

SPECIAL MARKETING REPORT

BABY BOOMERS AND HEART DISEASE

7 MARKETING MYTHS BUSTED



Executive Summary

Following their historical trend, the Baby Boomer generation – 76 million born between 1946 and 1964 – is having the spotlight shined on them once again.

Boomers are savvier, more assertive and health-conscious than any generation before them. Boomers control 70% of America's \$94.8 trillion in wealth so they have the purchasing power to transform any marketplace. Today, the older Boomers are already in their 70s. By 2029, all Boomers will be 65+, comprising 20% of total U.S. population.

When you consider their wealth and their age, it's no secret that the writing is on the wall... Patient Consumerism is here!

However, many marketing strategies designed to target the 23 million Boomers with heart disease need a strategic reboot. A "myth-busting" framework is leveraged in this report to explore several misconceptions about this patient segment:

- Baby Boomers are anything but "Internet neophytes". Boomers spend 27 hours per week online – two hours more per week than those between 16 and 34 years of age.
- Social media, online publishers, and communities of interest are creating **new referral patterns** that empower Baby Boomers to find, to research and to select care providers and treatment options.

- Baby Boomer women are hugely influential when making healthcare decisions. 80% of healthcare decisions in households are made by women.
- Facebook is the dominant social media network for Boomers with health-related concerns. Among 50-64 year olds, 60% search for healthcare information at Facebook.
- The Boomers have ditched their flip phones for smart phones. 62% of smartphone owners have used their phone in the past year to look up information about a health condition.
- Media budgets currently spent on print, radio and television campaigns will evaporate. Digital budgets will skyrocket thanks to new targeting technologies and pixelated processes.
- Online conversion strategies for Baby Boomers need to be re-imagined. A step-function approach with an educational epicenter will lead to higher conversion rates and a much larger return-on-investment (ROI).

What does all of this mean? How can you better understand the stated and latent needs of Baby Boomers with heart disease? What strategies, technologies and tactics will enhance the performance of your marketing campaigns?

Turn the page to find out.

About the Author



Adam Pick is the founder of PatientEvolution and has been featured by *The Wall Street Journal*, *BusinessWeek*, the *American Heart Association*, *Medical News Today* and *Health Readings*.

Adam, who had double heart valve surgery in 2005, founded HeartValveSurgery.com (HVS) to educate and empower patients. Since 2006, HVS has helped over 10 million people, has a Facebook page with 275,000 members, and is sponsored by more than 45 leading cardiac centers including the Cleveland Clinic, Mount Sinai Hospital and Northwestern Medicine.

During his 20-year career, Adam started several companies and worked for leading technology providers including Dell Technologies, Ariba/SAP and iSuppli/IHS. Adam earned a Masters of Business Administration from the Ross School of Business at the University of Michigan with emphases in computer information systems and marketing.

About PatientEvolution

PatientEvolution is a next-generation technology company that accelerates patient recruitment for clinical trials and commercially available therapies. The PatientEvolution Patient Recruitment Platform™ is a cloud-based application that pixelates, geo-locates, screens and tracks patients at each step in the recruitment process. The net result is a high velocity, closed-loop patient recruitment system that delivers qualified patients to clinical sites in real-time.

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Boomers Are At It... Again!!!

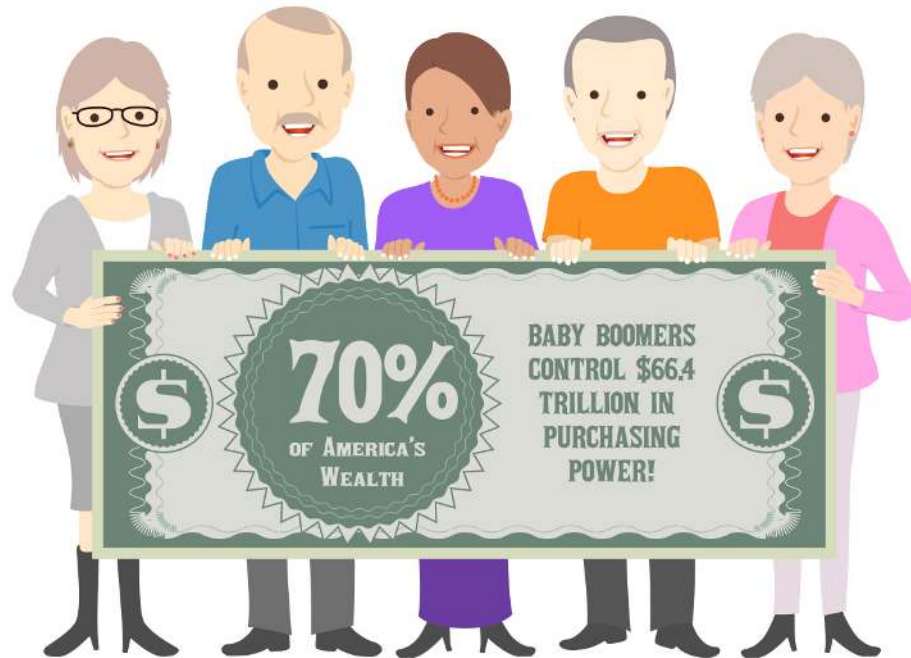
Boomers are doing what they've always done: They're changing the way we think about things, just as they've done before.

