

# Gen Z is shaking up healthcare. How can pharma marketers seize the moment?



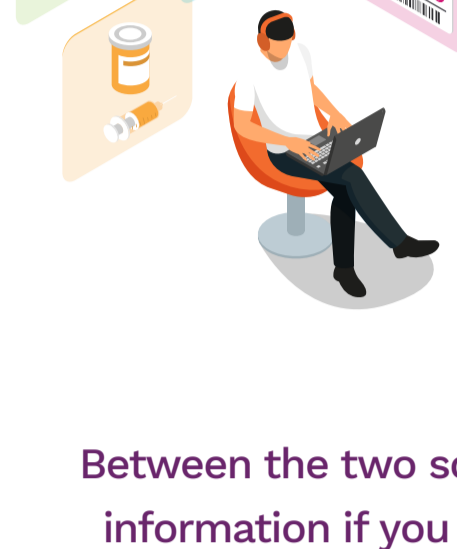
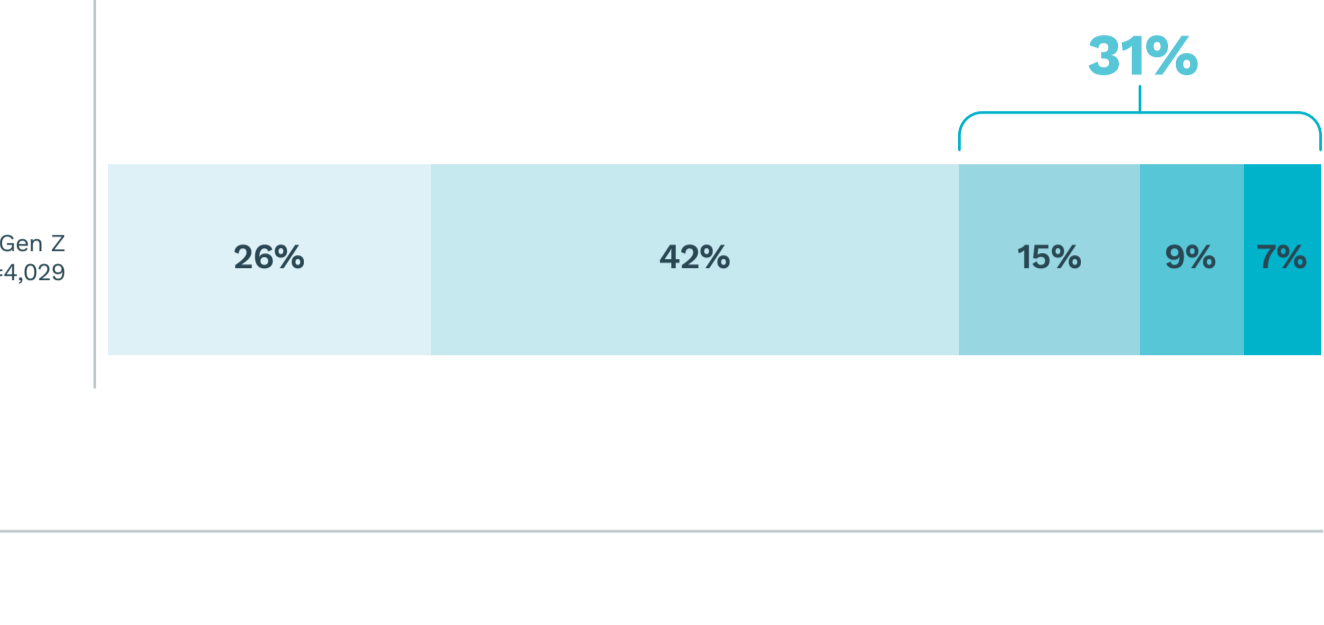
Generation Z, which encompasses those born between 1997 and 2012, is known for being more progressive, more racially and ethnically diverse and better educated than previous generations. With such attributes, it's no surprise that this group interacts differently with the healthcare system than older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

Marketers must 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 Life Sciences 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 pharma marketers to provide it.



