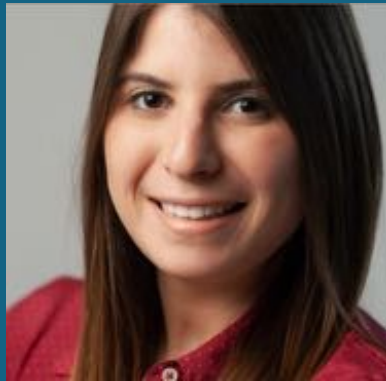




SunSentinel
MEDIA GROUP

HEALTHCARE
INSIGHTS FOR
THE NEW ECONOMY

OUR PRESENTING TEAM



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EXECUTIVE SUMMARY

Today's discussion will outline some of the top behaviors in healthcare audience segments, and how to position your wellness brand to reach said consumers. Some changes are temporary, and others could shape a generation.

The correct marketing strategies, messaging and media tactics will be pivotal to remain successful in the new economy.



MILLENNIALS BY THE NUMBERS



80.2MM

POPULATION

Almost a quarter of the US population

24 - 39

AGE RANGE

Born between 1982 - 1996

31.2%

INCOME \geq \$100,000

30.2%

4 YEAR COLLEGE DEGREE

48.1%

NON-WHITE/CAUCASIAN

Black, African-American, Hispanic/Latino, Asian, Other

41.9%

NEVER MARRIED

NOT ALL MILLENNIALS ARE ALIKE



THE AGE SPAN IS GREAT

The oldest millennials are 40. Their priorities are different than those that are still in their mid 20's.



LIFESTAGE IS IMPORTANT

50% of millennials are now parents. But more than ever, this generation is delaying having kids. A 27-year-old millennial with one kid may have different priorities than a 35-year-old millennial without kids.

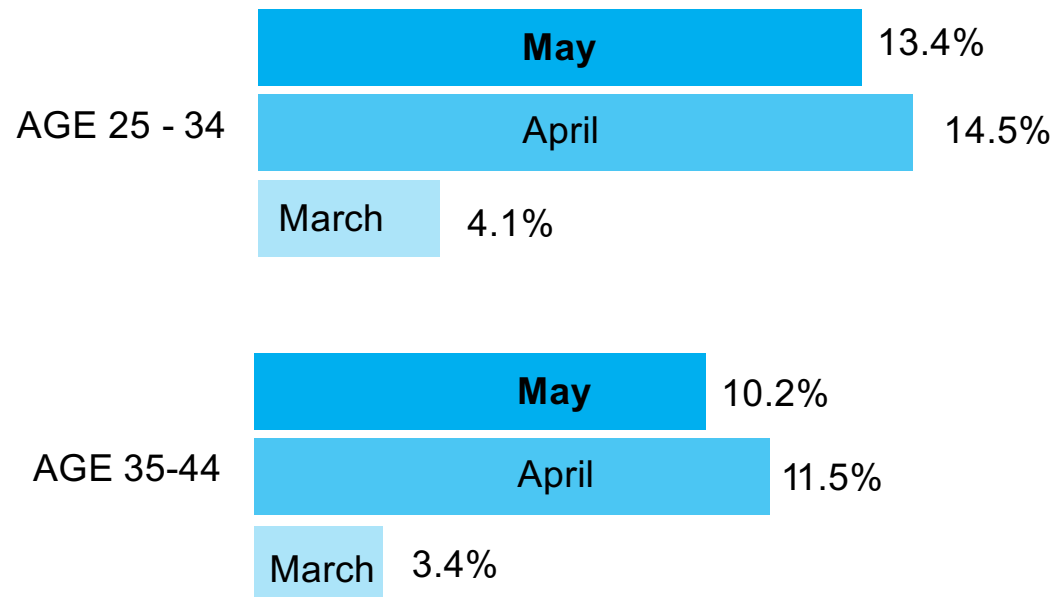


ECONOMIC CIRCUMSTANCES

Millennials notoriously have mountains of debt, but many of them don't. While those saddled with student loans might forego major healthcare expenses, others are more secure.

UNEMPLOYMENT PINCH

Unemployment rates by age



The month of
May revealed a
bit of
improvement in
Millennial
unemployment

WHAT THEY EXPECT FOR THEIR CARE

Quality of Life

Millennials Take Care Into
Their Own Hands



Healthy Means More Than
“Not Sick” For Millennials



Decision Paralysis

Millennials
Do Their Research



Millennials Want
Convenience



Team Oriented

Millennials Want Price
Transparency



Millennials Shop For
Healthcare Insurance



Millennials Take Care Into Their Own Hands



They see themselves as responsible for their own care and are less likely to rely on the health system they are dissatisfied with.



