

Two elderly men are smiling and holding skateboards. The man on the left is wearing a brown beanie, glasses, and a blue and white plaid shirt. The man on the right is wearing a grey cap and a brown and white plaid shirt. They are both holding black skateboards with blue wheels. A purple and blue graphic overlay is positioned in the foreground, containing text.

*65 years young*

HEALTH FOR THE NEW  
SENIOR GENERATION

Welltok<sup>®</sup>

# 65 Years Young: Health for The New Senior Generation

Today's seniors are not the same as in generations past—they are becoming more tech savvy, want more options, and are on the move. Like all consumers, seniors also expect their health and wellbeing resources to be easily accessible and personalized.

With more than 60 million Americans projected to be covered by Medicare by 2020<sup>1</sup>, and over 40% of beneficiaries expect to be enrolled in Medicare Advantage plans in the next 10 years<sup>2</sup>, the opportunity for growth is significant. However, new rules allowing consumers to switch plans more often, means the competition for Medicare Advantage members is heating up. For plans to attract, retain and better manage more of this growing market, they must understand this increasingly diverse population and meet members' individual needs in a meaningful way.

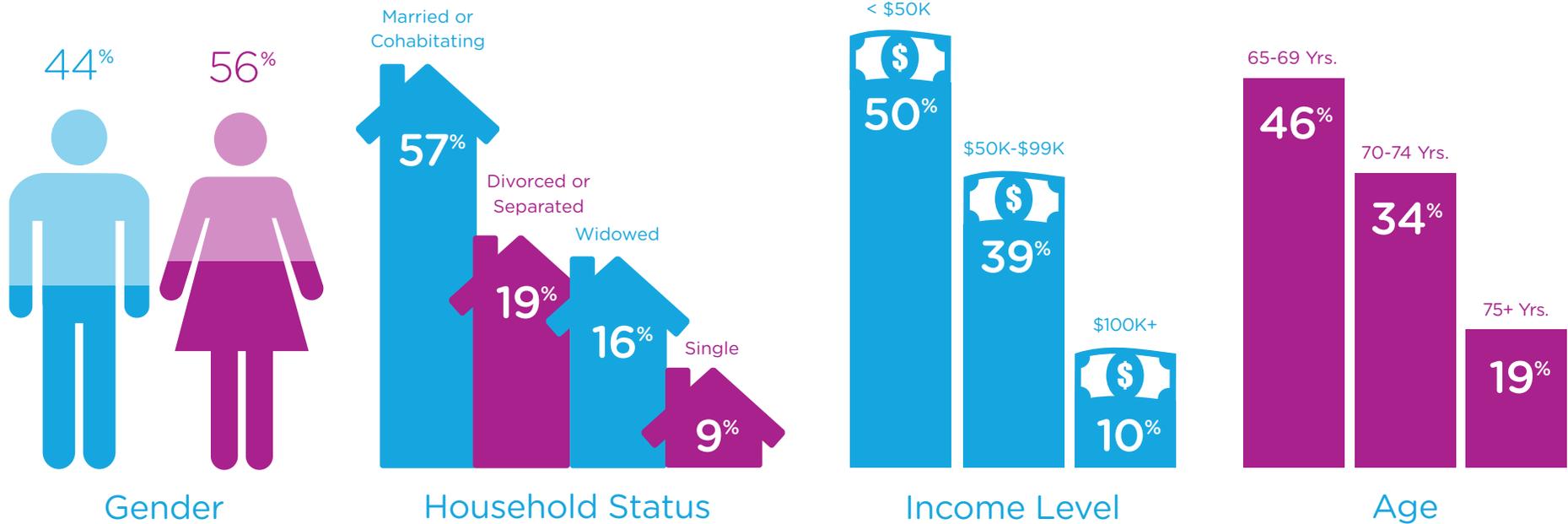
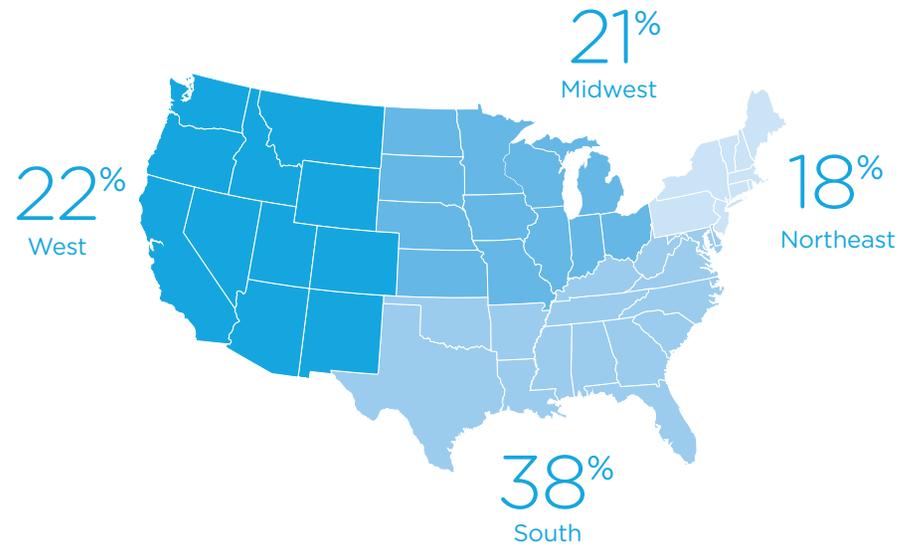
This report provides insights to important questions, such as:

- What are the top health priorities for today's aging population?
- How do today's seniors compare to the other generations?
- How are seniors using technology to support health?
- What do seniors want from their health plans?



# Demographics and Research Methodology

To gain insights from today's seniors, Welltok surveyed more than 1,000 adults ages 65 and over across the U.S. Respondents were surveyed online between October and November of 2018, with equal representation among those with Original Medicare and Medicare Advantage coverage.





## Key Findings

**Health Priorities:** To improve quality of life, seniors are adopting a new definition of health, which includes all aspects of health (physical, social, emotional and financial). More than 90% of seniors said establishing and maintaining financial stability, adequate sleep and positive relationships are top priorities.

**Attitudes Toward Aging:** Seniors want to stay healthy and fit as they age - 88% say they feel healthier than their parents' generation and approximately 4 in 5 feel younger than their actual age.

**Going Mobile:** A growing number of Americans 65 and older, including 2 out of 3 Medicare Advantage members, are using digital technology like internet resources, a mobile application, a monitoring device, etc., to support their health.

**Need to Build Loyalty:** Nearly 6 in 10 seniors said they would consider switching their current Medicare Advantage plan in the near future.

# Top Health Priorities

Health has traditionally been defined as services provided by doctors, nurses, hospitals, etc., to fix what ails us. However, we are entering a new world with health being redefined by the average American to include physical, social, emotional, and financial aspects of health that bring a better quality of life. This changing definition is reflected among seniors of all ages who value maintaining a large number of lifestyle habits as they continue to age.

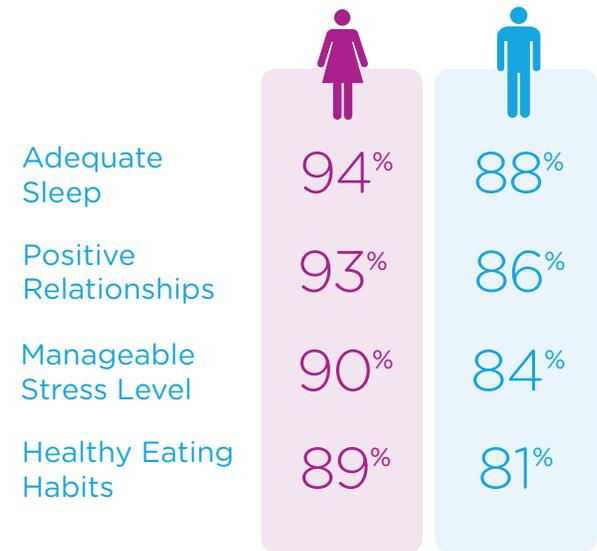
The 3 priorities at the top of the list are establishing and maintaining financial stability, adequate sleep and positive relationships.