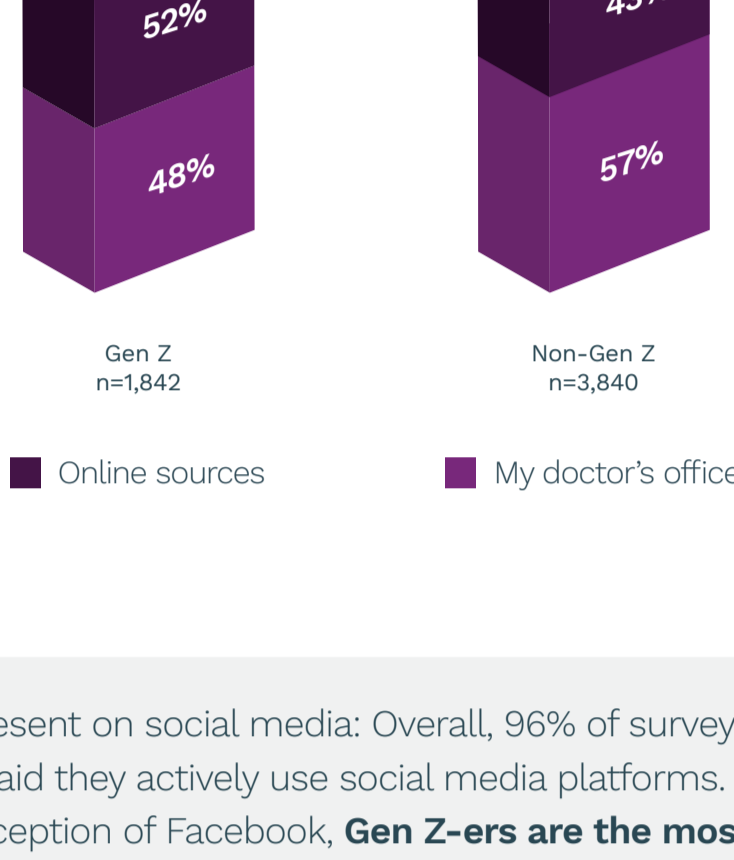
## Gen Z patients see their primary care providers less frequently than previous generations...

### When was the last time you saw your primary care provider?



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

### Between the two sources below, where do you typically go first for information if you have a health- or treatment-related question?