They changed the way we thought about movies (Think Lucas and Spielberg). The way we thought about fitness (Think Richard Simmons and Kathy Smith). The way we thought about technology (Think Bill Gates and Steve Jobs). Think Different!

And now, they're changing the way we think about... *THEM*.

Following their historical trend, the Baby Boomer generation – 76 million born between 1946 and 1964 – is having the spotlight shined on them once again.

Boomers Control 70% of America's \$95 Trillion in Wealth



Sources: U.S. News & World Report & U.S. Federal Reserve

Boomers made up the first consumer generation. They experienced the dawn of television – watching media emerge from their living rooms, embracing sex-driven, ethnically integrated rock n’ roll – Elvis, The Beatles, The Stones – all of it powered by the world’s first true mass consumer audiences.

Then... They grew up. They bought houses, had families, bought minivans, sent their kids to college, and became empty-nesters and then grandparents. Now, this generation is entering its golden years. Their primary concern is “quality of life”.

Boomers are savvier, more assertive and health-conscious than any generation before them. Boomers control 70%¹ of America’s \$94.8 trillion in wealth² so they have the purchasing

power to transform any marketplace. The impact they will have in their push for a high quality of life will forever change the healthcare landscape.

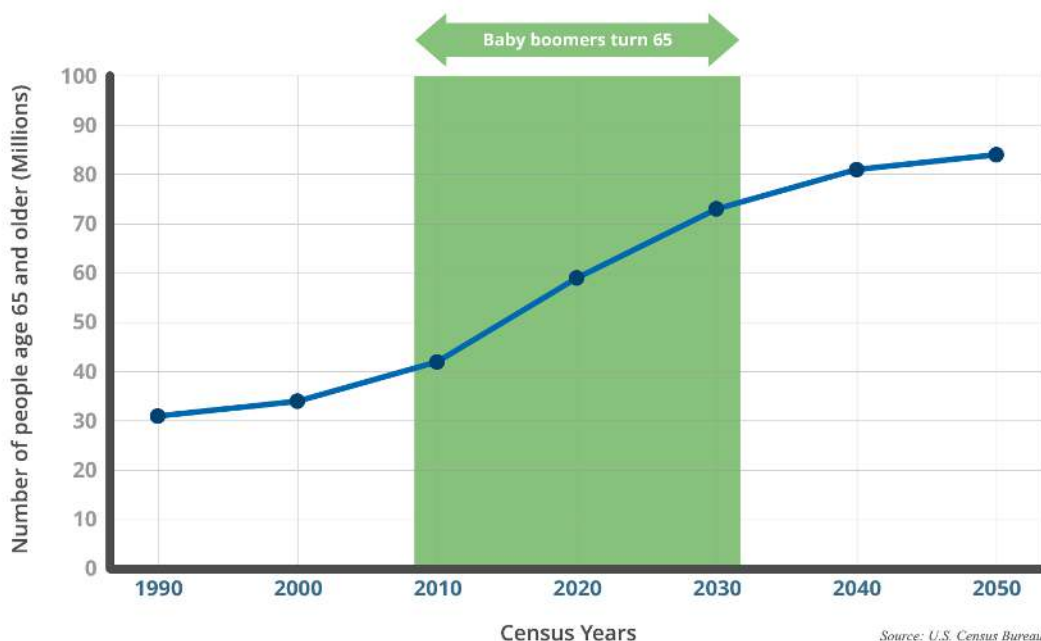
The "mission critical point" we're trying to make is...

