Five Myths You Can't Afford to Believe about Medicaid Consumers

1. The Digital Divide
- Myth: The Medicaid population is not digitally savvy.
- Truth: The Medicaid population is highly digitally "experimental" or "transitional" compared to 80% of the general population.
- Digital intensity of the Medicaid population mirrors the masses.

2. Experiencing Healthcare
- Myth: Medicaid population values digital doctors.
- Truth: Medicaid population values digital capabilities.
- The "digital intensity" of the Medicaid population mirrors the masses.

3. Experiencing Healthcare
- Myth: Medicaid population's motivations are different from the general population.
- Truth: Medicaid population values digital doctors.

4. Medicaid Motivations
- Myth: Medicaid population is more motivated by tangible goods.
- Truth: Medicaid population values digital doctors.

5. Experiencing Healthcare
- Myth: Medicaid population's healthcare cost, access, and quality are lower.
- Truth: Medicaid and non-Medicaid populations share similar expectations.

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www.pewinternet.org/2015/04/01/chapter-one-a-portrait-of-smartphone-owners/