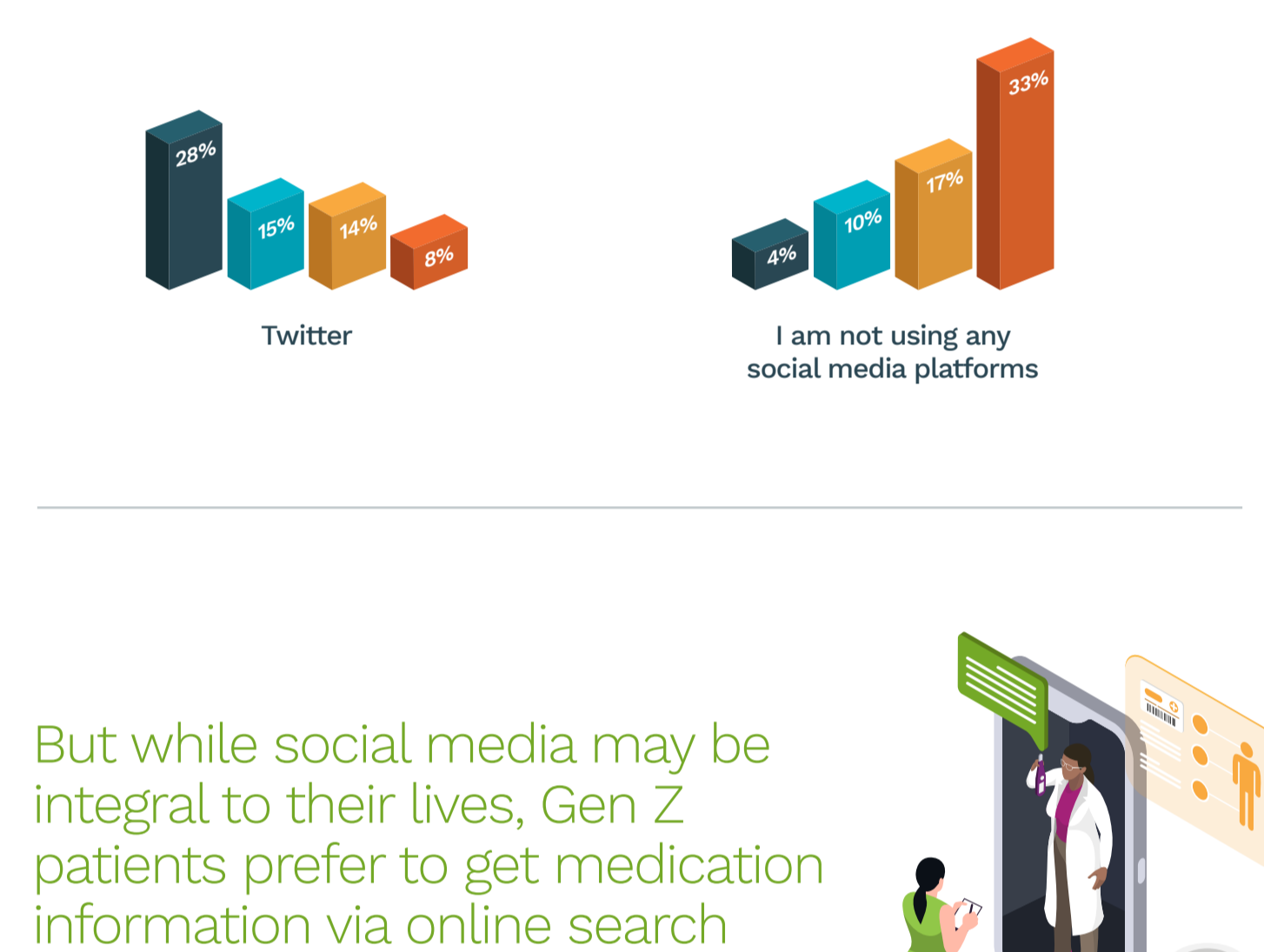


Gen Z is omnipresent on social media: Overall, 96% of surveyed Gen Z patients said they actively use social media platforms. In fact, with the exception of Facebook, **Gen Z-ers are the most active users on nearly every major social media network.** That kind of usage gives pharma marketers an opportunity to use social media to get in front of Gen Z patients, who also are more likely than previous generations to trust the information they see online.



### Which of the following social media platforms are you actively using now?

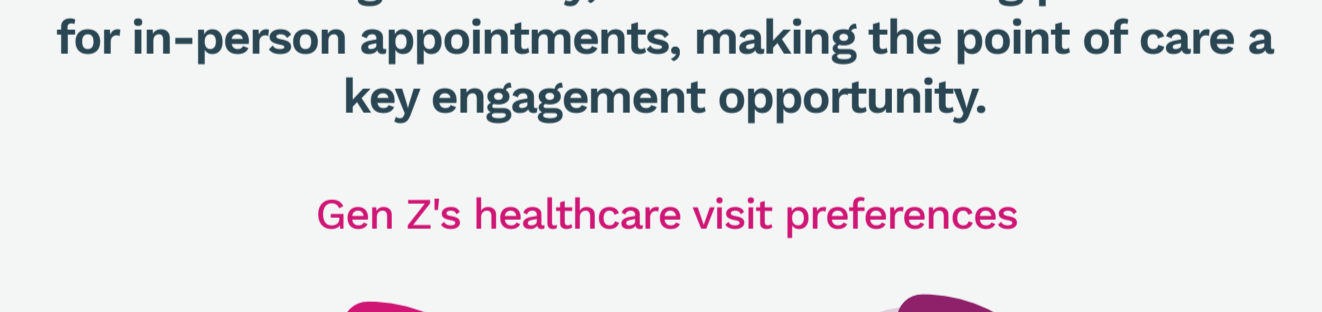
Top social media platforms shown



But while social media may be integral to their lives, Gen Z patients prefer to get medication information via online search and from their doctors...

