

Gen Y: The New Physician, Employee and Patient Threat to Your Practice

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Objectives

- Predict the needs of Gen Y (Millennial) physicians entering the workforce
- Evaluate human resource policies, protocols and support systems geared towards Gen Y
- Transform your practice to grow the Gen Y patient demographic

About Your Speaker

- Gen Y - Millennial
- Kentucky Native
- Former WKU Hilltopper
- Freed-Hardeman Graduate
- Arizona Resident
- Practice Manager
- MGMA Board Member
- Private Pilot

Disclosures/Conflicts of Interest

None

Defining the Generations

- Greatest Generation 1901 – 1924
- Silent Generation 1925 – 1940
- Baby Boomers 1941 – 1959
- Gen X 1960 – 1979
- Gen Y (Millennials) 1980 – 1996
- Gen Z (Digital Natives) 1996 - Today

Session Summary

MILLENIALS

DO NOT

TRUST YOU

Lack of Trust

- Sheltered
- Divorce
- School Shootings
- 9/11
- Global Access
(Alternatives)
- Parents Laid Off
- 1%
- Foreclosures
(Banks)
- Government
- Corruption
- College Expense
- No jobs

MILLENNIALS

NEGATIVES

DO NOT

POSITIVES

TRUST YOU

Negatives

- Self
- Suspicious
- Hold Back
- Test Authority
- Rank is Irrelevant
- World needs to Change
 - Lots of Wrong
 - Gen Y is the Fix

Positives

- Self – Independent
 - Ambitious
 - Innovative
- Optimistic
- Confident
- Respect is Earned
 - Loyal
 - Avoid Disappointing Mentors
- Respect Intelligence
- Tolerant
- Fun!

