



MILLENNIALS, THEIR HEALTH AND YOUR WORKPLACE

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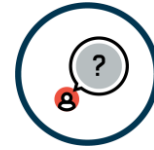
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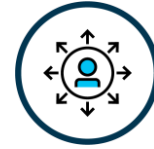
AGENDA



Who are they



Why they are top of mind



How to support their well-being



MEET THE MILLENNIALS

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Born between 1981–1996



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Forecasted **to represent 75%** of
the workforce **by 2025.**



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Health and well-being trends are
cause for **concern**





CAUSE FOR CONCERN



HEALTH IN CRISIS

According to the Blue Cross Blue Shield Association Health of America report, once a millennial hits age **27, their health begins to decline.**

- **1 in 3** have a health condition that impacts their quality of life
- **Only 68 percent** have a PCP — **compared to 91 percent** of Gen X
- **Double digit increase** in the top-10 conditions

TOP-10 CONDITIONS AFFECTING MILLENNIALS NATIONALLY

Eight of the top-
10 conditions
saw a
**DOUBLE
DIGIT**
increase in
prevalence.

TOP10 conditions affecting millennials

INCREASE OF PREVALENCE (2014-17)		
1	Major depression	31% ▲
2	Substance use disorder	10% ▲
3	Alcohol use disorder	1% ▲
4	Hypertension	16% ▲
5	Hyperactivity	29% ▲
6	Psychotic disorders	15% ▲
7	Crohn's disease/ulcerative colitis	10% ▲
8	High cholesterol	12% ▲
9	Tobacco use disorder	7% ▲
10	Type II diabetes	22% ▲

[LEARN MORE](#)

IF THESE ISSUES REMAIN IGNORED...

- Their health will have **substantial effects** on the American economy and total cost of care in the next two decades:
 - **33 percent increase** in health care treatment costs
 - **40 percent increase** in mortality rate



THE COVID-19 IMPACT



AN UNPREDICTABLE YEAR

- In April 2020, **60% of millennials** were concerned about being unable to afford food, rent or mortgage, and medical expenses in the pandemic.
- **900% increase** in calls to the crisis hotline
- **60% of employers** haven't offered more flexible work schedules to accommodate working parents' childcare responsibilities.
- **Long-lasting impacts:**
 - Depression
 - Social isolation
 - Financial loss



HOW TO SUPPORT



CAREER WELL-BEING

WHAT WE KNOW:

- **High expectations** for themselves and see their managers as mentors¹
- 87% cited **access to personal growth and development** or career growth as being very important¹
- 35% value a **flexible work schedule** over their pay²

¹Gallup

²Forbes.com

CAREER WELL-BEING

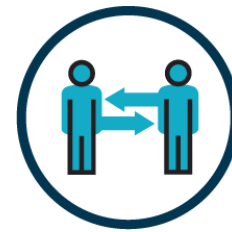
WHAT EMPLOYERS CAN DO:



**Invest in training and/or
personal development
opportunities**



**Emphasize work
and personal life
balance**



**Prepare managers to build
authentic relationships
with their employees**



COMMUNITY WELL-BEING

WHAT WE KNOW:

- Millennials want to have a sense of **belonging and community** wherever they land¹
- 31% expect their **volunteer time** to increase²

¹Gallup Report “How millennials want to live and work”

²GivingTuesday.com



COMMUNITY WELL-BEING

WHAT EMPLOYERS CAN DO:

- Incorporate a **community focus** into your well-being strategy
- Offer **volunteer time** or provide on the job opportunities
- Promote **local resources**



EMOTIONAL WELL-BEING

WHAT WE KNOW:

- 92% of millennials indicated COVID-19 had a negative **impact on their mental health**¹
- 1/3 have behavioral health conditions – increasing **their risk for chronic physical conditions** (e.g., depression and anxiety) than other generations and top condition impacting millennials: major depression¹
- **50% of millennials have left roles** in the past for mental health reasons²

¹BCBS Health of America, 2020

²Mind Share Survey, 2020

EMOTIONAL WELL-BEING

WHAT EMPLOYERS CAN DO:



Offer quick & convenient access to care for both their physical health and mental



Leverage a Health Assessment to understand how many employees are suffering from stress, behavioral health issues, or other symptoms



Explore and communicate multiple modalities and solutions for mental health



FINANCIAL WELL-BEING

WHAT WE KNOW:

- Significantly less wealthy than prior generations and have an **average of \$30,000** student loan debt¹
- **80% feel financial stress** impacts their mental and physical health²
- 48% would **delay or avoid medical treatment** because of cost²

¹Forbes.com

²BCBS Health of America, 2020

FINANCIAL WELL-BEING

WHAT EMPLOYERS CAN DO:



Support them to better understand and use their health benefits and promote cost transparency tools



Review what you offer for financial well-being support to identify gaps of resources that you have to support beyond retirement benefits



Consider student loan repayment benefits



92%

OF MILLENNIALS
SAID COVID-19 HAD A
NEGATIVE IMPACT ON THEIR
MENTAL HEALTH³

PHYSICAL WELL-BEING

WHAT WE KNOW:

- **Health decline** for millennials begins at age 27¹
- **Only 68 percent** have a PCP — compared to **91 percent** of Gen X¹
- **COVID impact:** 34% increase in alcohol consumption & 20% increase in smoking¹

¹BCBSA Generation Survey 2020

PHYSICAL WELL-BEING

WHAT EMPLOYERS CAN DO:



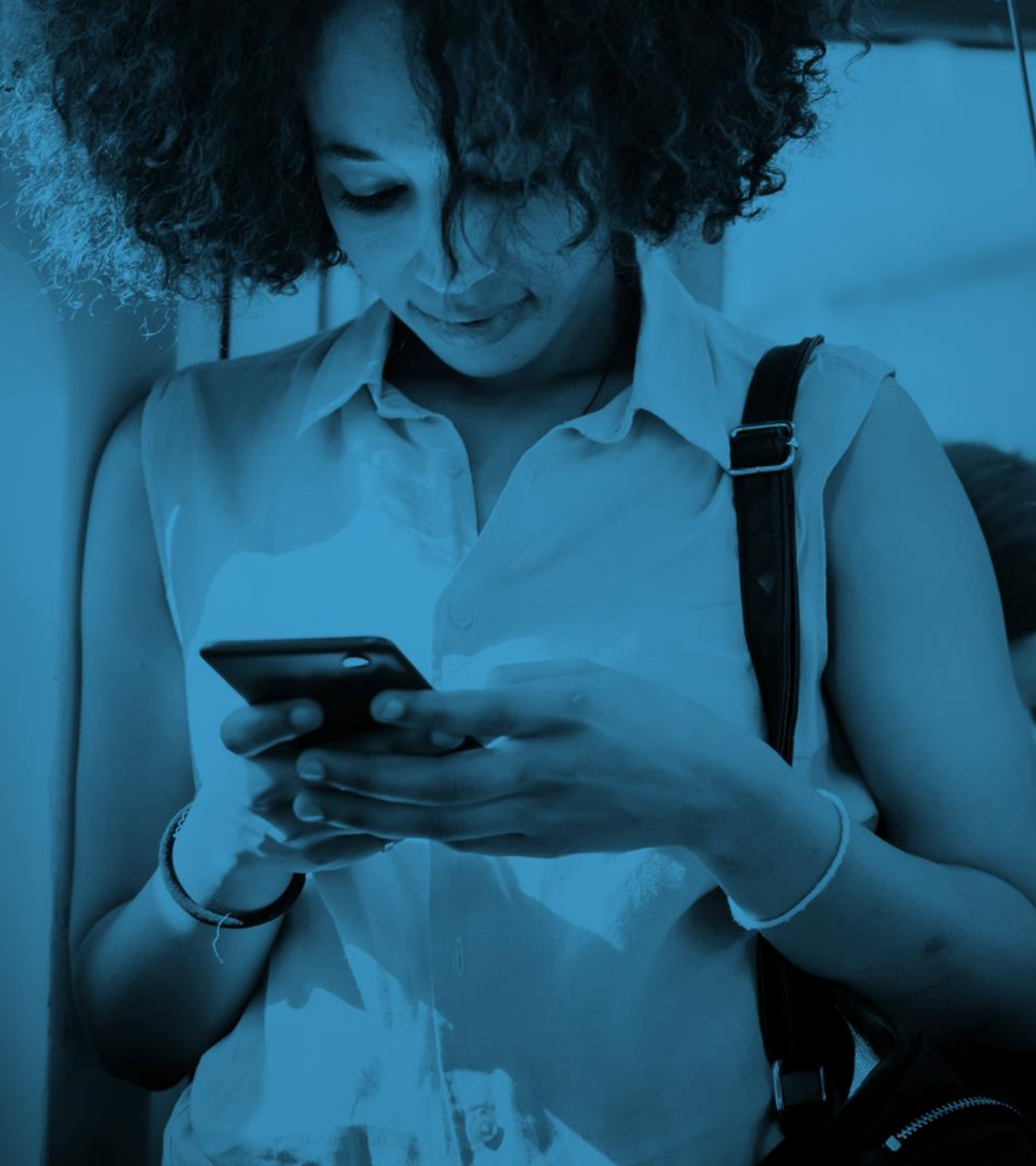
**Leverage technology
for a personalized
approach to well-being**



**Designate time off for
preventive visits**



**Reimburse staff for
at-home equipment or
virtual classes**



SOCIAL WELL-BEING

WHAT WE KNOW

- 48% believe their employer should **offer social connectedness** programs¹
- Called the “**loneliest**” generation²

¹WebMD

²YouGov.com



SOCIAL WELL-BEING

WHAT EMPLOYERS CAN DO:

- Create a way for **social connectedness** at work
- Provide wellness challenges that **bring employees together**
- Encourage managers/leaders to **create opportunities for their teams to connect**

HOW WELLMARK CAN SUPPORT YOU

- ① Millennial e-book
- ② Blue at work content
- ③ Well-being team of experts:
email wellbeing@wellmark.com



CHAPTER Meet

Millennials may be o
misunderstood gener
They've been tossed a
and publically scrutiniz
generational counterpart

For instance, if you do a qu
search, on millennials you g
populated search terms bef
even finish your train. Everyt
millennials are ruining the doc
industry, to how the generation
and loneliness — and even that
worthless and poor.

Yet, there is still so much to discov
this generation:

- What are their characteristics?
- Who are they as employees?
- What benefits are they looking for when choosing a company to work for?

DOWNLOAD OUR FREE E-BOOK

There's so much more information to uncover about the millennial generation, their health and the changes they'll bring to the workforce. We've simply only scratched the surface. If you want to learn even more about the generation that will soon make up 75 percent of the workforce, download our free e-book.

Get your copy today:

[Wellmark.com/millennials](https://www.wellmark.com/millennials)

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