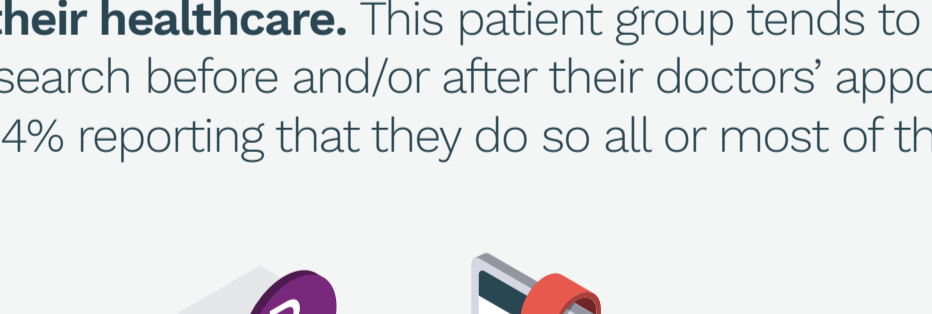


### If you want to know more about a medication, where do you typically go for information?

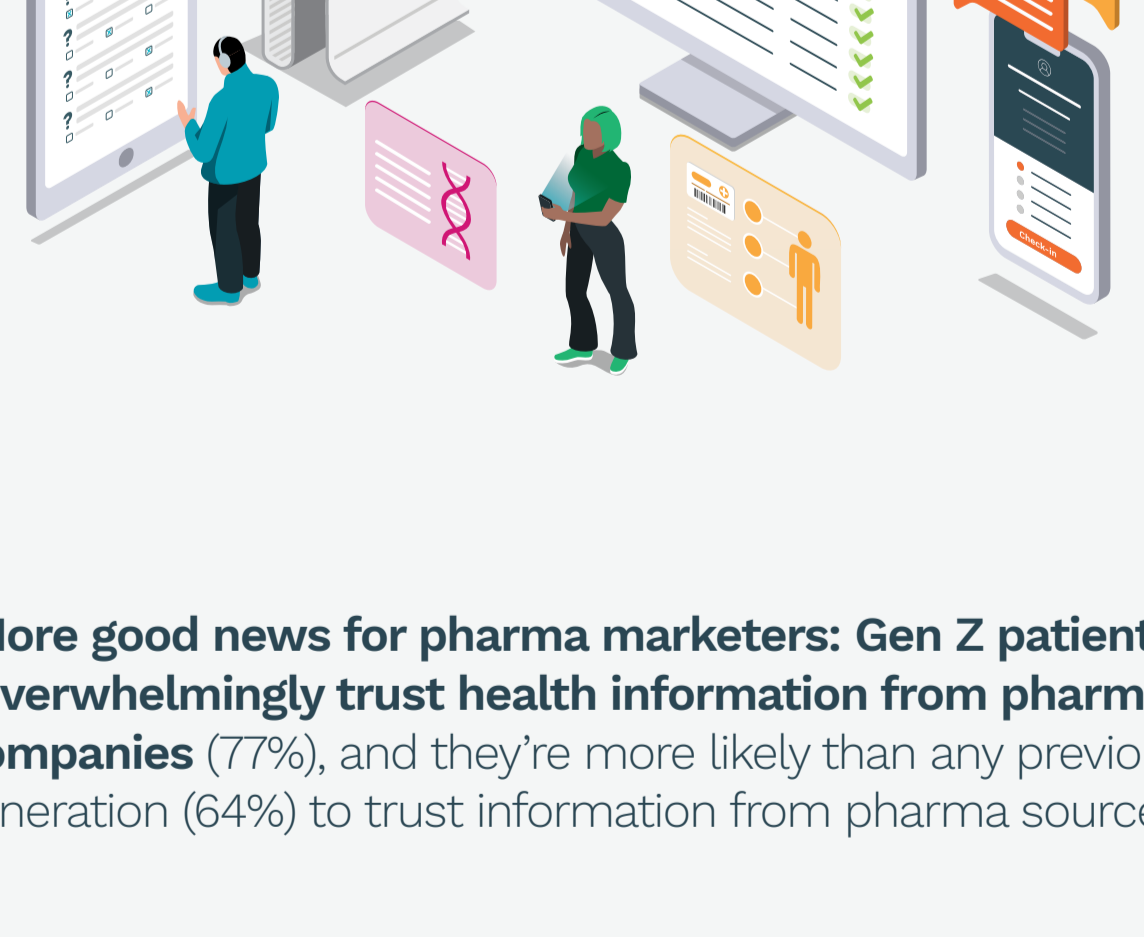


And, although Gen Z patients may visit their primary care providers less often than older patients do, their doctor's office is still one of the first places they go for treatment information. **Significantly, Gen Z has a strong preference for in-person appointments, making the point of care a key engagement opportunity.**

