Employee and Patient Expectations Today and in 2040: An Intergenerational View

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Presenter

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Dr. John Kirk is an experienced social scientist and healthcare executive with over 30 years of experience in counseling, educating, mentoring, and coaching. His area of expertise is in developing a winning strategy for military and civilian organizations. He is a retired Colonel from the Air Force where, as a Medical Service Corps Officer, he held a variety of command and staff positions. He served in Afghanistan and accomplished a fact-finding mission in Iraq. He was instrumental in establishing medical capabilities in New Orleans following Hurricane Katrina in 2005.

Dr. Kirk earned a Masters and Doctorate in Psychology from California Coast University, a Masters in Healthcare Services from St. Joseph's College and a Doctorate in Teaching, Administration, and Research from Regents University. He is on the faculty at two universities as an adjunct professor in healthcare administration. He is a Fellow in the American College of Healthcare Executives and a certified Professional Futurist. He is married and has one daughter. He is an avid reader and loves to travel.

Dr. Kirk currently serves as the Chief of Foresight and Strategy Management Branch for Strategy Integration Group at the Defense Health Agency (DHA), Falls Church, Virginia.

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Learning Objectives

At the conclusion of this activity, participants will be able to:

1. Describe the basics of the Intergenerational Theory and how it applies to people in the work setting.
2. Explain the basics of the Intergenerational Theory as it applies to patients today and in 2040.
3. Differentiate between the younger and older generation and the conflicts the age difference causes.
4. Identify seven recommendations for interacting effectively with colleagues in the workplace.
5. Apply seven recommendations for effective patient interactions.

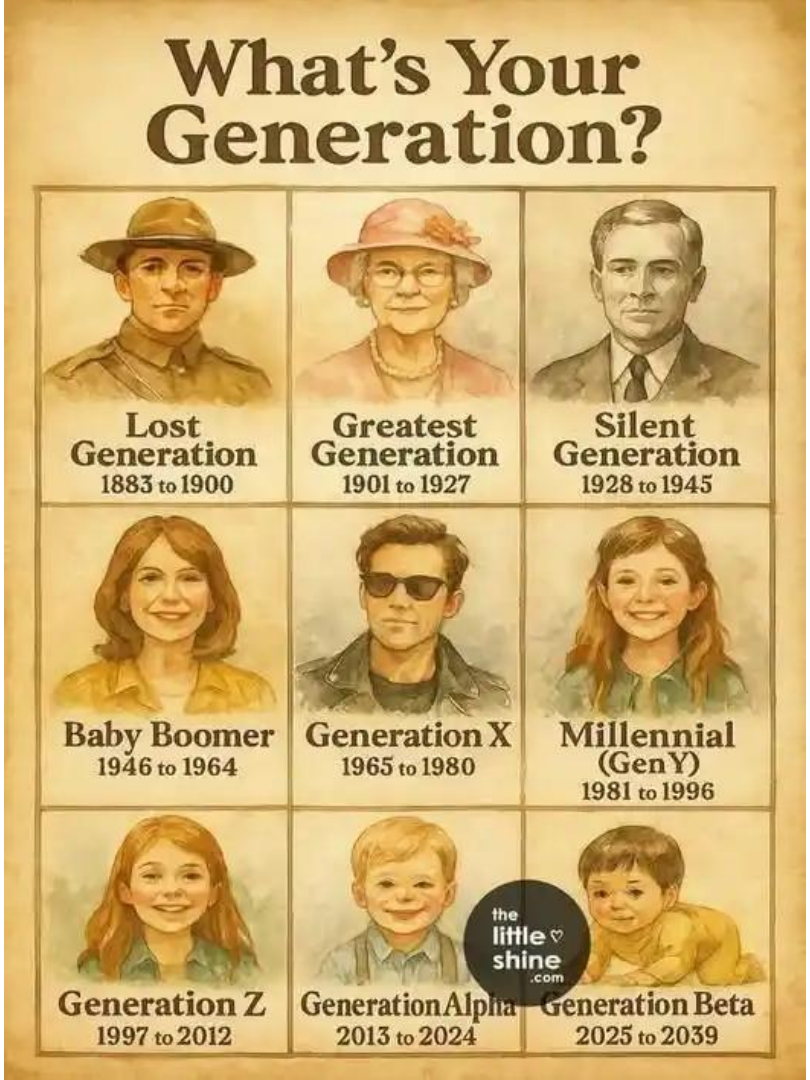
Agenda

- Introduction to the Generational Model
- Overview
- Highlight each Generation
- Look at common conflicts between the generations
- Provide recommendations for dealing with employees
- Provide recommendation for dealing with patients
- Top 3 References for further study
- Discussion

Polling Question

What's Your Generation?