Patient Consumerism is here! Thanks to the Boomers!

What's Happening Now To The Boomers?

Today, the older Boomers are already in their 70s. By 2029, all Boomers will be 65+, comprising 20% of total U.S. population.³ Yet, they're the first generation to reach age 60 and still see a long runway ahead.

All 76 Million Boomers Will Be 65 Years or Older By 2029



Boomers are likely to live longer than any generation before them. They are resolute to stay young, trendy, and healthy, and thus, are curious about the next generation of medical options and advances to get there.

Boomers are fervent consumers of health information. They approach their healthcare providers with far greater initiative (and skepticism) than any previous generation. As a result, this generation is having a profound influence on healthcare with a unique set of demands.

Heart Disease Impacts 23 Million Boomer Hearts

Heart disease remains the leading killer of adults over age 65, accounting for 610,000 American deaths per year.⁴ As a chronic condition, heart disease affects 37% of men and 26% of women 65 and older, according to the Federal Interagency Forum on Aging-Related Statistics.⁵

- Did You Know? According to the American Heart Association, in the next 20 years, the number of Americans with cardiovascular disease will rise to 131.2 million – 45% of the total U.S. population – with costs expected to reach \$1.1 trillion.⁶

The nation's 76 million Boomers are about to enter their peak years of heart issues and are set to become an exceptional driver of healthcare experience, costs and quality.

Naturally, the healthcare industry (and governments) must focus on the health concerns that will become most prevalent and dire among this generation.

Here's the twist! This idea of an enormously aging population should be looked at not as a liability, but as an opportunity!

How Will Boomers Manage Their Cardiac Care?

Purely by living longer, Boomers are reshaping the world around them so they can enjoy it. Since breaking with traditional norms is a trademark of Boomers, they will be the first self-advocating generation in healthcare with the confidence to carry out activities necessary to reach a desired objective.

Remember, this is the generation that founded Silicon Valley. They have always embraced technology, and they will take new approaches with platforms that promise to enable transformations in their health journey.

This means putting patients at the center of care systems that empower them and their loved ones, seamlessly connecting patients to care providers (doctors and hospitals), and personalizing services in response to Boomers' distinctive needs, preferences and values.

To this point, Dr. Patrick McCarthy, the Executive Director of the Bluhm Cardiovascular Institute at Northwestern Medicine in Chicago, stated, "Boomers are smart and know that heart disease is prevalent and are seeing it in their family, their peers,

and their neighbors. They are seeking as much information as they can get and are using the digital revolution to guide their education.”

If “necessity is the mother of all invention”, then the need to solve the Boomer heart disease crisis in inventive ways that satisfy Boomers will create tremendous opportunity for the trailblazers in the marketplace.

Boomer Myths – Booming or Busted?

So... You were expecting to hear some myths and see them get dispelled, right?

Stereotypes influence our perception. Who Boomers are today and the trends they are creating are riddled with myths.

Here are seven myths that drive wild misunderstanding and a significant disconnect as Boomers move into this next phase of their lives:

Myth #1 - Baby Boomers Are Internet Neophytes!

