PUBLICIS
HEALTH

PART ① ② ③ ④ ⑤ ⑥ ⑦

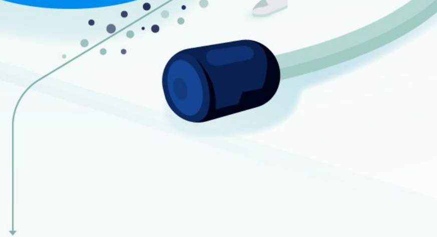
Millennials in Medicine

THE NEW FACES OF HEALTHCARE

The healthcare landscape is launching head-first into a new era.

WHAT'S PROPELLING IT?

- Failing traditional health model
- Groundbreaking technology
- Shifting standards of care
- Evolving healthcare provider (HCP) profiles



It's this last point that has most commanded the industry's attention—because a new generation of HCPs is already here.

What do physicians of the future look like?

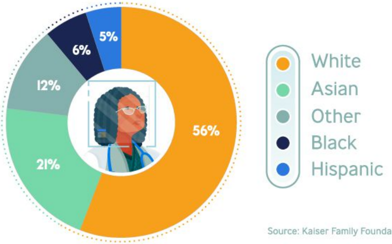
When most people think of a doctor, the image of a white, male baby boomer typically comes to mind.

However, today's HCPs no longer reflect this image.

The emerging generation of doctors are:

1 INCREASINGLY DIVERSE

2018 U.S. Medical School Graduates

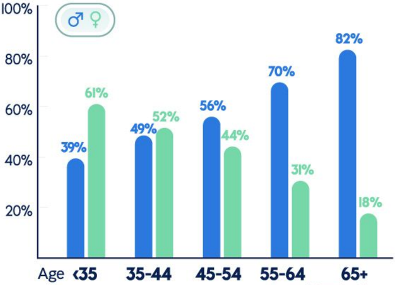


Source: Kaiser Family Foundation

2

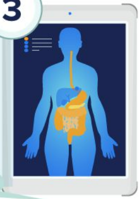
MILLENNIAL WOMEN

The proportion of female physicians has increased over time.



Source: Athena Health

3



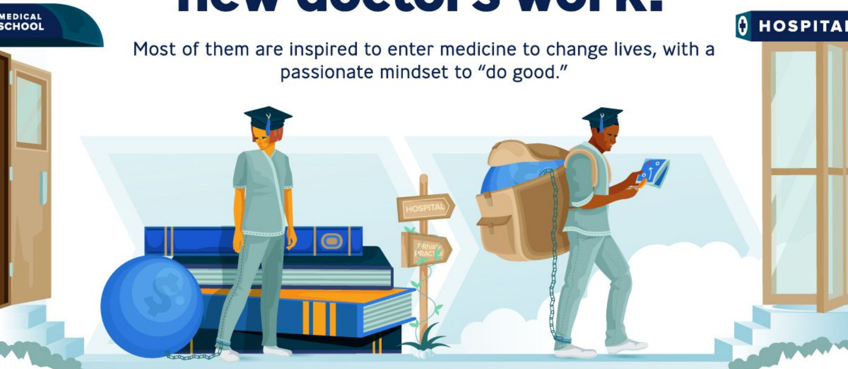
DIGITAL-FOCUSED

They are familiar with electronic health records (EHRs), digital diagnostic tools, and telemedicine.

By 2025, this will become the new normal. As this new generation of doctors dons the white coat, they are accelerating change in the healthcare industry.

How do these new doctors work?

Most of them are inspired to enter medicine to change lives, with a passionate mindset to “do good.”



At the same time, they also face financial pressures, such as an average of $190,000 in student loan debt.

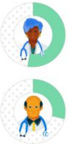
As a result, they have very different career trajectories from their predecessors.

LAST YEAR, A MAJORITY OF 8,700 SURVEYED DOCTORS WORKED IN HEALTH SYSTEMS, COMPARED TO PRIVATE PRACTICES.

49.1%

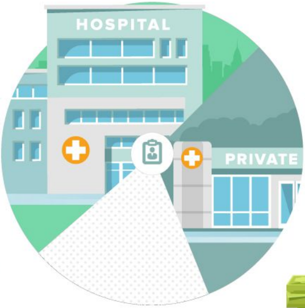
WORK IN HOSPITALS OR MEDICAL GROUPS

They are also more likely to be younger:



53% are 45 years or younger

28.9% are older than 45 years

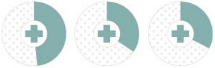


Source: AAMC, Physicians Foundation 2018 Survey, Doctorly

31.4%

ARE OWNERS OF A PRIVATE PRACTICE

This is a decline from:



2012 48.5%

2014 34.6%

2016 32.7%

The average cost to start a private practice is $70,000–$100,000.

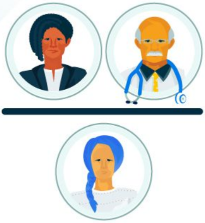
Hospital employment has become the new norm—

but the once-dominant healthcare model is dead. In its place, a shift from paternalism to partnership and a new digital era are making waves.

