

Healthcare for the New Generations: Understanding and Engaging Generations X and Y Through Products and Channels

ANTHONY SPINELLI: This is Anthony Spinelli for the Healthcare Intelligence Network. I'm talking with today, Scott Schroeder, the President and CEO of Cohorts, Inc. On March 28th he'll be presenting at HIN's audio conference on, "Healthcare for the New Generations: Understanding and Engaging Generations X and Y Through Products and Channels". Thanks for speaking with us Scott.

SCOTT SCHROEDER, PRESIDENT AND CEO OF COHORTS, INC.: My pleasure.

ANTHONY SPINELLI: First of all there are wide variations on the age ranges for generations X and Y. How does Cohorts define them and where do they fit in to meet the Cohorts categories?

SCOTT SCHROEDER: Well as you know Anthony we have, through extensive research, identified 30 different household segment types that represent, really all households in the country. When we start to talk about the Gen X and the Gen Y households we found that they represent a total of 11 of those 30 segments. And in an age range point of view typically Gen X we define as somebody born between 1965 and 1980 and Gen Y would be someone born from 1981 to about 1994. That's kind of the typical.

ANTHONY SPINELLI: Okay. Now your client list includes an insurance provider and health plan and a hospital. In your experience what have you learned about communicating with these generations about health care and what kind of language do they respond to?

SCOTT SCHROEDER: Well it's interesting, Gen X and Gen Y being younger generations think about Gen Y for example, they—anybody who is in Gen Y right now has probably known nobody other than a Bush or a Clinton as a president of this country. So that's a

different frame of mind than a lot of us are in. What we find about both of these generations is they're very tech savvy, they're very multimedia exposed. They're not the type of boomer generation, which will still sit down and watch prime time television. So when you try to talk to these segments you want to use a varied media, you want to use concise messaging and you want to be available. You want to be able to be found on the Internet. You want to be able to be found in new media and you want to be able to use a variety of channels to reach these folks.

ANTHONY SPINELLI: All right. How about those marketing locations? What else is proving effective for these generations? Are you marketing at events, or using city advertising campaigns in addition to the Internet, more traditional medias?

SCOTT SCHROEDER: Well things like the Internet, things like pod casts. A great example for these generations, one thing they have in common, although we see a lot of diversity across the 11 segments, one of the things they have in common is virtually all of them own a cell phone. So why not create an environment where in your advertising campaigns for example you can text these 5 digits and get more information about our health care facility or about our insurance provider. That kind of messaging and that kind of communication.

ANTHONY SPINELLI: Okay. Well thank you very much for speaking with us Scott. We're looking forward to hearing more from you during the audio conference.

SCOTT SCHROEDER: My pleasure, thank you Anthony.

ANTHONY SPINELLI: If you would like to register for this upcoming audio conference or obtain a CD-Rom recording please call the Healthcare Intelligence network toll free at 1-888-446-3530. This is Anthony Spinelli for the Healthcare Intelligence Network.

