Five Myths You Can't Afford to Believe

1. The Digital Divide

- Myth: The Medicaid population is not tech-savvy.
- Truth: The Medicaid population values digital capabilities.
- Incomprehensible: When considering healthcare insurance, Medicaid beneficiaries are far more likely to rely on smartphones for internet access.

2. Exploring Care, Digitally

- Myth: Medicaid populations are more likely to seek advice and referrals.
- Truth: Medicaid populations tend to turn to friends, family and physicians for advice and referrals.

3. Experiencing Healthcare

- Myth: Medicaid populations believe only in driving to a doctor's office.
- Truth: Medicaid populations mostly rely on digital channels for healthcare, just like the non-Medicaid population.

4. Medicaid Motivations

- Myth: Medicaid populations are motivated by financial incentives.
- Truth: Medicaid populations are motivated by the same incentives and outreach as the non-Medicaid population.

5. Mindful Shoppers

- Myth: Medicaid populations are less likely to shop around.
- Truth: Medicaid populations are like the non-Medicaid population when it comes to shopping around for the best deals.

**DEBUNKING MYTHS ABOUT POPULATION VS. INCOME**

- More than half of individuals making <$30K per year depend on smartphones for internet access.
- Those making <$30K per year are more likely to consider cost-saving information.
- Medicaid populations values digital doctors.

**WHAT PAYERS AND PROVIDERS SHOULD DO**

- Make the connection. Most consumers cushion their healthcare costs with health insurance. Medicaid populations are no different.
- Be where your customers are. The world is shifting from physical to digital, same way that they do with other payer populations.
- Ensure quality information is available to Medicaid populations.

**CONSUMER**

- In the digital age, consumers expect information quickly and accurately.

**INFORMATION**

- What: Consumers expect the same level of transparency when it comes to out-of-pocket costs.
- Why: 66% of low-income individuals believe that their insurer isn't clear and accurate (44% to 39%).

**DIGITAL TRACES.**

- They are mostly reliant on digital traces.
- They strive to leverage technology.
- Then, they leave.

**WEBSITES**

- 29% of individuals have written healthcare reviews.
- Just under half surveyed have read online healthcare reviews.

**CONVENIENCE WHEN**

- “A DOCTOR TO MY RECORDS”
- “A DOCTOR THROUGH LOCATION”
- “A DOCTOR THROUGH APPOINTMENT”
- “A DOCTOR THROUGH VIRTUALLY"

**CONSUMER COMPANIES**

- What: More than half of individuals making <$30K per year own a cell phone.
- Why: Almost all individuals making <30K per year own a cell phone.