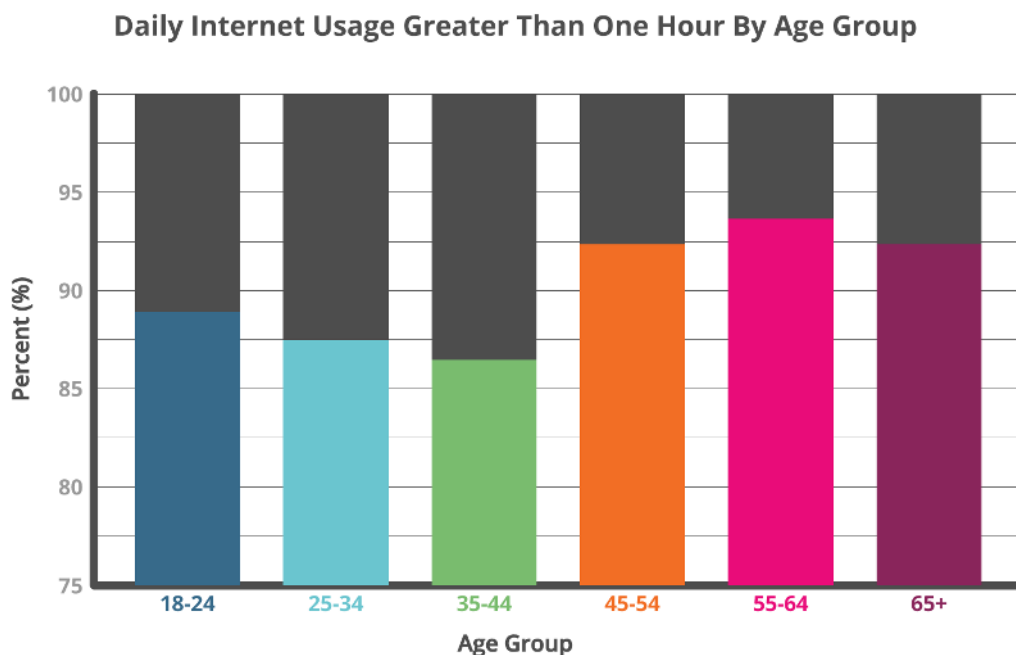
Let’s start with a simple myth that needs to be exploded – not just busted. The myth that Boomers do not use the Internet for health reasons is completely... wrong! In fact, it’s quite the opposite.

Consider the following facts:

- 70.3% of people 65 or older use the Internet.⁷
- Boomers spend 27 hours per week online – two hours more per week than those who are between 16 and 34.⁸

In fact, Boomers of all ages are more likely than any other age group to spend an hour or more a day online.⁹

Check out this chart:



Credit: Chart by Kevin Murnane

They're more online than anyone!

And Boomers are active on the Internet: 83% of Boomers conduct research online before a significant offline purchase.¹ 72% of Boomers buy products online.¹

And get this...

- 67% of Americans 64 or older think that accessing their medical information online is somewhat or very important (Accenture Research).¹⁰
- 62% of seniors believe it is important to book medical appointments online (Accenture Research).¹⁰

Most important to this conversation...

- 82% of Boomers who use the Internet seek health information online.¹
- Boomers control \$66.3 trillion in wealth.

Mic drop.

Still, many medical teams and marketing organizations remain confused by the realities of how, when and where to leverage digital platforms to reach this powerful legion of 76 million people.

For example... In a recent meeting, at a leading cardiac center, a hospital administrator stated emphatically, "Older patients don't *really* use the Internet to understand their disease, evaluate their treatment options or research their doctors. Unlike younger patients, they don't even advocate for themselves."

Really?

Sounds like we have another ridiculous myth to bust.

Myth #2 – Boomers Do Exactly What Their Doctors Tell Them

Imagine the following scenario... At a routine physical, a Boomer learns she has a heart murmur. The primary care physician refers the patient to a cardiologist. After an echocardiogram, the cardiologist informs her that she has severe mitral valve regurgitation and an enlarged left ventricle. Obviously not good.

The cardiologist informs the Boomer that she needs heart valve surgery in the next three months. "Don't worry," says the cardiologist, "I know a surgeon who is a 'magician' when it comes to valve surgery. He'll take care of you... no problem."

What does our Boomer do? First, she experiences a flood of emotions including anxiety, fear, confusion and loneliness. Then, she tells her family and friends about the situation. Eager to help, they flood her inbox with hyperlinks and articles about recommended surgeons, top-ranked hospitals and therapeutic options.

