

Silver Surfers are Catching the eHealth Wave

The digital divide between seniors and the rest of the population is disappearing.



According to the Pew Internet & American Life Project, Internet use rates tripled among seniors (65 and over) and **doubled** among 50 to 64 year olds between **2000 and 2012**.



The **greatest growth** in Internet use among all age groups during this period was among **seniors 65 and over**, ushering in the era of the silver surfer.¹

According to Accenture research:



Accenture research reports that Medicare consumers are frequently **(at least once daily)** online.²



91% are using email frequently²



73% frequently search the internet²



Nearly **one-third** frequently login to Facebook or other social media sites.²



56% of Medicare consumers visited their health plan's website at least once in the past 12 months.³



The 2013 Accenture Consumer Survey on Patient Engagement surveyed more than 9,000 adult consumers in nine countries, including almost 200 US seniors, and revealed that:

67% Most Americans 65 and older say that accessing their medical information online is very or somewhat important.

83% of US seniors think that they should have full access to their electronic health records—only **28 percent** actually do today.

68% of seniors say it is somewhat or very important to request prescription refills electronically, and nearly half (**46 percent**) can do so today.

62% Booking appointments online is somewhat or very important.

53% Emailing with providers is somewhat or very important.



What health options do seniors expect from their care provider?



Accessing electronic health records and medical history online or through a mobile app is most important.⁴



Seeing a doctor virtually without a copay is most important.⁴



Scheduling appointments electronically with a mobile app or online tool is most important.⁴



To serve the aging population, Medicare plans must pursue digital channels to influence buying behavior, engagement and satisfaction:

BUYING BEHAVIOR

- ✓ Digital is nonnegotiable for customer preference and differentiation.
- ✓ Price, value and brand are also becoming increasingly important for acquisition.

ENGAGEMENT

- ✓ Digital dialogue can mean better outcomes and healthier living.
- ✓ Reduce medical costs and improve retention.

SATISFACTION

- ✓ Digital can improve healthcare quality with a more seamless, collaborative health ecosystem.
- ✓ Simplified, accessible customer experiences that can be shared via social networks.



¹ Pew Internet & American Life Project, Older Adults and Internet Use, Kathryn Zickuhr, Mary Madden, June 6, 2012, accessed 10/7/13, <http://www.pewinternet.org/Reports/2012/Older-adults-and-internet-use/Summary-of-findings.aspx>

² 2012 Accenture Healthcare Consumer Survey

³ 2013 Accenture Healthcare Consumer Survey

⁴ 2013 Accenture Healthcare Consumer Survey

Contact

Jill Dailey
jill.s.dailey@accenture.com

Methodology

For its 2013 Consumer Survey on Patient Engagement www.accenture.com/us-en/Pages/insight-accenture-consumer-survey-patient-engagement-united-states-summary.aspx, Harris Interactive, on behalf of Accenture, conducted consumer research with 9,015 adults across nine countries (Australia, Brazil, Canada, England, France, Germany, Singapore, Spain and the United States), including about 200 U.S. seniors (ages 65+) receiving Medicare benefits, assessing their perceptions of using digital tools to manage their own healthcare. As part of Accenture's 2013 Healthcare Consumer Research, a separate survey of 3,137 U.S. seniors, including 1,470 Medicare recipients and 1,667 individuals ages 55 to 64 years-old, was conducted in July 2013 to assess the perceptions of current and future seniors using digital capabilities for managing their care remotely. Where relevant, these findings were compared to Accenture's 2012 Healthcare Consumer Research www.accenture.com/sitecollectiondocuments/Accenture-Reconciling-the-Great-Healthcare-Consumer-Paradox.pdf

To learn more about the importance of digital channels in engaging seniors, download the Silver Surfers are Catching the eHealth Wave report at <http://www.accenture.com/us-en/Pages/insight-silver-surfer-catching-ehealth-wave-summary.aspx>

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