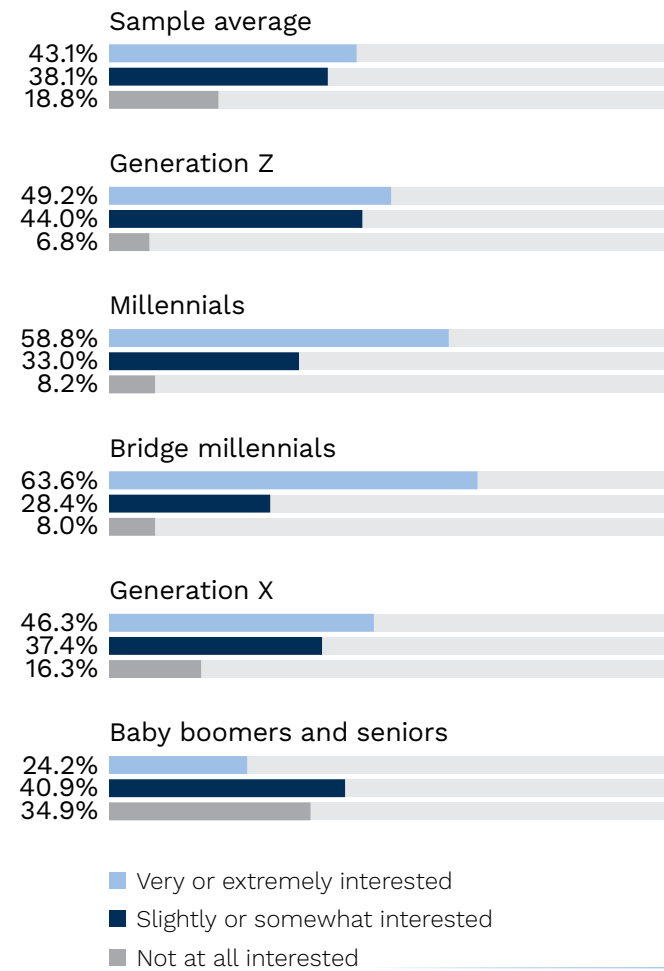
MANAGING EVERYTHING FROM ONE PLACE

At the center of consumer healthcare’s digital future is the promise of interoperable systems that allow users to easily manage and navigate all parts of their healthcare experience from unified platforms. These portals let consumers make payments, conveniently interact with providers and insurers, manage their prescription and pharmaceutical needs, access detailed information about their benefits and much more.

Overall, our study found that 81% of consumers show at least slight interest in unified digital healthcare platforms, and 43% cite high levels of interest. This interest varies substantially across age groups, however. Bridge millennials lead, with 64% expressing strong interest, followed closely by millennials, at 59%. Gen Z comes in at 49% and Gen X at 46%.

FIGURE 3:
Interest in unified digital healthcare platforms

Share of consumers citing select levels of interest in using unified digital platforms to manage their healthcare needs and activities, by generation



Baby boomers and seniors show less interest in using unified digital platforms for healthcare than younger generations who have grown up in the digital era. Even so, 24% of baby boomers and seniors expressed high levels of interest in using unified digital platforms. This reflects 20 million U.S. consumers who have much greater aggregate healthcare needs than their younger counterparts. Deploying unified digital platforms would be incredibly impactful to this group. Moreover, 65% of baby boomers and seniors — 55 million consumers in total — show at least some interest in unified digital healthcare platforms.

ESTIMATED POPULATION SIZES:

Baby boomers and seniors

- Very or extremely interested: 20M
- Slightly or somewhat interested: 35M

Bridge millennials

- Very or extremely interested: 32M
- Slightly or somewhat interested: 14M

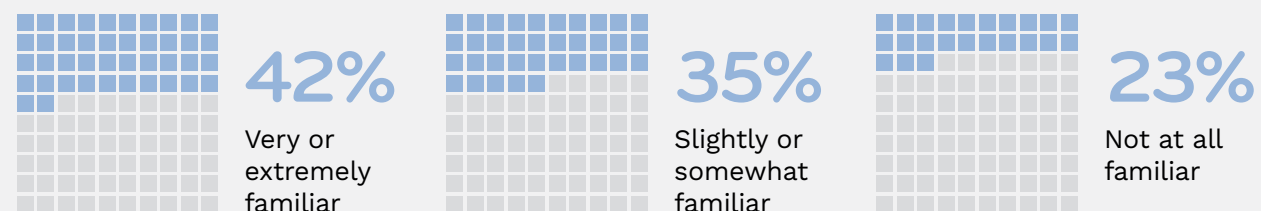
Source: PYMNTS
The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023
N = 2,515: Whole sample, fielded Sep. 7, 2022 – Sep. 13, 2022