LESS LIKELY TO HAVE A PCP

67% of millennials have a primary care physician (PCP) and 14% would like to have one but haven't found one that meets their needs

LESS ENGAGED WITH DOCTORS

1 in 3 millennials prefer a retail walk-in clinic over visiting the doctor's office

50% OF MILLENNIALS ARE PARENTS

3 in 4 parents are interested in using retail health clinics to treat their child's ailments, particularly when a pediatrician is on staff

Healthy Means More Than “Not Sick” For Millennials



Their ultimate self-care goal is to have the solutions they need for holistic health. As concerned about wellness as they are, millennials are not turning to their insurance carriers or even their doctors to assist them.



TEND TO BE HEALTHIER EATERS

90% of millennials consider healthy food as a pillar of wellness

HOLISTIC VIEW TOWARD HEALTH

Millennials are motivated by holistic and non-traditional forms of healthcare, such as fitness perks and homeopathic medicine

MATTERS OF THE MIND

71% of millennials believe that mental and physical health are intertwined

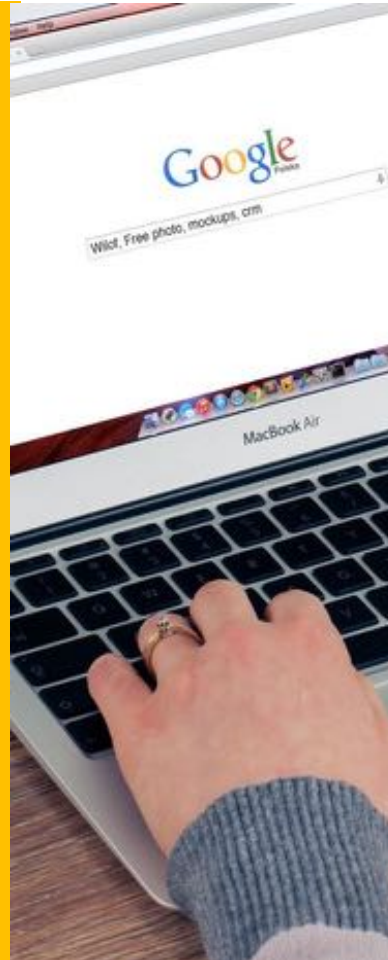
SLEEP HEALTH CAN IMPROVE

40% of millennials know little about sleep disorders. Yet, 51% have trouble falling asleep

Millennials Do Their Research



They're a well-informed group. They seek out information, even when it comes to making a choice in their healthcare provider.



JUST GOOGLE IT

75% of millennial trust Amazon, Apple, and Google to guide their healthcare decisions more than hospitals and health systems

TRUST REVIEWS

75% look at online reviews of doctors or hospitals before visiting



USE INFORMAL SOURCES

Millennials use their social networks and WOM referrals as part of their healthcare research

PARENTHOOD AND “ADULTING”

Parenthood is a large milestone that pushes parents to educate themselves on a variety of health topics

Millennials Want Convenience



Digital options for patient engagement are a must as millennials expect convenience, availability and accessibility.



INSTANT CARE

71% of millennials want to schedule appointments through an app, access medical records online or receive automated appointment reminders

TELEHEALTH MUST BE AN OPTION

74% would pick a virtual visit with a doctor through telemedicine versus an in-person appointment and 75% of parents that used telemedicine rated their experience as superior to an in-office visit

VIRTUAL HEALTH ASSISTANCE

2 in 3 prefer post care follow-ups via email or text message instead of the phone – or even chatbots like Alexa, who recently became HIPPA compliant

Millennials Want Price Transparency



Price-transparency is a hot topic in healthcare and millennials are the generation that influenced this.



WANT COST ESTIMATES

Roughly 41% of millennials request a cost estimate before undergoing treatment

FEE-FOR-OUTCOME HEALTHCARE

Millennials are asking for payment models that reward quality of care instead of quantity. Some of the payment models pushed by millennials include shared savings, bundled payment and partial capitation

WILLING TO FORGO CARE

54% of millennials have put off care due to costs

Millennials Shop For Healthcare Insurance



Health insurance is another topic millennials would like to have a better grasp on. Their demand for transparency is starting to change the way some health insurers communicate with millennials.



