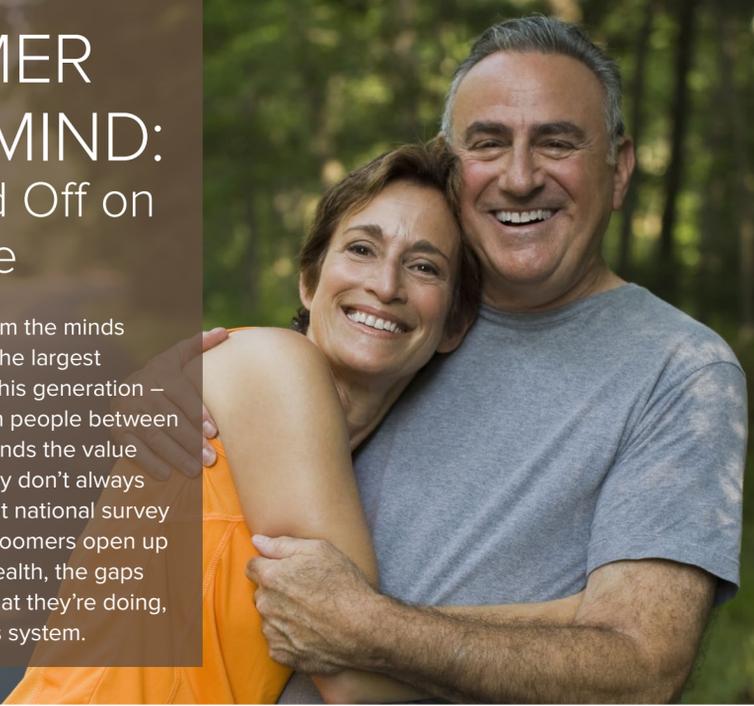


THE BOOMER STATE OF MIND: Boomers Sound Off on Their Healthcare

Health concerns are never far from the minds of baby boomers, who make up the largest generation born in U.S. history. This generation – which today equates to 75 million people between the ages of 51 and 69 – understands the value of protecting their health. But they don't always match words to action. In a recent national survey conducted on behalf of MDVIP, boomers open up about the current state of their health, the gaps between what they know and what they're doing, and their frustrations with today's system.



STATE OF BOOMER HEALTH



GOOD NEWS

94%

believe preventive care is an important part of staying healthy

85%

have a primary care physician they have seen in the past year

84%

are willing to invest more time/money in their health to live longer, healthier lives



BAD NEWS

73%

suffer from a chronic condition

43%

say it would take an unexpected, life-threatening diagnosis to motivate them to take better care of themselves

46%

say they don't exercise regularly

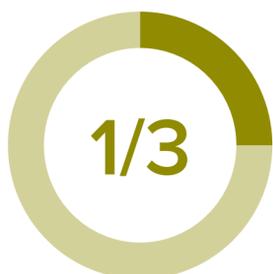


3 out of 4 boomers: "I should do more to manage my health"

PAINS OF PRIMARY CARE

Traditional primary care physicians (PCP) manage 2,000 or more patients, limiting the amount of time and attention they can give to any one patient, and forcing them to practice reactive medicine.

1. IMPERSONAL CARE



1/3 of boomers doubt their PCP would recognize them on the street



1 IN 5 SAY: Conversations with my PCP are like talking to a boss who's running late

I spend more time on Facebook than in the exam room



1 IN 4 SAY: I don't have enough time with my PCP during visits

I have changed or am thinking about changing my PCP



1 IN 3 SAY: I have to track down my PCP for test results

I have taken action as a result of my frustrations

2. INCONVENIENCE AND FRUSTRATION



Nearly half of boomers are frustrated with their primary care experience

Boomers have already turned to other options:

Use urgent care (51%)

Visit retail clinics (35%)

Try alternative therapies (19%)

And would consider using:

Telemedicine (40%)

Concierge medicine (22%)



1/3 of boomers: "Wait is the #1 frustration"

3. UNMET EXPECTATIONS



want a deeper relationship

WISH LIST

PCP visits that aren't rushed (62%)

Kind, compassionate bedside manner (50%)

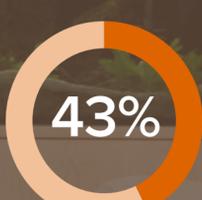
Same- or next-day appointments (46%)

Greater focus on prevention/wellness (39%)

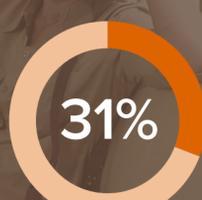
DISENGAGED PATIENTS



3/4 don't consider their PCP a trusted advisor



43% won't prioritize health without an unexpected, life-threatening diagnosis



31% spend more time in the waiting room than the exam room

RE-ENGAGING BOOMERS IN THEIR HEALTH

Personalized, preventive healthcare can fill the gaps for boomers frustrated with traditional primary care.



Fewer Patients



PCPs Available 24/7



Customized Wellness Plans

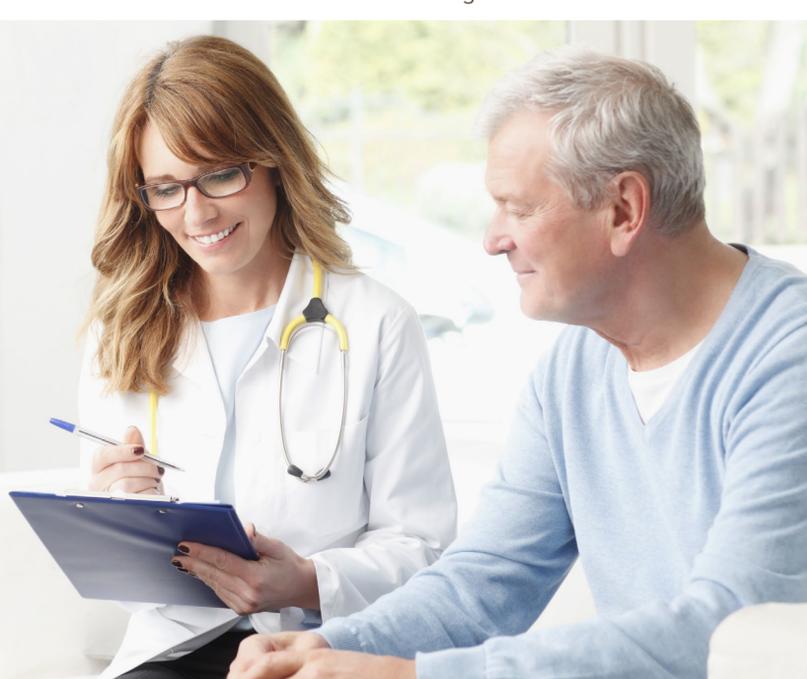


One-on-One Coaching



Streamlined Referrals

MDVIP is the national leader in affordable personalized healthcare offered by over 840 affiliated primary care physicians across the United States. These carefully chosen MDVIP-affiliated physicians limit the size of their practices in order to provide each patient with a comprehensive preventive care program and more time and attention. To learn more about MDVIP, visit www.mdvip.com.



Source: Boomer Health Survey of 1,049 boomers conducted in August 2015 by Ipsos Public Affairs on behalf of MDVIP.