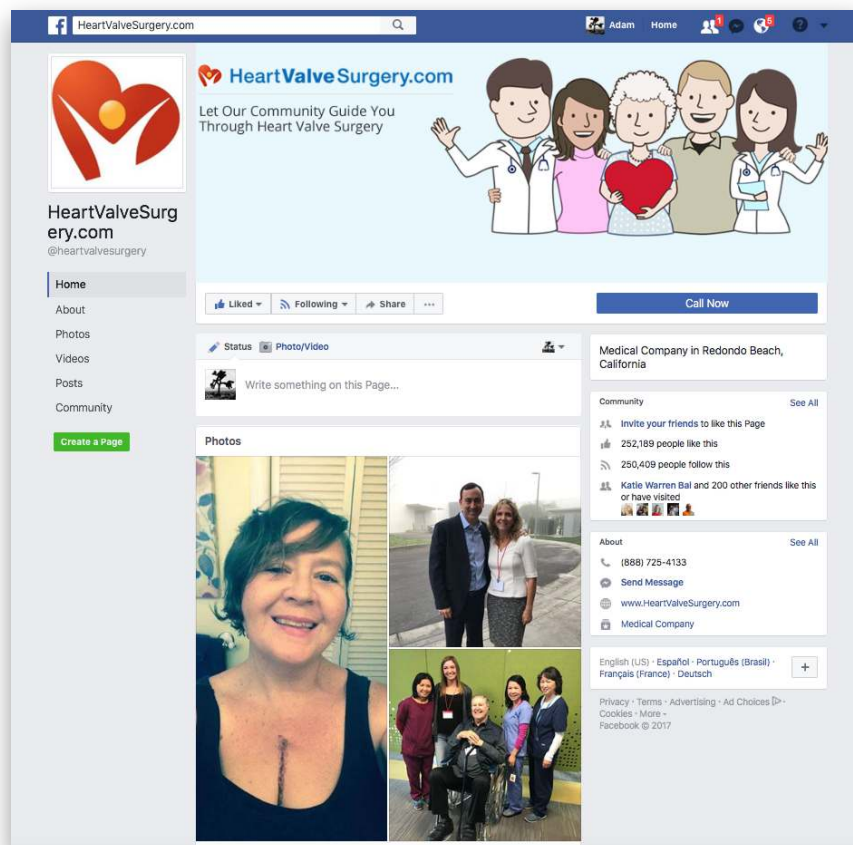
Our Boomer – who is even more confused now – ends up doing what we all do: Sitting in front of a computer scrambling for answers.

It is at this precise moment that our Boomer realizes she needs to do her homework. She needs to do research. She needs to find the absolute best doctor and hospital for her. And, because of all the information that is readily available at her fingertips,

she feels exactly what her parents did not... This Boomer feels empowered. She actually feels some control.

She is her own best advocate.

This scenario continues... After searching the Internet for answers, the patient finds herself on the Facebook page of HeartValveSurgery.com – a page that has grown from 3,000 to 275,000 members in the last two years. (Hint: Remember that fact for an upcoming myth busting.)



HeartValveSurgery.com Facebook Page

At the HeartValveSurgery.com Facebook page, our Boomer is instantly connected to a vibrant and global community of patients, care partners, doctors, nurses, researchers and medical device companies that have come together for one purpose – to educate and empower people with heart valve disease.

She is immediately comforted by this Facebook page, the powerful posts therein, and wastes no time clicking the “Like” button. Little did she know, patients aged 55 or older comprise the largest audience on this Facebook page. Yes, a staggering 82% of members on this page are Boomers.

How does this patient story end? Our Boomer didn’t select the “surgical magician” her cardiologist recommended for mitral valve surgery. Nope. She selected a surgeon who had posted an editorial story about mitral valve disease on the HeartValveSurgery.com Facebook page.

By the way, that surgeon practices in Redwood City, California. The patient lives in Phoenix, Arizona. That’s an 11-hour drive by car!

And people say Boomers don’t advocate for themselves?

Myth busted.

