

PRIORITIZING THE HEALTH OF MILLENNIALS

Understand how the health of the soon-to-be-largest segment of the workforce could impact the future of your organization.



THE NOT-AS-HEALTHY GENERATION

Millennials (born between 1981-1996) are known for driving fitness trends like spin classes and yoga, and healthy food fads including avocado toast, kombucha and kale-everything. The reality is, millennials are actually **less healthy than previous generations** were at the same age.



MILLENNIAL HEALTH TRENDS

- 1/3** HAVE HEALTH CONDITIONS THAT AFFECT THEIR QUALITY OF LIFE
- THEY ARE **LESS HEALTHY** THAN GEN-XERS WERE AT THE SAME AGE
- THEY'VE EXPERIENCED **DOUBLE-DIGIT INCREASES** FOR 8 OF THE TOP 10 HEALTH CONDITIONS (AGES 21-36 IN 2017)

Source: Blue Cross Blue Shield, The Health of America Report®, The Health of Millennials, April 2019.

To dive deeper into these trends, view our full [Health of Millennials infographic](#).

WHAT COULD TODAY'S TRENDS MEAN FOR THE FUTURE OF YOUR WORKFORCE AND THE ECONOMY?

INCREASE IN HEALTHCARE COSTS

More than **double** the number of millennials could be receiving treatment for health conditions 10 years from now compared to today.

Under the most adverse scenario, treatment costs for millennials in the years ahead could be as much as **33% higher** than what Gen-Xers experienced at a similar age.

Source: Blue Cross Blue Shield Association, Moody's Analytics. The Economic Consequences of Millennial Health. November 2019.



33% HIGHER TREATMENT COSTS FOR MILLENNIALS

DECREASE IN EMPLOYEE PRODUCTIVITY

Lower productivity and **increased absences** among less healthy millennials place stress on other employees and management, which could lead to **burnout** across your workforce.



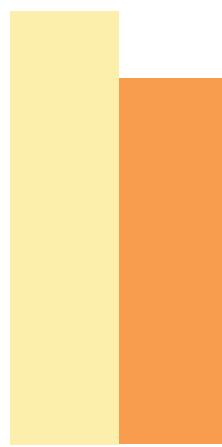
LOWER PRODUCTIVITY

HIGHER UNEMPLOYMENT AND SLOWER INCOME GROWTH

Poorer health among millennials could keep them from contributing as much to the economy as they otherwise would.

If this decline in health continues through the next decade, millennials could see per-capita incomes more than **11% below** their Gen-X peers.

Source: Blue Cross Blue Shield Association, Moody's Analytics. The Economic Consequences of Millennial Health. November 2019.



PER-CAPITA INCOMES MORE THAN **11%** BELOW THEIR GEN-X PEERS



AN ALARMING TREND

Without intervention, millennials could feasibly see **MORTALITY RATES CLIMB MORE THAN 40%** compared to Gen-Xers at the same age

Source: Moody's Analytics, Human Mortality Database.

DRIVING CHANGE, MAKING A DIFFERENCE

THIS IS HOW

BCBS companies are focused on addressing the unique needs of this generation by reaching out to millennials, business leaders, healthcare providers and others to create awareness around the importance of millennial health. Together, we can take action today to achieve a healthier tomorrow.

To learn more, visit smarterbetterhealthcare.com

[Download our eBook](#)