LESS LOYAL TO INSURER

55% focus on cost when selecting a health insurance plan and would switch plans if there is a cost savings

MORE EDUCATION PLEASE

76% of millennials trust their insurance carrier has their best interest in mind but confusion is still prevalent from coverage to benefits

CUSTOMERS VS MEMBERS

1 in 4 millennials identify themselves as “customers” of their insurance companies and 38% correctly identify as “members”

MILLENNIALS ARE LIKELY TO SWITCH PROVIDER IF THEY HAVE A NEGATIVE EXPERIENCE

They'll shop for and show preference for healthcare brands and they're heavily influenced.



Advertising



**Patient
Experiences**



Reputation



MEDIA

MARKETING TACTICS TO ENGAGE

Millennial patients are only moderately responsive to healthcare advertising as they are young and healthy.

INTEGRATED ONLINE & OFFLINE MESSAGING THAT DRIVES TO WEB

Targeting media that delivers messages when millennials are close to the care decision offers, the best results (online, mobile, TV).

Mobile marketing and eHealth apps fit the millennial consumer's digital lifestyle.

REPUTATION BUILDING & MANAGEMENT

Millennials show a preference for healthcare brands and creative advertising. Therefore, focusing marketing strategies on hospital reputation and patient experience will go a long way.

RESEARCH FINDINGS FOR MILLENNIAL PARENTS

Research shows that parents are highly engaged in technology. They are dependent on their smartphones, socially connected, and television is a top pastime. Bedtime is especially important for parents and they use their mobile device during this golden period when their kids are asleep.



SMARTPHONE DEPENDENT

96% of parents are smartphone users. They check message as soon as they awake. Once kids are asleep, they use their device in bed for purposes ranging from viewing videos to purchasing products.



CONNECTED TO SOCIAL

Busy though parents are, social media occupies a lot of their time. 60% of fathers and 71% of mothers use social media after their children go to bed.



TV AFTER HOURS

After smartphones, TV was the next most popular divide among parents with 84% regularly watching TV or movies after their kids go to bed.

HEALTHCARE REGIONAL

Timing: 30 Days

Investment: \$9,970

Savings: 41%

Geotarget: Multi-County / DMA

Audience: Health Lifestyles/Insurance/Purchases/Modalities

Reassure both current and prospective patients that you're available to meet their current and future healthcare needs.

SOLUTIONS :

- 200,000 audience **targeted display impressions** on SunSentinel.com, the display network and/or Facebook
- 50,000 geotargeted **multiscreen OTT impressions**, including Connected TV and streaming
- 50,000 audience targeted **YouTube TrueView** video ads

Optional: 3 Turnkey Branded Content articles promoted with 250,000 SunSentinel.com impressions each for \$12,750 total.

Example: 5 science-supported ways to boost your immune system



HEALTHCARE LOCAL

Timing: 30 Days

Investment: \$4,700

Savings: 25%

Geotarget: Local

Audience: Health Lifestyles/Insurance/Purchases/Modalities

Reassure both current and prospective patients that you're available to meet their current and future healthcare needs.

SOLUTIONS:

- 100,000 **geotargeted display impressions** on SunSentinel.com, the display network and/or Facebook
- 100,000 audience- or geotargeted **emails**
- 50,000 geotargeted SunSentinel.com **pre-roll video** impressions



ABC: ALWAYS BE CONNECTING

Keep two sets of prospects in mind: The ones who can buy now, and the ones who will later.

For the ones who can buy now, be clear about your value proposition.

For the ones who will buy later, leverage promotions, content and digital channels (email, social media) to activate/engage them now.



TURNKEY INTERACTIVE CONTENT

Timing: 30 Days

Investment: \$5,000

Engage with your target audience in a new way by highlighting your products and services with a turnkey interactive piece of content designed to bring you leads.

Elements:

- Personalized interactive content landing page hosted on SunSentinel.com
- Advertising distribution or equivalent for contest promotion
 - Custom, targeted **ebblast** to 100K emails
 - 100K **impressions** on SunSentinel.com
 - **Social media** ad campaign
- All users who participate will receive a bounce-back offer (a promo or coupon code to use now or in the future), and a grand prize winner can receive a larger prize.*
- Advertiser to receive an excel file with data received from program participants upon completion of the Sweepstakes. Information will include email address of participants and 1-2 questions supplied by the advertiser (i.e: Name, location).

