

# OPTIC

+ A Quarterly Analysis of Healthcare Data with Insights from Healthgrades Strategists.

## Revealing Generational Insights.

Perception is everything — especially when it comes to information. If you are able to accurately perceive information, insights are born and strategy becomes clear. With OPTIC and the sharp minds of the **Hg Fusion** team, you won't see data — **you'll see OPPORTUNITY.**

+

**Different generations** have different reasons for a **first encounter** with a health system.



Gen Z are **2.0x** more likely than Baby Boomers to enter for **Trauma**.



Gen X is **2.0x** more likely than Greatest Generation to enter for **Back Pain**.



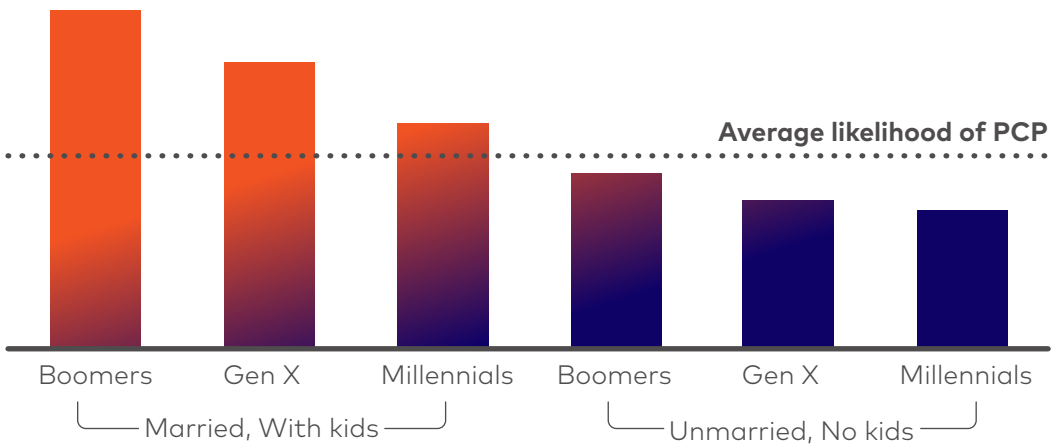
Greatest Generation is **2.2x** more likely than Gen X to enter for **General Cardiology**.



Millennials are **1.7x** more likely than Baby Boomers to enter through the **ER**.

**Life stage** also impacts behavior.

An **unmarried Baby Boomer without kids** is less likely to have a PCP than a **married Millennial with kids**.



Consumers across **all ages and life stages** connect through **paid search and social media**.



Social conversion (like on Facebook) is **3x stronger with older age groups**.

**The research is much deeper!** To learn more about generational insights and how to turn them into action, reach out to your **Healthgrades Account Manager**.

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