THE COMPLEXITIES OF INSURANCE COVERAGE

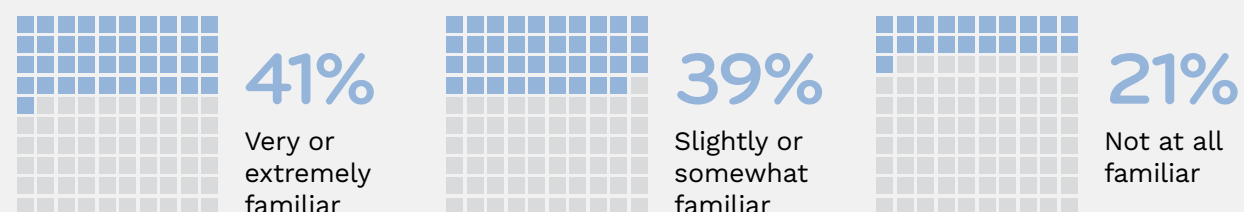
Regardless of age, consumers often struggle to navigate the complexities of the healthcare system and insurance coverage. Just 41% of baby boomers and seniors said they are highly familiar with the healthcare products and services covered by their health insurance, while 39% felt only somewhat familiar — and 21% only slightly or not at all familiar.

FIGURE 4:
Consumer familiarity with health insurance coverage
 Share of consumers citing select levels of familiarity with the healthcare products and services their health insurance covers, by generation

SAMPLE AVERAGE

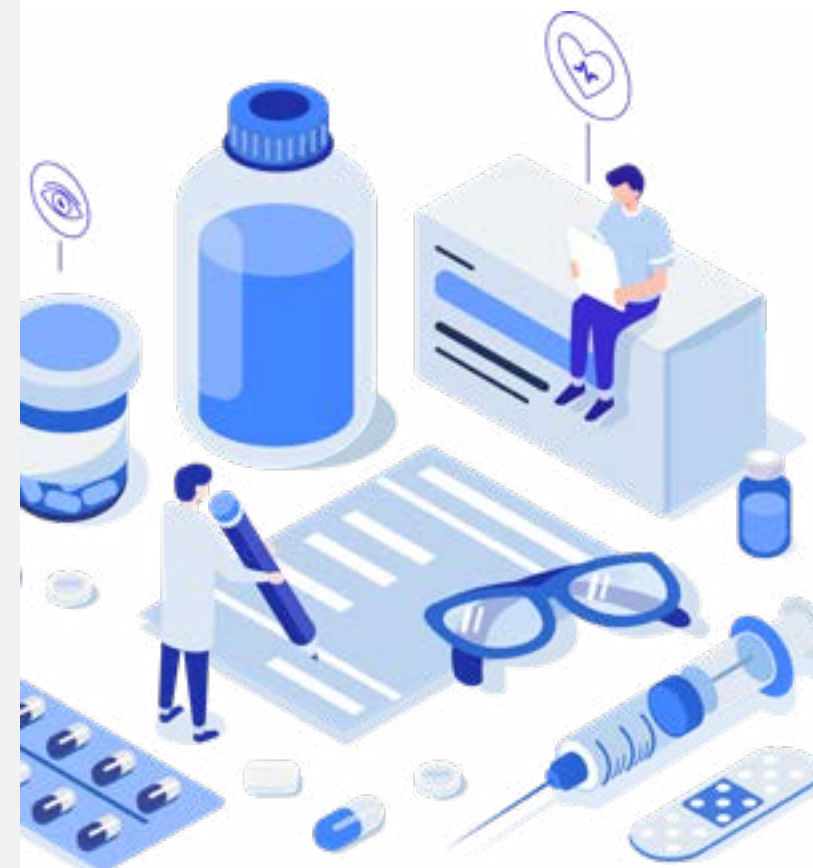


BABY BOOMERS AND SENIORS



Source: PYMNTS

The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023
 N = 2,356: Respondents who have health insurance, fielded Sep. 7, 2022 – Sep. 13, 2022