*Advertiser to supply prize(s)



*Mocks for visual purposes only

GET AHEAD WITH CONTENT

BE A THOUGHT-STARTER



Healthcare:

[Healthy Social Distancing Selfie](#)







- 5 signs you might have coronavirus
- 3 things you should know before you go to the doctor or hospital
- 3 expert tips to keep yourself healthy
- How you can support healthcare workers during a crisis
- 5 science-supported ways to boost your immune system
- Feeling okay doesn't mean you're not sick

EXAMPLES & RESOURCES

Our doctors are in.



Holy Cross Hospital has always been there for our patients and community. And now, many of our Holy Cross Medical Group physicians are offering even quicker access to appointments. With 28 specialists and more than 150 physicians in 20 practice locations, Holy Cross Medical Group is just what the doctor ordered. To find a Holy Cross physician near you, please call 1-866-788-0003 (DIA7) or visit HolyCrossMedicalGroup.com

 Dr. Martin Saxe, MD Cardiovascular 154-128-1778 1540 S. Commercial Blvd. Suite 200 Fort Lauderdale, FL 33308	 Dr. Angela Roberts, MD OB/GYN 154-229-4000 4701 N. Federal Highway Ft. 100 Fort Lauderdale, FL 33308	 Dr. Richard Goldman, MD Cardiology 154-766-7070 2601 Coral Oaks Drive Suite 200 Coral Springs, FL 33065	 Dr. Daniel Greene, MD OB/GYN 154-229-4000 4701 N. Federal Highway Ft. 100 Fort Lauderdale, FL 33308	 Dr. Ryan Kambou, MD Endocrinology 154-762-0587 2601 Coral Oaks Drive Suite 100 Coral Springs, FL 33065
 Dr. Joseph Walker, MD OB/GYN 154-229-4000 4701 N. Federal Highway Ft. 100 Fort Lauderdale, FL 33308				

 **Broward Health is Now Offering COVID-19 Testing***

To help ensure the health and wellness of our community during the COVID-19 pandemic, Broward Health is extending mobile, drive-through testing for our community. We are dedicated to caring for you and safeguarding our community. Please see instructions below.

TO MEET CRITERIA, INDIVIDUALS MUST BE:

- Prescreened and meet CDC and DOH testing guidelines
- Prequalified with a prescription
- Preregistered through our call center

THINGS YOU MUST BRING:

- Proper ID required inclusive of name, date of birth, and photo (can be ONE of the following):
 - FL Drivers License
 - State-issued ID
 - Passport
- Patient confirmation number from our call center

Keep your family safe.

Stay home and see our doctors from your phone.

You and your family's safety is always our top priority. To prevent any further spread of the coronavirus (COVID-19), the CDC recommends using telehealth as a first line of defense.

On behalf of the health of our community, Baptist Health is now offering online doctor visits for **FREE**. Simply download our App, **Baptist Health Care On Demand**, and have a virtual visit any time, day or night.

Please be safe.

FREE visit*
Code CARE19

 Download the App and see a doctor today




 **Baptist Health** | **CARE ONDEMAND**

Our doctors are in, 24/7

The CDC is recommending video visits to help avoid exposure and reduce the risk of being exposed to germs in the waiting room.

Start Virtual Visit



OUR WORK:



Client

Broward Health is one of the 10 largest health systems in the U.S. Located in Broward County, Florida, Broward Health operates more than 30 healthcare facilities in the county.