How Well Do You Know Gen Y









Gen Y Tip #1



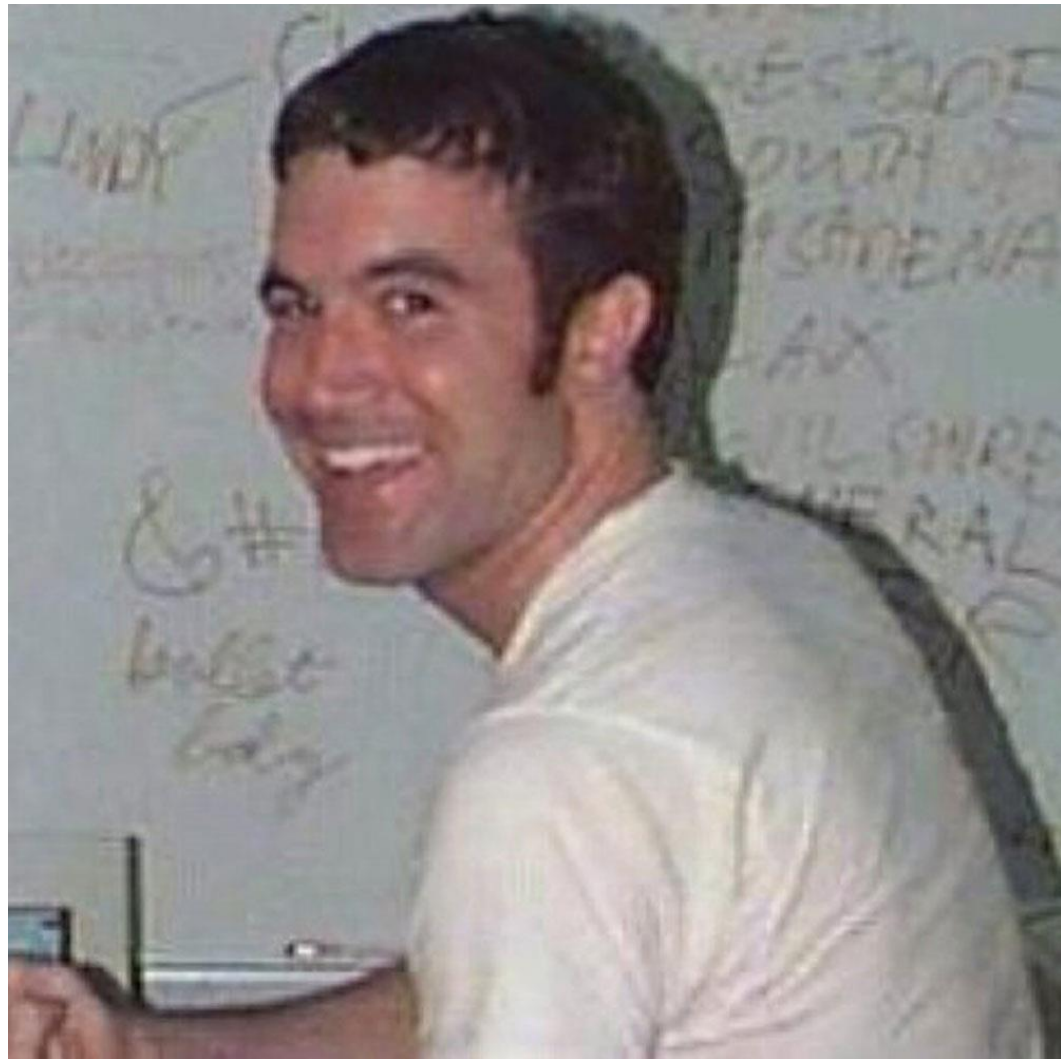












Gen Y Tip #2

Gen Y Physicians

Pitfalls

- Will not Work 24/7
 - Hours are irrelevant
 - Performance based on outcomes
 - Utilize technology to complete work
- Need Innovation
- Easily distracted

Pitfalls

- Avoid Educational Lectures
- Avoid Being Lectured
- Hate Politics
- Need Teamwork
- Feel “Smarter”

Practicing in Private Practice

- Want Schedule
- Flexibility over Dollars
- Control of Workday
 - Patient Schedule
 - Workflow
- Practice Management Role

Practicing in Private Practice

- Partnership not Primary Goal
 - Conflict with Entrepreneurial Spirit
 - Cost vs Benefit
 - Prefers Options
- ACOs
- Respect and Value
- Will Change Employers

Opportunities

- Working Smarter
- Multi-Taskers
- Peer-Focused
- “Meaningful Use”
- Alternative Payment Models
- Understand Gen Y Patients

Picture It: Clayton, NM


The Social Aspect of Gen Y

Gen Y Employees

Pitfalls - IT

- All about Technology
- Need Necessary Tools
- No Patience for IT Issues
 - Will Fix Themselves
 - “Time to Go”
- Multi-taskers

Pitfalls - Balance

- Balance is Essential
 - Work
 - Friends
 - Family
 - Community
 - Vacations
- Flex time
- 5 pm = 
- Rules are Rules

Pitfalls – Responsibilities

- Need to Feel Challenged
- Clear Goals
- Used to Schedules
- Shared Responsibility – Teamwork
- Inject Humor
- Inject Fun
- Need Feedback
 - “Trophy for all” Generation
 - Criticize CAREFULLY

Gen Y Tip #3

Maximizing Gen Y Employees

- Encourage
- Ask What They Need
- Constant Challenges
- Valuable Outcomes
 - Measurable
 - “Make the World a Better Place”

Maximizing Gen Y Employees

- Respect
- Teamwork
- All About Them
 - Recognition
 - Feeling Needed

Employee Satisfaction/Feedback Surveys

PROCEED

WITH



CAUTION!

Employee Surveys

- “NOW!” Generation
 - Real-Time Results
 - Real-Time Answers
- Transparent Results
- Comments Read
- Leads to Changes
- Confidential
- Avoid Suspicions

Cell Phone Usage

- Personal Calls of Yesterday
- E-mails
- Morale vs Productivity
- Technology is life for Gen Y
- Policy MUST Follow Reason
 - Patient Reaction
 - Noise
- Title Does NOT Exempt You
- Again, Morale

Gen Y Tip #4

Most people are pondering what to do with life and we just want to know why the trash cans at drive-thrus are not before the window so we can toss out yesterday's fast food first, so we are not judged.