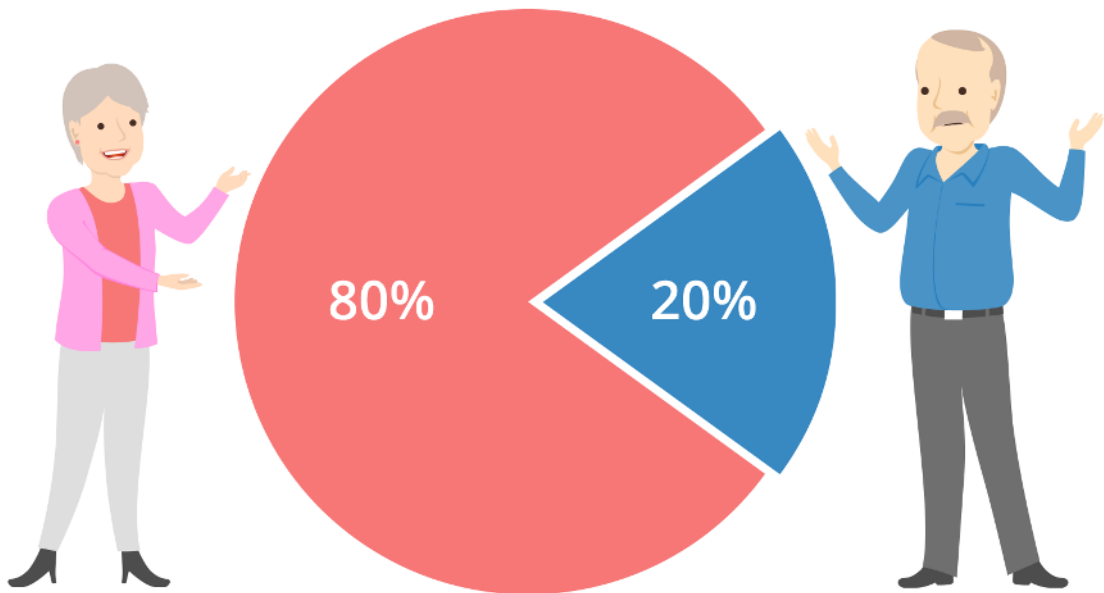
Myth #3 – Like Always, Men Are Driving Healthcare Decisions

Baby Boomers were a part of some of the most significant social changes in history. They were the first “March on Washington” generation and they played a momentous role in the advances of women’s workplace rights and reproductive choices. We can only expect Boomer women to become involved in healthcare issues with a sense of empowerment to initiate change.

Boomer women will be the “Super Golden Girl” heroes of tomorrow, a generation of women that challenges the status quo, and will continue to do so as they march into their golden years.

The average Boomer woman can expect to live longer as life expectancy is now 22 more years for women who reach 65.¹¹ Older women will continue to outnumber men, and they will be the dominant voice of their generation in this phase of life.

Household Healthcare Decisions Made By Men vs. Women



Credit: Healthgrades

Regarding “driving healthcare decisions,” Boomer women are hugely influential. Consider that:

- 80% of healthcare decisions in households are made by women, and women are more likely to take care of family members when they get sick.¹²
- Not only have women long been the family healthcare decision-makers, but according to a Kaiser Family Foundation report, 79% also ensure their loved ones get recommended care.¹²

This means that female Boomers are discerning and selective. They are researchers, networkers, and hands-on care

advocates. They've taken their health activities online, which allows them to seek and share healthcare advice from others.

According to Pew Internet Project (PIP), 70% of women use social media sites, where they influence the healthcare decisions of other women in online communities.¹² This can have a tremendous effect on others in their network.

Women also share, and seek advice about the quality and overall consumer experience at doctors' offices and hospitals. Also according to PIP, 40% of consumers have looked for reviews of physicians, treatments, and general patient experiences.¹²

Still think women aren't driving healthcare decisions?

Myth #4 – Boomers Don’t “Like” Social Media

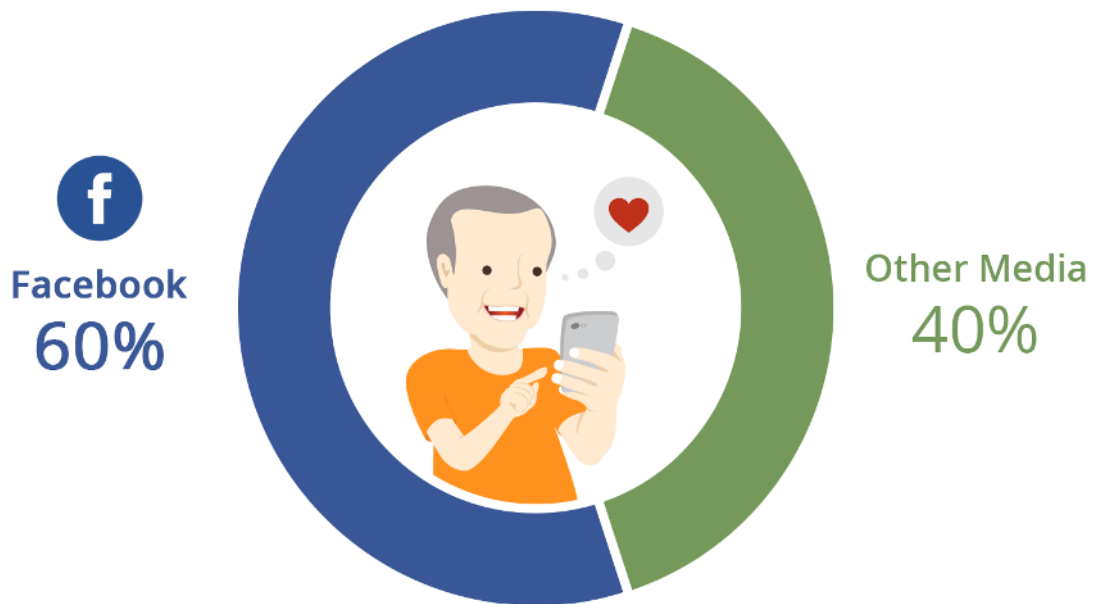
A common question we get from prospective and current clients is, “Do older patients actually use social media for their health care?”