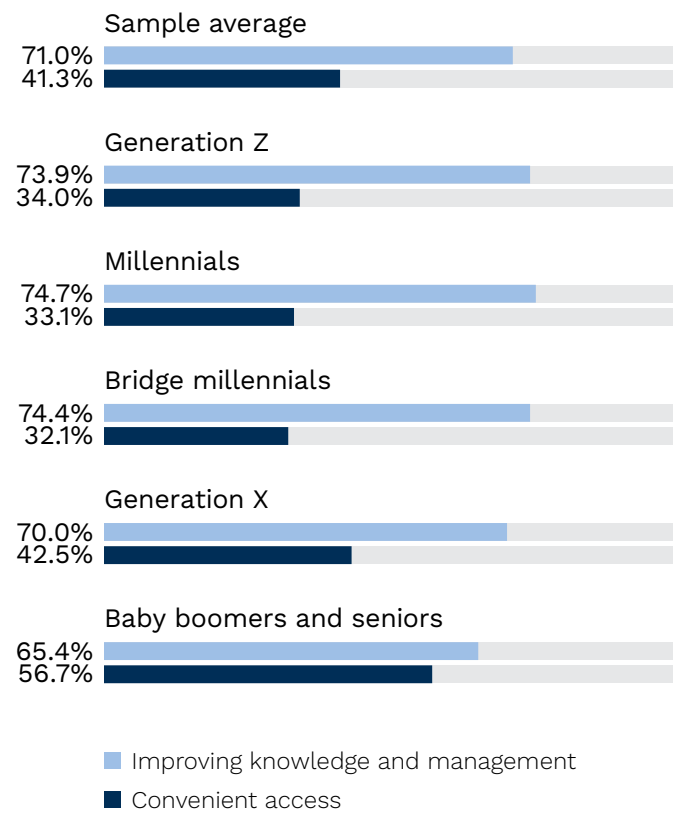


41%
 of older consumers with health insurance felt **highly familiar** with their plans' coverage.

Baby boomers and seniors typically have more to manage regarding healthcare — more appointments, prescriptions and bills. For these consumers, the power of unified digital platforms to provide convenient access to all their healthcare information holds special appeal.

Our research found that among respondents at least somewhat interested in unified digital platforms, 57% of baby boomers and seniors cited convenient access to all their healthcare information as a key reason — a much higher share than observed among younger age groups.

FIGURE 5:
Consumer interest in accessing healthcare information in one place
 Share of consumers at least somewhat interested in using unified digital healthcare platforms citing select reasons for their interest, by generation



Source: PYMNTS

The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023
 N = 1,738: Respondents at least somewhat interested in using unified digital healthcare platforms, fielded Sep. 7, 2022 – Sep. 13, 2022

An even more widely cited driver of interest in unified digital healthcare platforms is the solution’s power to improve users’ healthcare knowledge and management skills. Among respondents interested in using unified digital healthcare platforms, 65% of baby boomers and seniors pointed to this reason — a slightly lower share than observed among younger age groups, which ranged from 70% to 75%.



A PRESCRIPTION FOR UNIFIED PLATFORMS

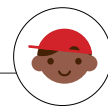

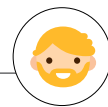
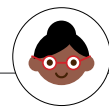
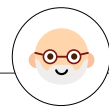
Consumers of all ages overwhelmingly want to use unified digital healthcare platforms to conduct their healthcare activities — from making and managing appointments to accessing their insurer’s benefits to filling their prescriptions — rather than deal with a web of separate portals and tools.

Notably, baby boomers and seniors lead the pack in many of these categories. For example, our study found that 89% of baby boomers and seniors who expressed at least slight interest in using unified digital healthcare platforms said they would prefer to use it to schedule appointments — a higher share than observed among younger generations. The same is true for checking in for appointments, also at 89%, and connecting with healthcare providers’ websites or patient portals, at 88%.

TABLE 1:

Consumers prefer unified digital platforms for key healthcare activities

Share of consumers at least slightly interested in using unified digital healthcare platforms and would prefer to access select insurance features and benefits via such platforms, by generation

	 Generation Z	 Millennials	 Bridge millennials	 Generation X	 Baby boomers and seniors
• Access to pharmacy benefits, including pharmacy discount cards	80.3%	78.9%	80.0%	81.9%	85.4%
• Access to information on medical, dental and vision insurance	78.6%	80.2%	79.5%	82.0%	84.8%
• Appointment scheduling	76.9%	81.7%	81.8%	86.9%	89.2%
• Ability to check in for upcoming appointments	78.7%	83.7%	82.7%	86.5%	88.9%
• Ability to connect with healthcare provider's website or patient portal	80.5%	82.5%	82.9%	85.9%	87.9%

Source: PYMNTS
 The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023
 N = 2,034: Respondents at least slightly interested in using unified digital healthcare platforms, fielded Sep. 7, 2022 – Sep. 13, 2022





90%
of older consumers with interest in **digital healthcare platforms** would rather refill prescriptions using such platforms.

