



*Navigating Communication
With Different Generations:
Reducing Drama & Conflict
In Healthcare*

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AGE

A= Accept generational diversity as part of who we are

G= Get real about your bias

E= Expect generational commonalities

The “Typical” Millennial

How Do You Identify?

1. My age is
 - a. 37 or younger
 - b. 38-53
 - c. 54-72
 - d. Older than 73

How Do You Identify?

2. Getting personal satisfaction from my job is
 - a. Absolutely essential
 - b. Essential
 - c. Preferred
 - d. Nice if it happens

How Do You Identify?

3. How do you feel about this statement: “Decisions must always be made for the greater good.”
 - a. don’t agree with this at all
 - b. don’t agree with this
 - c. Agree with this sometimes
 - d. Almost always agree with this

How Do You Identify?

4. My comfort level with people not like me (race, culture, socioeconomics, religion, sexual orientation) is

- a. Extremely high
- b. High
- c. Average
- d. Low

How Do You Identify?

5. Working from home at least sometimes is

- a. Essential
- b. A nice perk
- c. Not usually necessary
- d. Not essential

How Do You Identify?

6. I spend time on social media

- a. Constantly
- b. A fair amount
- c. Sometimes
- d. Hardly ever

How Do You Identify?

7. How likely am I to get a second opinion when a doctor I trust gives me a diagnosis about a serious condition

- a. Extremely likely
- b. Very likely
- c. Likely
- d. Not likely

Your Score!

- Mostly As=identifies as Millennial
- Mostly Bs=identifies as Generation X
- Mostly Cs=identifies as Baby Boomer
- Mostly Ds=identifies as Traditionalist

Traditionalist
born 1945 or earlier
The Oldest

96 year old
actor Betty White

Traditionalist
born 1945
or earlier
(Mid-Old)



81-year old
George Takei
Actor & activist

Traditionalist Takeaways
Staff Longevity
Important
Offer In-Person/Phone Meeting When Possible

**Have
Written
Materials**

Deference to
healthcare
provider

Baby Boomers
(born 1946-1964)
Young Old

Disc Jockey
Howard Stern, 64

Baby Boomer Takeaways

Hours=work ethic
Impressed by Longevity
Knows Their Rights
Healthcare
Professional As
Partner

Generation X (born 1965-1980)
Middle-Aged



Baseball Player Derek Jeter, 44

Generation X Takeaways

Likes technology options

Likely to look you
up ahead of time
and review you

Millennials
(born approximately 1981-1997)
The Young Adult



28-year old actor Jennifer Lawrence

Millennial Takeaways

Work Life balance

**Wants diversity in
Your staff**

**Demands
technology
options**

Less impressed
with your longevity

Wants to hear about your socially conscious initiatives

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Consider How Different Generations Problem Solve



Best Practices

Ask for communication preferences!

Best Practices

Consider phrases/references to avoid

Offer Options



Best Practices

Reconsider swinging
toward all digital
marketing/communication

THANK YOU!



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