Gen Y Patients

Pitfalls

- Cost
- Access to “Information”
- Lack of Trust
 - In it for Money
 - Not “One of Us”
 - Cecil the Lion
- Rescheduling – NO! NO! NOOOO!!!!!!
- Retail Clinics
- Global “Knowledge”
- 27% are Uninsured¹

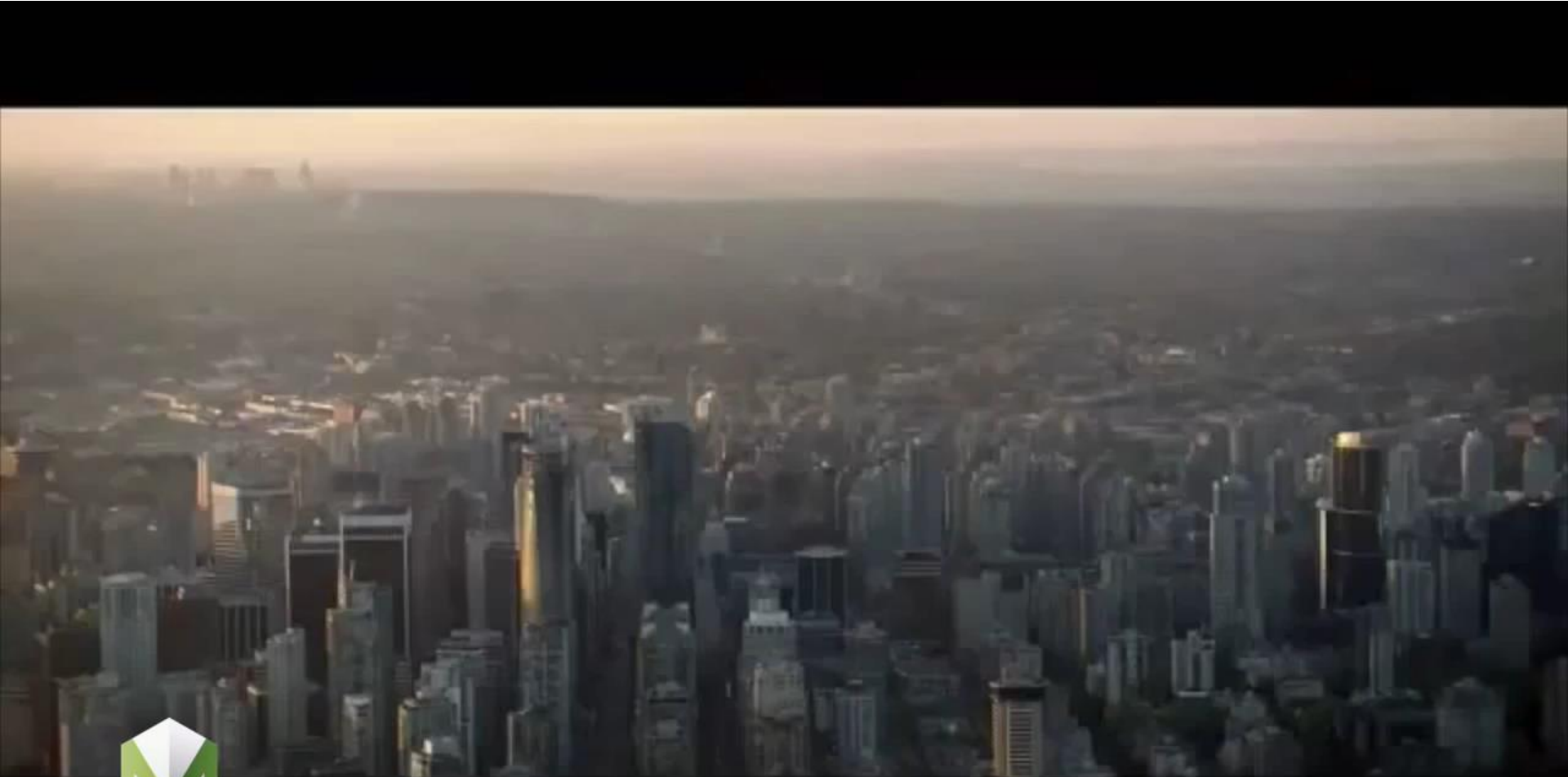
Gen Y Tip #5

Opportunities

- Online Profile¹
- Go Mobile
 - Larger Organizations Need Apps
 - Others Must have Mobile Webpage
- Online Resources/Forms
- RELEVANT Patient Portal
- Convenient Hours
- No Phone Calls
- NO VOICEMAILS

1 Jonah Comstack. (2015, August 31). <http://mobihealthnews.com/46432/survey-54-percent-of-millennials-look-online-before-choosing-a-doctor/>

Marketing to Gen Y



Media Market Group

The Nest Learning Thermostat

Manages half your home's energy.



Reviewing Objectives

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Thank you!

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