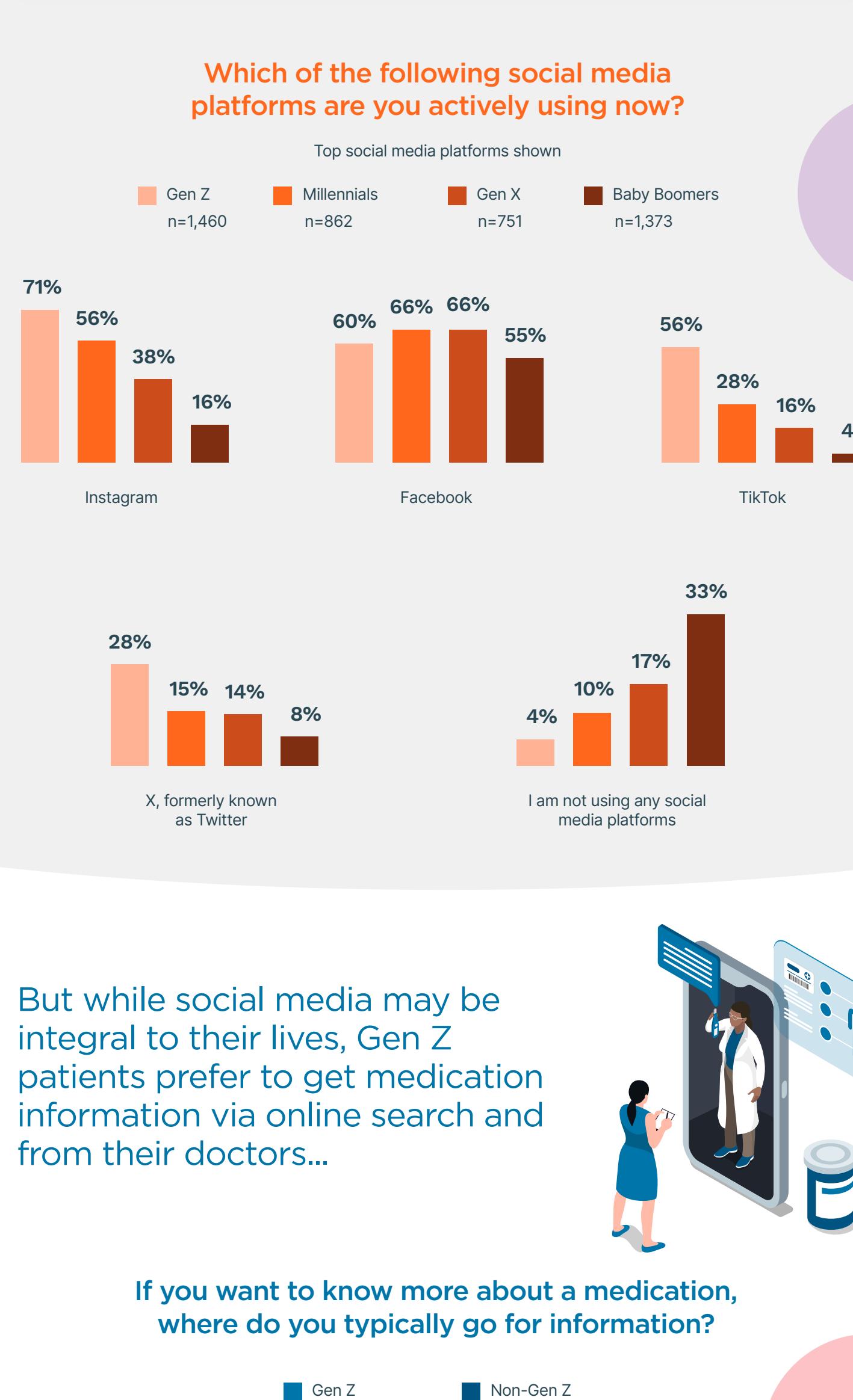


Gen Z is shaking up healthcare—here's how to reach them

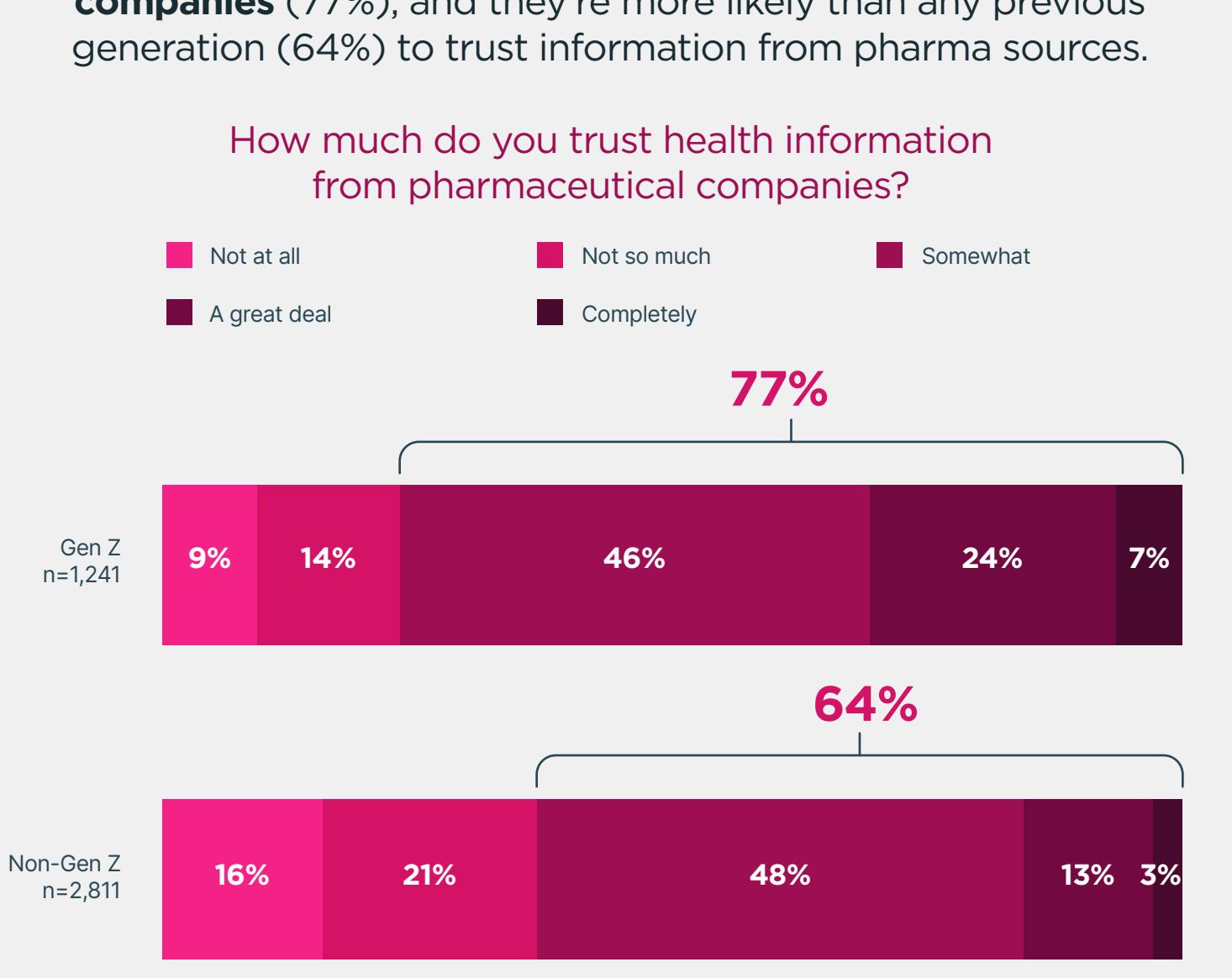
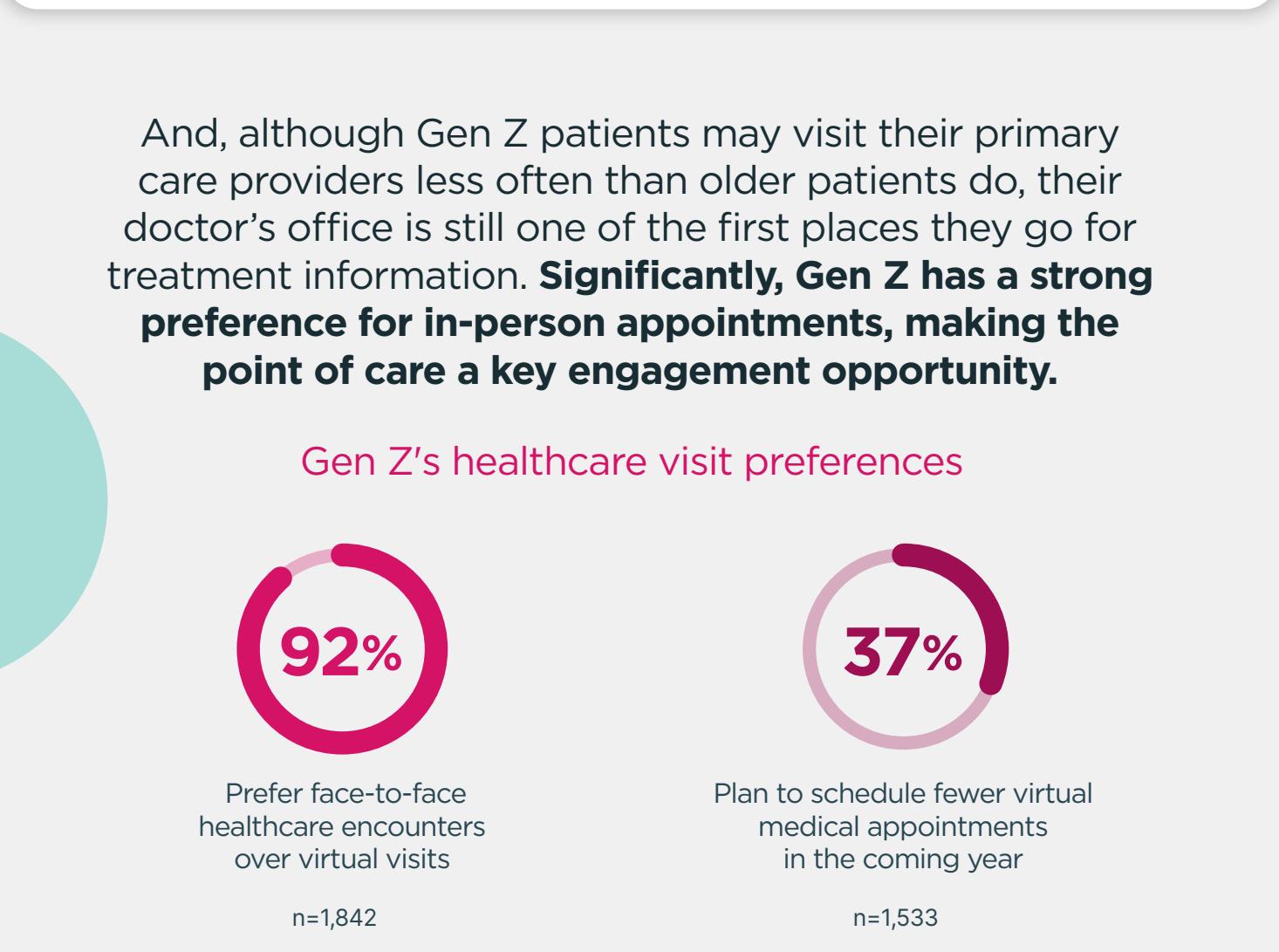
Generation Z, which encompasses those born between 1997 and 2012, is known for being more progressive, more racially and ethnically diverse and better educated than previous generations. With such attributes, it's no surprise that this group interacts differently with the healthcare system than older patient groups. So, what's the best way to engage with the newest generation?

It's important to meet Gen Z patients where they are—and that's online, on social media and at the point of care, according to a recent Phreesia survey taken by nearly 4,000 patients as they checked in for doctors' appointments. Gen Z wants accessible healthcare information from trusted sources—and it's up to healthcare stakeholders to provide it.

Gen Z patients see their primary care providers less frequently than previous generations...



...and more than half of Gen Z-ers turn to the internet to answer their healthcare questions before they talk to their doctor.



IN SUMMARY

Successfully reaching Gen Z patients will rely on connecting with them where they're already looking for information—online, on social media and at the point of care. Brands can be resource-ready to meet Gen Z's quest for healthcare knowledge before and after their doctors' appointments by leveraging paid search advertising, comprehensive medication websites and channels that can reach them with pre- and post-visit disease education.

Click below to find out how Phreesia Life Sciences' digital patient engagement platform can help your organization reach Gen Z patients.

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