The simple answer is “Yes” and “No.” It all depends on the social media platform. For cardiac-related conversations, we have seen very low engagement rates on Twitter and Pinterest. By low, we mean almost non-existent. Yes, you can post on each of these platforms to expand your social media footprint but don’t expect a swirl of activity.

On the other hand, Facebook is a completely different animal. In our experience, we have seen Facebook to be an extraordinary resource for patient education, patient connectivity, patient engagement and... patient recruitment.

Yes! Patients are actively being recruited by doctors, by hospitals, and even medical device manufacturers on Facebook!

Where Are Patients Aged 50 to 64 Searching for Healthcare Information?



Source: Pew Research Center

Get these facts:

- 72% of online users age 50-64, and 62% of online adults age 65 and older use Facebook.¹³
- Facebook is the preferred social media network for Boomers, and 76% of Facebook users report that they visit the site at least daily!¹³
- Among 50-64 year olds, 60% search for healthcare information at Facebook, according to Pew Research Center.¹⁰

They're clicking and reading, posting and commenting, liking and sharing to learn about heart disease, therapeutic options, care providers, and... MORE!

Boomers take action based on what they see on Facebook, and most of the time it's focused on finding more information. Boomers are highly inquisitive, and they read more than their younger counterparts; seeking information and answers, and traversing multiple sources to get it.⁸

It's clear that Boomers emphasize the informational and educational aspects of the Internet and social media, and use both to research, share and connect with others experiencing the same challenges.

The point... Boomers don't just "Like" Facebook... They "Love" it!

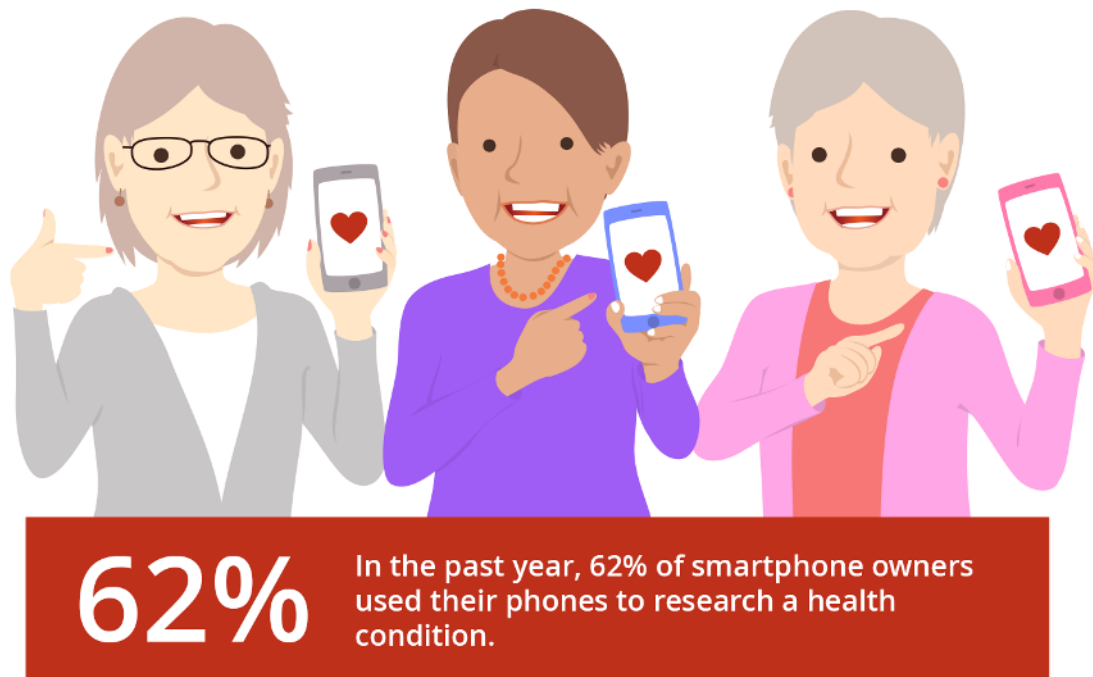
Myth debunked!