### Gen Z's healthcare visit preferences

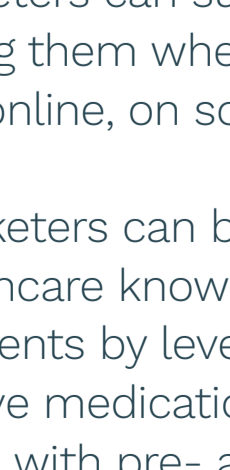
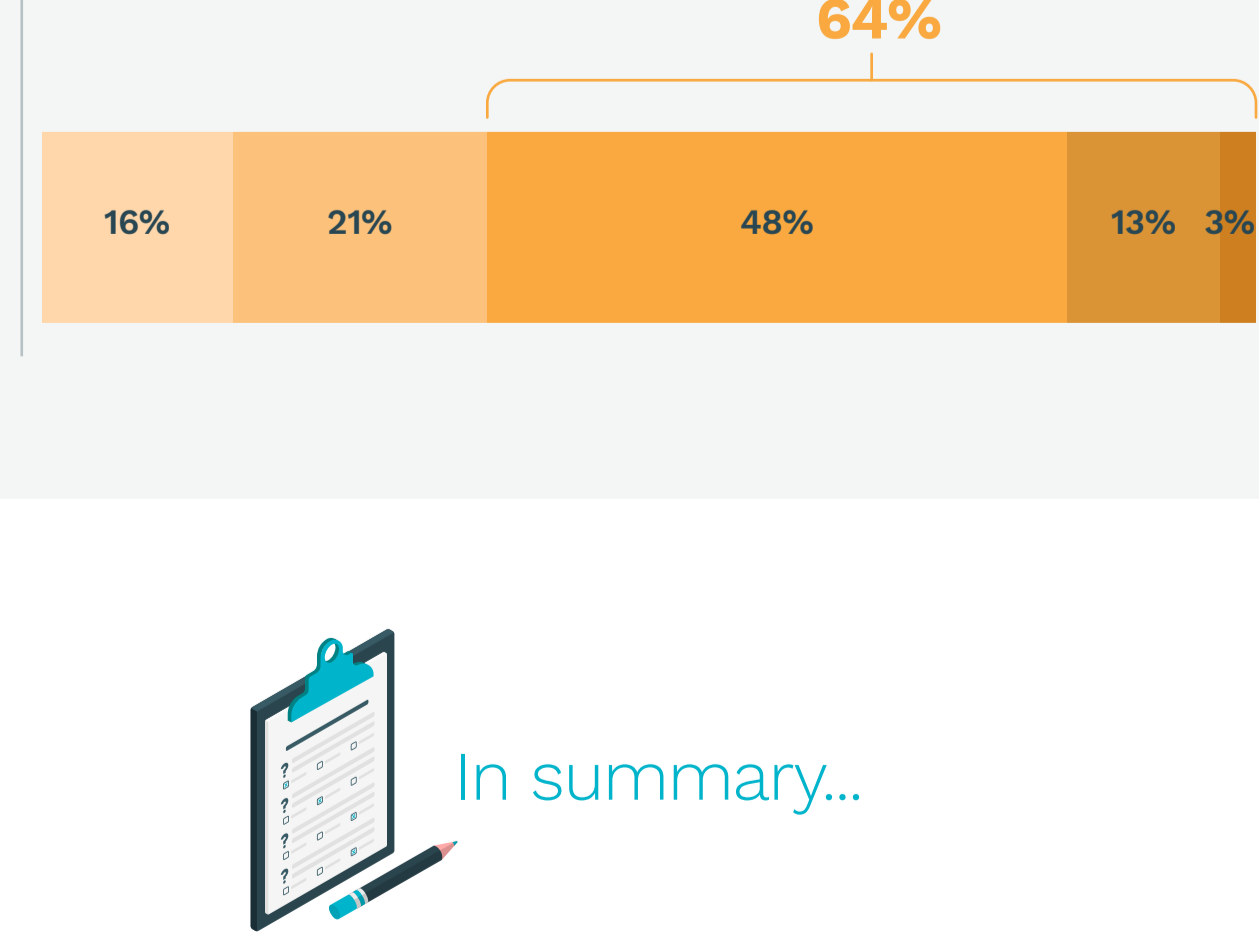


**Gen Z-ers also take ongoing initiative to be knowledgeable about their healthcare.** This patient group tends to conduct online research before and/or after their doctors' appointments, with 44% reporting that they do so all or most of the time.



**More good news for pharma marketers: Gen Z patients overwhelmingly trust health information from pharma companies (77%),** and they're more likely than any previous generation (64%) to trust information from pharma sources.

### How much do you trust health information from pharmaceutical companies?



## In summary...

Pharma marketers can successfully reach Gen Z patients by targeting them where they're already looking for information—online, on social media and at the point of care.

Pharma marketers 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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