While there was consensus on several aspects of health, there were some notable differences among seniors and what is important to them.

For example:

- For women, it's more important to manage stress than men
- Seniors in the South focus more on controlling or managing an existing health condition than in other regions

## Men and Women Rank Top Health Priorities Differently



## Ranking of Health Priorities by Region

	South	Northeast	Midwest	West
Financial stability	97%	91%	93%	92%
Positive relationships	92%	89%	91%	85%
Control or manage an existing health condition	92%	87%	84%	83%
Manageable stress level	86%	90%	89%	85%

To put senior health priorities in perspective, compare their responses with Millennials, another large and influential generation. It's clear that certain health priorities change over a person's lifespan and that all consumers cannot, and should not, be treated as one in the same. Both groups ranked financial stability as their

number #1 priority, showing the need for similar support entering adulthood as entering retirement. However, the generations deviate from that - younger Americans are more concerned about eating healthy, while older Americans place greater importance on adequate sleep.

## Senior Vs. Millennial Priorities

Health Priorities	Seniors	Millennials
Financial Stability	1	1
Adequate Sleep	2	4
Positive Relationships	3	2
Manageable Stress Level	4	5
Control or Manage an Existing Health Condition	4	7
Healthy Eating Habits	6	3
Appropriate Level of Physical Activity	7	6

Millennial Data Source: Welltok Consumer Point of View Report



# Seniors Seek Total Health and Wellbeing Support

While clinical and medical care play a crucial role, research shows that social determinants of health (where a person lives, their education level, how they get around, etc.) have a greater impact (70%) on an individual's health status. And seniors agree, they are seeking support in all aspects of daily living - not just "sickcare". The majority of seniors say it is important health plans support their total health and wellbeing. This can be accomplished by offering resources that not only address their physical health, but

also their emotional, social, and financial health.

Plans have a tremendous opportunity to play a more integral role in seniors' lives and guide them to optimal resources and programs.

The first step is recognizing and understanding how senior populations vary by age, gender and location, as demonstrated in this survey. Next, is looking deeper than a segment of the population and both understanding and addressing their individual needs.

To truly engage members, drive them to take action and improve health outcomes, plans must start offering seniors with personalized resources and programs that support all aspects of their health needs.

