

A GUIDE TO Getting Ready for Generation Z

with  simplepractice

Members of Generation Z (i.e., those born between 1995 and 2012) may not be making their own healthcare decisions just yet, but when they do, healthcare providers must be ready to respond with technology that caters to Generation Zers' love for 'all things digital.'

Preparing for Generation Z isn't something that providers can do overnight. It takes time to integrate technology, educate staff, and redesign workflows. To help, we came up with some specific actions you can take to appeal to younger generations.

1. Ask Generation Zers what they want when they come to your practice.

Create a short survey asking Generation Zers how you can make their visit to your practice more comfortable and enjoyable.

For example, consider this question: In an attempt to improve your experience while at our practice, which of the following should we provide (check all that apply)? Options could include access to free high-speed Wi-Fi, high-tech check-in-kiosks, or device charging stations.



2. Create a website.

Ask Generation Zers to review your practice. Then, with permission, share this feedback on your website using the patient's first name only. Generation Zers will use this information when making healthcare decisions.

- Consider partnering with a marketing company to assist with search engine optimization (SEO) that will boost your rankings in search results.
- Include information about your services and specialty areas, but also explain why you provide a better value than your competitors. How are you different? Why are you passionate about your work? Generation Zers will want to know.
- Incorporate video, when possible. For example, provide a video tour of your office or video interviews with staff. Video will drive 82% of all Internet traffic by 2021, up from 73% in 2016, according to Cisco.

3. Google your name.

Look at sites such as Healthgrades, Vitals, RateMDs, and Yelp. What feedback have patients provided, and how have they rated you online? How can you use this information to improve your services and the overall patient experience?

Make a list of all directories in which you're listed. Are there other directories that can help you gain exposure? If so, how can you join those directories?

4. Launch a client portal.

Allow Generation Zers to view their health information, book appointments, make payments, and send secure messages. Create a pamphlet that educates Generation Zers about the portal and its purpose.

5. Provide telehealth appointments.

Gen Zers often have busy schedules and manage most of their lives from their mobile devices. Telehealth sessions are appealing to these clients, who expect convenience, ease, and flexibility.

Staying abreast of the latest and greatest technology trends will be critical for forward-thinking providers who

