

# Generational Differences in the Workplace and in Patients

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# Disclosure

- I am a Baby Boomer

# Definitions

- Based on the year an individual is born
- Similar characteristics
  - What shaped each generation
  - Thought processes, expectations and preferences
- Shaped by parenting, technology and economics

# Generational Groups

Year of Birth	Generation
1925-1945	Traditionalists
1946-1964	Baby Boomers
1965-1976	Generation X
1977-1995	Millennials
1996-Present	iGen

# Name the Generation

- Family Centric
- Team-Oriented
- Not afraid to question authority
- Attention-craving
- Tech-Savvy

**Millennials**

# Millennials

- Prefer to communicate through e-mail and text messaging
- Prefer webinars and online technology to traditional presentations
- Willing to trade high pay for fewer hours, flexible schedules, and better work/life balance
- Confident, ambitious, and achievement oriented (nurtured and pampered by Baby Boomers)
- High expectations of employers and not afraid to question authority
- Wants meaningful work

# Millennials Continued

- Value teamwork
- Craves attention
- Loyal, committed, and want to be included and involved
- Seek frequent praise and reassurance





# Millennials in the Workplace

- Utilize mentorship
- Communicate with positivity
- Send a text message or meet face to face
- Tie the message to personal or team goals

# Myths

- Millennials are only in it for themselves
  - Surveys have found that millennials have the highest level of social responsibility since 1966

# Name the Generation

- Hardworking
- Loyal and civic-minded
- Respect authority
- Tech-challenged
- Traditional

**Traditionalist**

# Traditionalists

- Grew up during lean times (considers work a privilege)
- Believe you earn your way through hard work
- Willing to put in long hours
- Many have worked for the same employer their entire life
- Taught to respect authority
- Raised in a paternalistic environment
- Less tech savvy
- Favor traditional top-down chain of command
- Value traditional morals
- Value conformity, commitment, and consistency

# Traditionalists in the Workplace

- Communicate with a respectful tone, good grammar, no slang or profanity
- Relate message to business history and long-term goals

# Myths

- Older workers get sick more often than younger workers.
  - Less likely to have dependent children and use less sick time for short term illnesses.
- Older workers are not as productive as younger employees
  - Several studies have found no significant relationship between productivity and age
  - Knowledge and experience can offset cognitive declines

# Name the Generation

- Independent
- Goal-oriented
- Competitive
- Work-centric

**Baby Boomers**



# Baby Boomers

- Motivated by position, perks, and prestige
- Work long hours and define themselves by their professional accomplishments (workaholics)
- Confident, independent, and self-reliant
- Not afraid to question authority and challenge the status quo
- Do not fear confrontation
- Achievement-oriented, dedicated, and career focused
- Welcome challenges
- Strive to make a difference

# Baby Boomers in the Workplace

- Can be competitive
- Clever, resourceful, and strive to win
- Believe in hierarchal structure
- Value face time
  
- Communication should be more relational (see relationship and business results as intertwined)
- Make conversation participative
- Link the message to the team or individual vision, mission, and values

# Myths

- Baby Boomers have quit learning.
  - As of 2014, Baby Boomers are currently enrolling in adult education and college programs at record rates.
- Baby Boomers are workaholics.
  - One study found that nearly half of Baby Boomers would prefer to work an average of 8 fewer hours a week.

# Name the Generation

- Individualistic
- Flexible
- Value Work/Life Balance
- Technologically Adept

**Generation X**

# Generation X

- Came of age in an era of two-income families, rising divorce rates and a faltering economy
- More women joining the workforce during their childhood
- Independent, resourceful, and self-sufficient
- Many display a casual disdain for authority and structured work hours
- Dislike being micromanaged
- Mentality reflects a change to a service economy
- Has learned and adapted well to technology

# Generation X Continued

- Less committed to one employer (1980's economy)
- Adapt well to change and alternative lifestyles
- Eager to learn new skills
- Want to accomplish things on their own terms
- Work to live

# Generation X in the Workplace

- Value freedom and responsibility
- Often incorporate humor and games into their work
- Communicate directly and be straightforward
- Leave an email or voicemail that clearly states what you want and when you want it
- Avoid corporate-speak
- Communicate how it will benefit the Generation Xer







# Myths

- Generation Xers have a lot in common with Millennials.
  - Millennials have more in common with Baby Boomers and Traditionalists than with Generation Xers.
- Generation Xers aren't willing to work hard
  - Generation Xers want a life that includes both work and personal satisfaction. They believe it is unfair to expect a 70 hour week for 40 hours of pay.

# Physicians and Generational Differences

- Traditionalists: Medicine is a vocational calling
- Baby Boomers: Motivated by material wealth and failing to work generates feelings of guilt
- Generation X: Managing time and balancing life are primary values

# Physician Recruitment

- Newer physicians seek a team-based approach
- Tech savvy
- Seek immediate stability
  - Income guarantees
- More transactional
  
- Recruit like-minded individuals:
  - Articulate a clear vision for the organization
  - Values and metrics for success
- Facilitate communication between generations

# Recruitment and Retention

- Recruiting Millennials, the largest segment of the workforce
  - Creative benefits
  - Support work-life balance
  - Utilize mentorship
- Retaining Baby Boomers
  - Creative benefits
  - Support work-life balance
  - Utilize mentorship



# Generational Differences in Patients

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# Traditionalists

- Utilize healthcare more
- Expect more time with their provider
- Expect a high level of service
- Rely heavily on provider for health information
- Follow recommendations
- Their children may be making health decisions



# Baby Boomers

- Likely to seek health information online
  - 78% has searched health information online after seeing something on TV
  - Searches focused on treatments, medications, side effects, and risks
- Value quality care
  - Consider reviews and ratings

# Generation Xers

- Shops for healthcare
  - Pay attention to ads
  - Respond to TV and in-office messages
- Seek information online
- Influenced by provider's reputation and experience
- Short-term expectations of doctor relationships
- Will switch providers based on recent experiences

# Millennials

- Access care mostly through primary care, urgent care, and OB/Gyn
- Tend to show preference for brands
- Influenced by advertising, reputation, and patient experiences
- Seek information from multiple digital sources
- Value personal relationships with providers
- Expect connected healthcare
- Likely to switch after a negative experience

# Strategies

- Provide reliable sources of information
- Involvement in healthcare decision making
- Be aware of your online ratings
- Utilize multiple mediums for education



# Questions?

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Thank you!