- Baby Boomer (1946 to 1964)
- Generation X (1965 to 1980)
- Millennial (Gen Y) (1981 to 1996)
- Generation Z (1997 to 2012)


What's Your Generation?
Lost Generation
1883 to 1900
Greatest Generation
1901 to 1927
Silent Generation
1928 to 1945
Baby Boomer
1946 to 1964
Generation X
1965 to 1980
Millennial (GenY)
1981 to 1996
Generation Z
1997 to 2012
Generation Alpha
2013 to 2024
Generation Beta
2025 to 2039
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Overview

- We have 8 generations as patients (pediatrics to geriatrics)
- We have 5 generations working in healthcare today
- Bottom Line; People are people, we are more alike than different
- Each cohort has been shaped by their environment
- Each has unique characteristics, views, and preferences
- Many people are on the edge of two generations
- We can understand and prepare for what they want today
- We can gain insights into what they will want in 2040
- Conflicts between generations can become Complementary Instead

The Silent Generation/Traditionals

Birth Year/Age	Age in 2040	Shaping Factors	Descriptors	As Employees	As Patients
1928-1943 -83-98	--	• World War II • Fear of Nuclear • Economic Insecurity • Growth of Higher Education • Limited Media	Savers Cautious Patriotic Formal	N/A	Respect Conformity Predictability Clear Direction

The Baby Boomers

Birth Year/Age	Age in 2040	Shaping Factors	Descriptors	As Employees	As Patients
1946-1964 62-80	--	Expansion New Middle Class Cold War Activism		• Hard Work • Town Halls • Memos • In person meetings with praise in private	• Personal • In person • Waiting Rooms • Okay with lines • Compliant • Needs direction

Gen X

Birth Year/Age	Age in 2040	Shaping Factors	Descriptors	As Employees	As Patients
1965-1980 46-61	60-75	1980s Recession Watergate Vietnam Civil Rights Rising Divorce Rates Latchkey Kids Early Autonomy MTV/Cable Pre-Internet AIDS Epidemic	Adaptability Resilient Distrustful Self-Reliant	• Stable Work • Benefits • Ability to Make an Impact • Values Driven	• Telehealth • Public Health • Sexual Caution

Millennial (Gen Y)

Birth Year/Age	Age in 2040	Shaping Factors	Descriptors	As Employees	As Patients
1981-1996 30-45	44-59	• Digital Integration • Internet • Racial and ethnic Diversity	• Always online • Distrust Leadership • 65% feel lonely • Focus on leisure and Personal Time	• Blurred boundaries between personal and professional • Growth • **Work/Life Balance** • Virtual Meetings	• They require individual plans • The like both in-person and virtual care • They focus on mental health • They “own” their own health

Gen Z

Birth Year/Age	Age in 2040	Shaping Factors	Descriptors	As Employees	As Patients
1997-2012 14-29	28-43	Covid 24/7 Internet Social Media	• Confident • Compete • Digital Natives	• High Turnover • Flexibility • Telework • Work/Life Balance	• They demand virtual but long for personal connection • They trust the internet for healthcare

Gen Alpha

Birth Year/Age	Age in 2040	Shaping Factors	Descriptors	As Employees	As Patients
2013-202X 2-13	16-27	Covid Artificial Intelligence Virtual Gaming	• Short Attention Span • Focus on Mental and Emotional Health	TBD Prepared for 100% Virtual Work	• Anxious • Trust Internet over providers for their health • Non-Compliant

Most Common Areas of Difficulty

- Boomers and X versus Gen Millennials and Z
  - Remote versus In Person
  - Loyalty vs Change
  - Feedback versus Criticism
  - Leadership Style
  - Recognition
  - Work/Life Balance
  - Holistic View

Key Takeaways- Recommendations for Employees

1. Flexible Compensation Package
2. Mentoring Programs/Reverse Mentoring
3. Multi-Generational Team Composition
4. Decrease Hierarchical Approach – focus on relationships
5. Leaders as supportive coaches
6. Provide growth opportunities
7. Fight for remote work and flexible schedules

Key Takeaways- Recommendations for Patients

1. Patient-Centric
2. Virtual Approach and in-person
3. Focus on Preventive Care
4. Focus on the Need for Speed
5. Utilize paraprofessionals
6. Incorporate Mental Health and Emotional Wellness
7. Healthcare as wellness consultants

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