GOAL

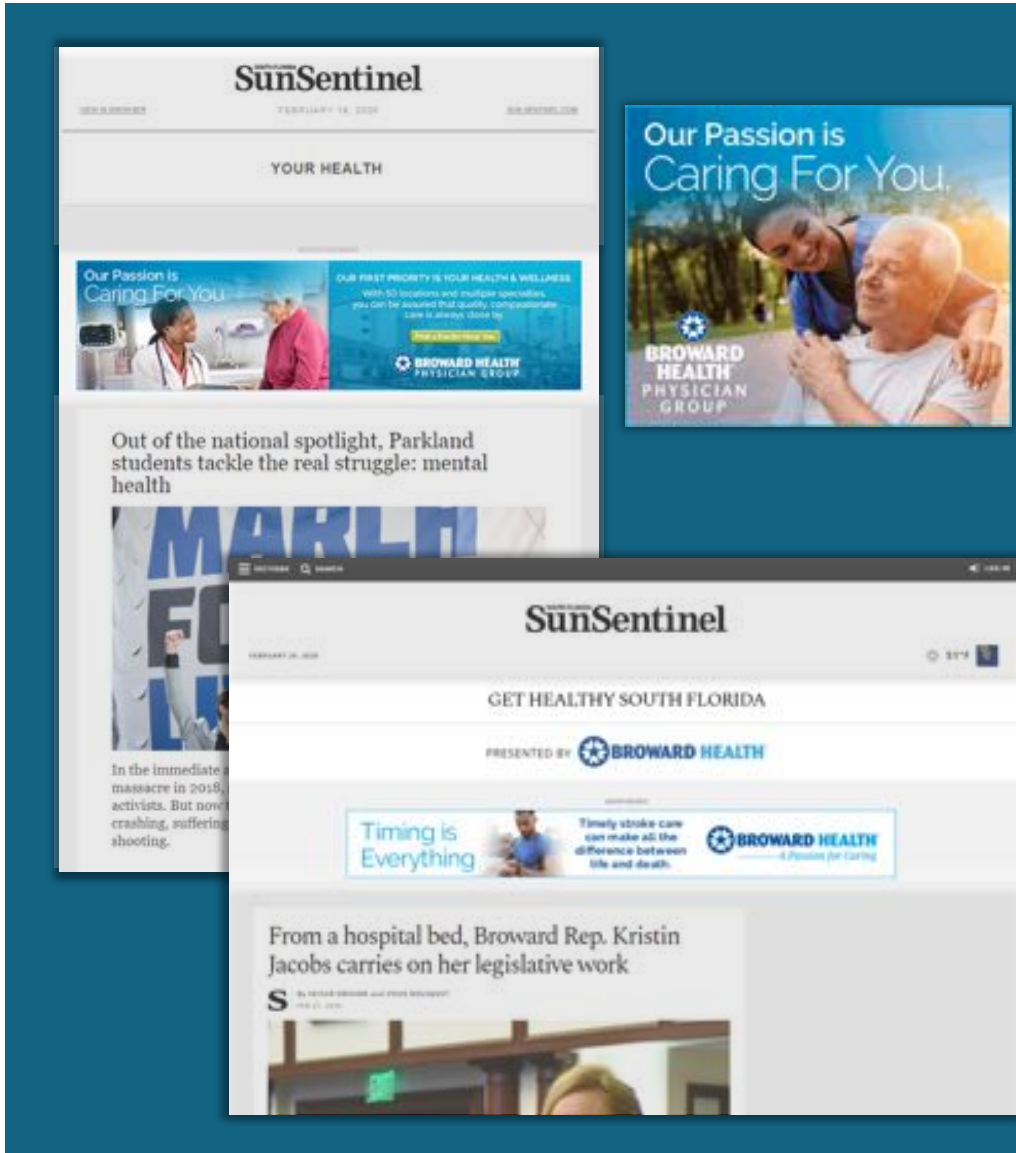
Evergreen awareness and engagement with potential patients in the local public.

OUR STRATEGY

Implemented a targeted multimedia campaign of our owned & operated products that included the headlining SunSentinel.com Health Sponsorship, Your Health Newsletter Ad, E-Edition Inflow Unit and SunSentinel.com Advertising.

RESULTS

- All campaign tactics had **above average engagement and click through** metrics.
- The E-Edition inflow unit performed **200% above** our internal average of display ads yielding 454 website visits.



OUR WORK:



Client

Broward Health is one of the 10 largest health systems in the U.S. Located in Broward County, Florida, Broward Health operates more than 30 healthcare facilities in the county.