## Top Health and Wellbeing Resources Seniors Want



92%  
Physical Health



86%  
Emotional Health



68%  
Social Connectedness



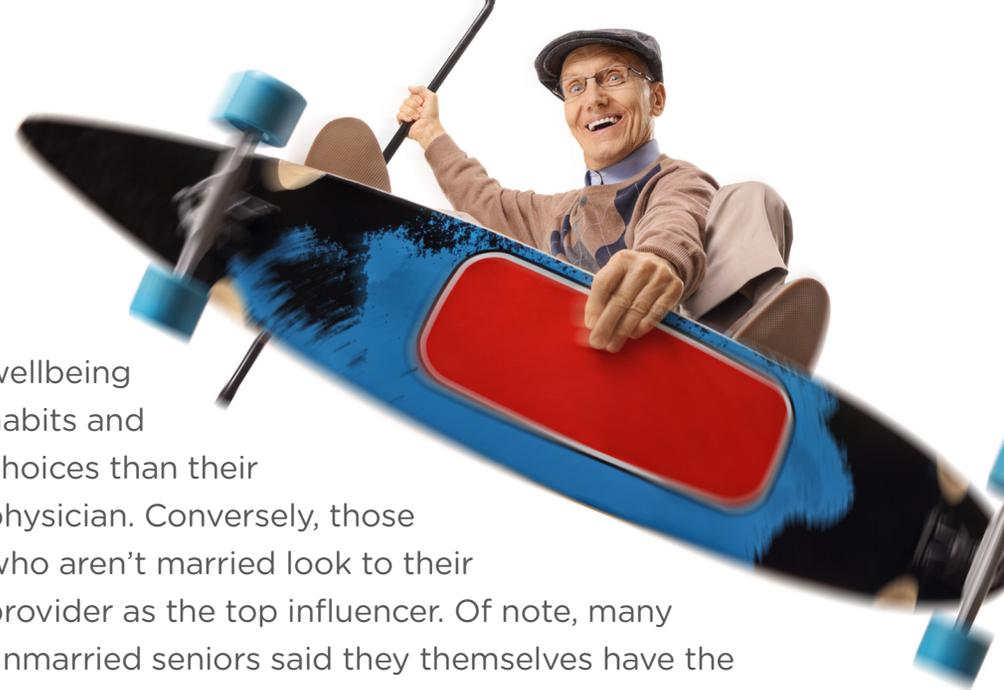
67%  
Financial Health

# Health is a State of Mind

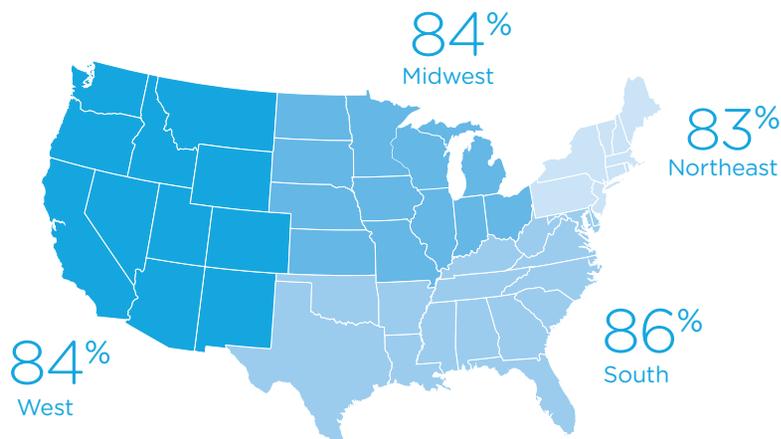
Is 65 the new 45? The majority of seniors (88%) say they feel healthier than their parents' generation, and 85% say they feel younger than their actual age. With today's seniors living longer, it's no surprise that they want to maintain a high quality of life as long as possible.

A variety of factors influence a senior's health, including relationship status. For example, married seniors say their significant other has more influence on their health and

wellbeing habits and choices than their physician. Conversely, those who aren't married look to their provider as the top influencer. Of note, many unmarried seniors said they themselves have the biggest impact on their own health.



## Seniors Who Feel Younger than Their Actual Age



## Who Has the Greatest Impact on Seniors

	Married	Not Married
Significant Other	43%	3%
Physician	36%	49%
Other, Including Self	12%	23%
Kids/Family Mem.	4%	13%

(Under 3% responses not included)

# Senior Connections

While seniors still prefer phone and direct mail, digital technology is becoming a part of everyday life for Americans 65 and older. The way seniors communicate, and how they support their own health, is changing and plans need to keep up.

Email emerged as the top way that seniors want to communicate with their health plan, followed by voice (automated voice or live agent) and direct mail. There is also growing interest in connecting digitally, including email and text messaging. For example, our survey showed that:

- Senior men on the West coast prefer to get information from their health plan digitally

- Younger seniors prefer to communicate using email, while older seniors (ages 75+) would rather discuss information over the phone.
- Medicare Advantage plan members are more likely to prefer communicating with their health plan via email compared to those with Original Medicare.

This survey confirms how communications preferences vary among seniors and how important it is to respect and honor them. Taking into consideration the projected growth of the Medicare Advantage market, and high interest among younger seniors for digital communications, plans must start integrating multi-channel communications capabilities, including email and texting.

This survey also found that 2 of 3 seniors report using technology, including using internet resources, a mobile application, a monitoring device, etc., to manage or support their health. This is especially true among men (67%) and among seniors with higher levels of income (65%).