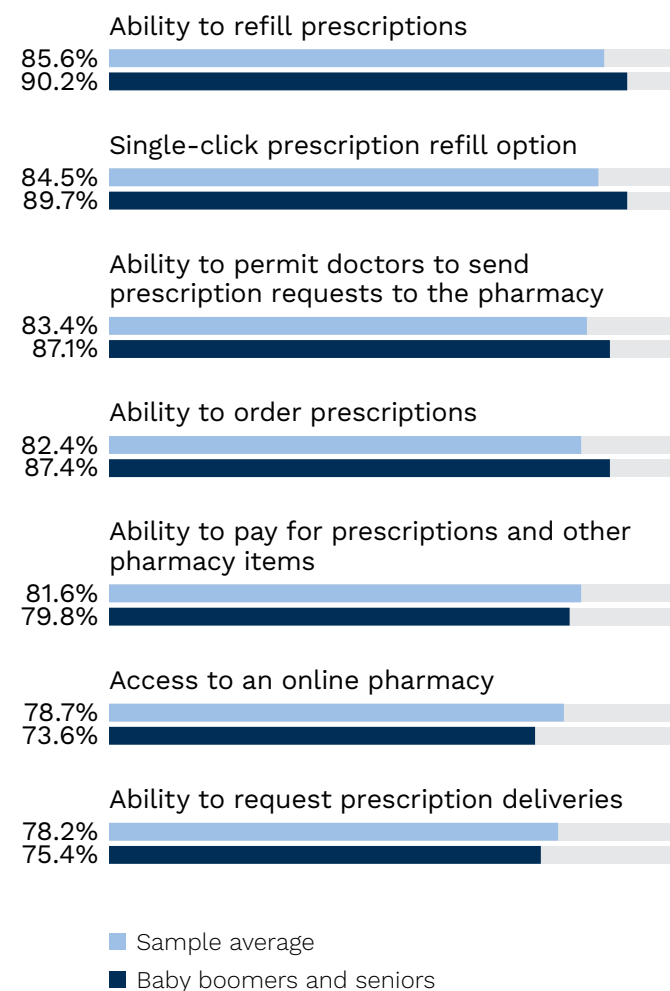
This trend continues into two other critical areas. Among respondents at least slightly interested in using unified digital platforms for various healthcare activities, our data shows 85% of baby boomers and seniors would prefer to access pharmacy benefits and discounts through the platforms than via other methods, and the same share would prefer to access information on health insurance this way.

Unified digital healthcare platforms may impact baby boomers and seniors most when used for activities related to prescriptions and pharmaceutical needs. Across all age groups, large shares of respondents interested in unified digital platforms cited easier management of prescriptions as an important reason for this interest. Baby boomers and seniors led here, at 34%, well above the overall sample average of 30%.

FIGURE 6:

Prescription-based tasks via unified digital platforms

Share of consumers at least slightly interested in using unified digital healthcare platforms and would prefer to access select pharmacy and prescription features via platforms, by generation



Our research shows that consumers would strongly prefer using unified digital healthcare platforms to conduct specific prescription-related tasks. This trend extends across age groups, but baby boomers and seniors showed stronger interest than their younger counterparts in several categories. For example, 90% of baby boomers and seniors at least slightly interested in using unified digital platforms said they would prefer to refill prescriptions through the platforms, and 87% said they would prefer to use the platforms to permit doctors to send prescriptions.

Source: PYMNTS
The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, May 2023
N = 1,738: Respondents at least somewhat interested in using unified digital healthcare platforms, fielded Sep. 7, 2022 – Sep. 13, 2022

CONCLUSION

The healthcare industry plays an especially profound role in the daily lives and well-being of older consumers, who want better ways to manage their healthcare experiences. Baby boomers and seniors widely participate in digital healthcare activities and typically feel happy with their outcomes, often with satisfaction rates above those of younger generations. Older consumers also have high levels of interest in using unified digital healthcare platforms to manage their healthcare needs — in many cases even stronger interest than seen in younger age groups.

Unified digital platforms streamline the time-consuming and complex process of managing the many dimensions of healthcare, from making appointments to filling prescriptions to understanding insurance plans and much more. This is particularly impactful for baby boomers and seniors, who typically have much greater and more frequent healthcare needs — and our research confirms a potential market of tens of millions of consumers ready to embrace unified digital platforms. Companies will likely need to cast off stereotypes and adapt to these generations' comfort with user-friendly digital channels.

THE DIGITAL PLATFORM PROMISE:

What Baby Boomers and Seniors Want From Digital Healthcare Platforms

METHODOLOGY


The Digital Platform Promise: What Baby Boomers and Seniors Want From Digital Healthcare Platforms, a PYMNTS and Lynx collaboration, examines consumers' interest in using unified digital healthcare platforms, focusing on baby boomers and seniors, the age group with the greatest need for healthcare products and services. We conducted a census-balanced survey of 2,515 U.S. consumers from Sept. 7, 2022, to Sept. 13, 2022, to learn about their interest in using digital platforms to manage their healthcare experiences.

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ABOUT

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