GOAL

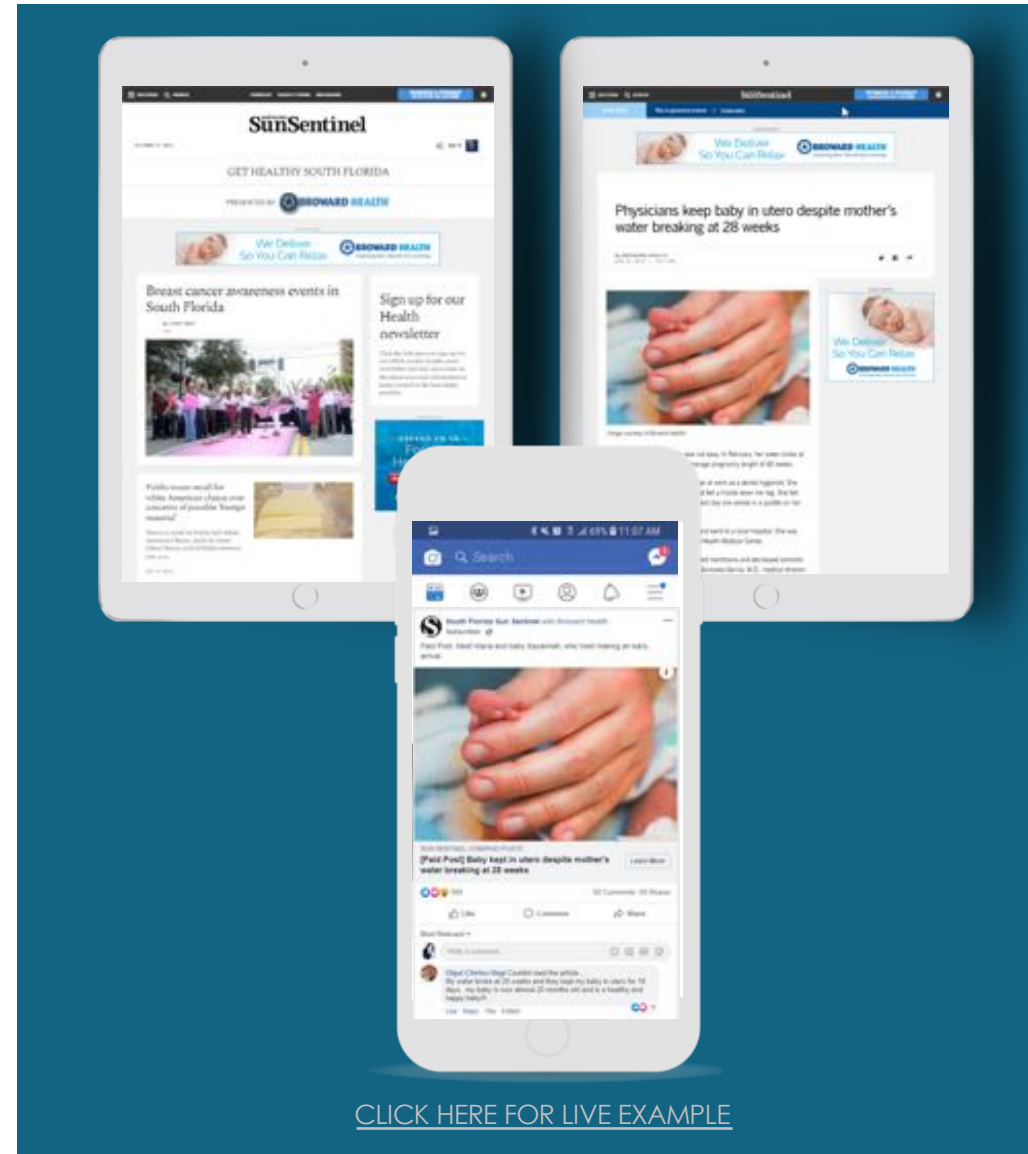
Partner with Broward Health to help them showcase success stories, offer expert advice, drive attendance at lectures and increase patient screenings.

OUR STRATEGY

Executed an omni channel campaign, aligning Broward Health with relevant health content, create custom content highlighting Broward Health's areas of focus and offer additional solutions to help meet their objectives.

RESULTS

- Content had **above average engagement and click through** metrics.
- Facebook social post had the **highest engagement** of all paid social posts to date.



[CLICK HERE FOR LIVE EXAMPLE](#)

THREE THINGS YOU CAN DO FOR YOUR BUSINESS RIGHT NOW

These are exploratory questions for healthcare marketers targeting millennials. They can help inform you to what the existing sentiment is toward the age group.

Timely Feedback

As much as millennials love researching reviews, they also love giving them. Allow them to submit feedback sooner rather than later. Only 11% of Millennials will respond to mail-in surveys.

Listen and Show

Once feedback is received, show them it was heard. How is their feedback effecting change? If you can show them, they will reward you with loyalty.

Embrace Them

Like it or not, they are the largest consumer group. While it's important to not alienate the largest base of health service users (Boomers), it's just as important not to buy in to the often-maligned millennial generation as entitled, narcissistic and vain.

THANK YOU

If you have any questions, please contact:

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