## Member Communication Preferences



52% | 47%  
Medicare Advantage | Original Medicare



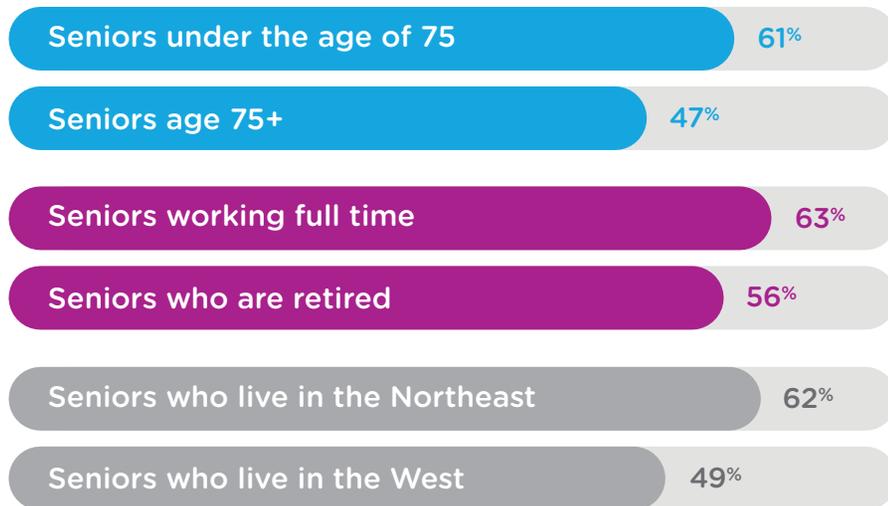
29% | 36%  
Medicare Advantage | Original Medicare



# Why Seniors Would Switch Health Plans

Nearly 6 in 10 Medicare Advantage plan members said they would consider switching their current plan. Those most likely to switch include seniors under the age of 75 and those living in the Northeast.

## Seniors Most Likely to Consider Changing Their Health Plan



Seniors want plans with low out-of-pocket costs, prescription drug coverage and in-network access to their providers.

Furthermore, seniors also believe it is important for their insurance provider to offer programs and resources that address their top health priorities: physical, emotional and financial health, as well as social connection.

**Yet roughly half of seniors said the resources plans are offering aren't relevant and personalized to their own health goals and interests.**

When a senior feels that their plan does not know or support them, it can result in disenrollment and low engagement. Plans can improve member satisfaction and retention by creating a personalized and engaging experience. This starts with leveraging new technologies and data to better understand seniors' individual health and wellbeing needs, capture and use each member's preferred communications channel(s), and deliver highly relevant, impactful programs and resources.

# Conclusion

It's a busy world out there, and seniors are keeping pace with the changes. This survey shows that seniors are no longer one homogeneous, technophobic group and that Medicare Advantage plans seeking to attract and retain more members must adapt by offering a personalized experience. The data also reinforces the importance of supporting total health and wellbeing, as seniors want help addressing all aspects of health, including physical, emotional, financial and social connectedness. So how can you understand and meet your members' needs?

Enter Welltok's Medicare solutions. Based on a long history of best practice work with the nation's leading Medicare plans, Welltok's comprehensive solutions give you key insights not only about your

population as a whole, but also about your individual members. This includes actionable insights like their likelihood disenroll, responsiveness programming, or disenroll, preferred method of communication, and what motivates them to take action and see results. We do this by:

- Leveraging consumer data and predictive analytics to understand

your population as a whole and individually

- Utilizing multi-channel outreach to personalize the experience and communicate with your members the way they want
- Delivering an easy-to-use, seamless experience that organize all health and wellbeing resources into one place for members, making it easy and rewarding to take action



Welltok's Medicare solutions can help you impact quality measures, and attract and retain more members. With us, you can create long-term, meaningful and personalized member experiences that drive acquisition and retention, improve outcomes for individuals, and increase Star Ratings. Let's talk about how our Medicare solutions can help you. Email Welltok at [optimizedhealth@welltok.com](mailto:optimizedhealth@welltok.com)