1 FROM PATERNALISM TO PARTNERSHIP

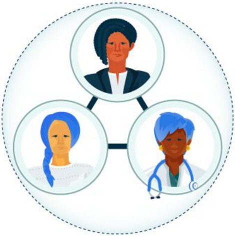
Shifting practices are a key trend with new HCPs and patient interaction.

Old healthcare hierarchy



Health system and doctor above, patient below

New healthcare hierarchy



Interconnected ecosystems of healthcare influencers

2 A NEW DIGITAL ERA

Doctors are under tremendous pressure to know as much as they can, as quickly as they can—and to communicate that information to both their patients and their employers.

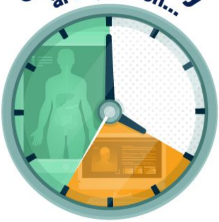
Today’s patients also expect a higher level of personalization,

and digital tools are helping facilitate that process.

Patients want shared decision-making with their doctors, instead of being told what they need.

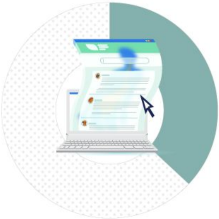
It’s no surprise then that physicians are logging more screen time than ever before.

8+ hours a day are spent on...

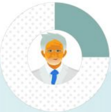


5 hours
using EHRs

3 hours
consulting external search websites



37%
also use HCP social networks and message boards weekly

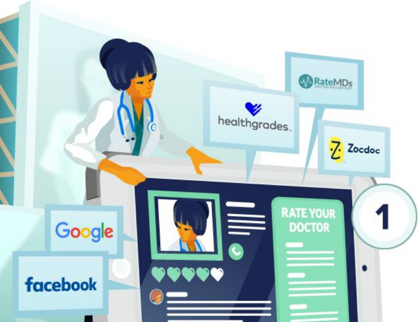


Only 25% of their peer physicians who are aged 55+ use the same networks and message boards weekly.

Source: DRG Digital

The good news? Millennial doctors are digital natives, and accustomed to using these tools to simplify their workflow and improve outcomes.

HCPs in a transformed healthcare ecosystem



The business of healthcare is changing drastically. These doctors are making decisions in an entirely new environment.

1 PHYSICIAN SCRUTINY

The new generation of doctors are hyper-aware that they're always being rated.

77% OF PATIENTS use online reviews as their first step in finding a new doctor.

80% OF CONSUMERS trust online reviews as much as personal recommendations.

60% OF CONSUMERS need to read four or more reviews before forming an opinion.

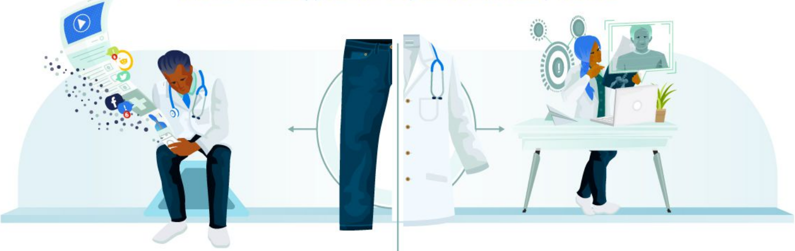
Source: Wainscot Media, Software Advice

2

THE INFORMATION FIRE HOSE

Physicians are consumers too—they're also constantly absorbing and filtering an incredible amount of information, from multiple media sources.

As the lines between their traditional work setting and everyday lives become increasingly blurred, they can be more easily reached:

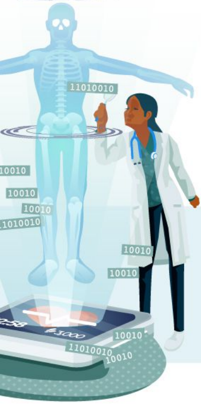


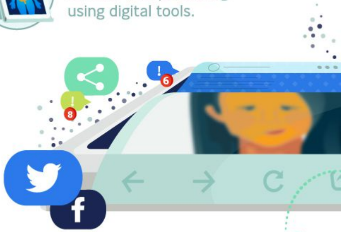
"BLUE JEANS" MOMENTS:
social media apps

New physicians are more apt to stay engaged with patients.

"WHITE COAT" PERSONA:
EHRs, telemedicine

New physicians are familiar with practicing using digital tools.





HERE'S THE CATCH:
There are more opportunities and platforms to connect with physicians, but capturing attention amidst growing content streams is a challenge.

New communication strategies must take these dynamics into consideration.

How is the industry trying to bridge the gap between these two settings?

ACTIONABLE DATA
Tools and practices that simplify and visualize data

PROVIDING CREDIBLE CHANNELS
Linking with authoritative healthcare influencers

ONE-TO-ONE COMMUNICATION
Building personalized channels with HCPs

PATIENT-CENTRIC TOOLS
Empowering patients to take control of their health

> “Catching this moving target is going to require stepping up our game in a major way. Tools to execute on these demands—built with purpose and with this new healthcare landscape in mind.”
>
> **– Lyn Falconio, CMO**
> Publicis Health

As the new faces of healthcare, millennial doctors are disrupting the industry.

New tools must be leveraged to reach the right physicians and their patients, at the right time.

Presented by
PUBLICIS HEALTH
PUBLICISHEALTH.COM