Myth #5 – Grandma Still Loves Her Flip Phone

Dead wrong! 74% of younger Boomers' cell phones are smartphones. And nearly half of cell phones of those 65+ are smartphones.¹⁴

Consider the myth about digitally-challenged Boomers to be truly debunked. According to Pew Research Center, four-in-ten smartphone owners ages 65+ use their phone at least occasionally to keep up with breaking news, half use it to share information about local happenings, and one-third use it to stay abreast of events and activities in their community.¹⁵

Smartphones To Create “Empowered Elderly” Patients



Source: Pew Research Center

Smartphone usage is a natural fit for access to healthcare information that will lead to the “Empowered Elderly” patient. 62% of smartphone owners have used their phone in the past year to look up information about a health condition.¹⁶

It is clear that as their focus becomes about self-advocacy for specific disease states, options and choices; we can fully expect smartphones will be a powerful tool toward reshaping the conversation.

Apple’s iPhones grew in staggering popularity in part because of their ease of use and simple user interface. And since Boomers now spend more money on technology than any other age

group, they'll most likely be up on the technology that comes next!

The "No Smartphone for Boomers Myth" is not smart... It's wrong!

Myth #6 – Print, Radio & Television Is Here To Stay!

Without question, TV and traditional advertising is what the Boomer predecessors, the Silent Generation, responds to best. Although Boomers are the "TV-generation", in the context that they grew up with TV, they are showing a steady increase of preferences to social media, search and real-time access to content.

We mentioned that 74% of Boomers now own smartphones. Well, they're using those smartphones!

A massive 82% of online Boomers belong to at least one social network, and 71% of this group uses social media every day.¹³ Remember, they spend 27 hours per week online, which is taking up that print, radio and television time!

29% of younger Boomers get their news online and 20% of those 65+ do the same.¹⁷

Keep in mind, 20% of 76 million Boomers is 15.2 million people – enough to fill 304 football stadiums!

If that didn't make you go, "Hmmm!", consider this... In a recent patient recruitment campaign, we compared the results of 4 traditional media campaigns (magazine, radio, posters, television) to 1 social media campaign on Facebook.

During that 30-day campaign, 581 patient inquiries were generated. 91% of patient inquiries resulted from the Facebook campaign. Yes, you read that right. The social media effort generated 529 patient inquiries while traditional media generated only 52 inquiries.

Myth #7 – Boomer Marketing Is All About Conversion

If you made it this deep in this report, we're guessing you're hungry for colossal ROIs on all your health marketing campaigns.

We're also guessing that you've bought into the reality that your team may need to amplify marketing efforts to focus more, better and faster on Baby Boomers. Lastly, we're guessing you may be thinking that pixels, tracking scripts, landing page optimization, dynamic number insertions and split tests are the required paths to the "Holy Grail" of Baby Boomer marketing. That Holy Grail is a metaphor for nonstop, high-velocity conversions with low cost per acquisitions.

Well... We're here to tell you that you may need to shift your thinking.

It is true that the latest-and-greatest web technologies should be deployed to enhance conversion. It is not true, however, that the common conversion techniques will work for Baby Boomers.

Let's be clear about this: Boomers are most likely to take action in incremental steps when meaningful details are clearly communicated.

Boomers are downright turned off by websites with first impressions that are cluttered with information. Instead, they resonate with images and appropriate tag lines that reflect their self-image and empathize with their disease state.

Clean, simple, straightforward websites that scroll (yes scroll!) work for Boomers. It's also important to have one or more call-to-actions as the page scrolls and their trust level increases. Again, those actions must offer the opportunity to get more information or provide a step towards a solution.

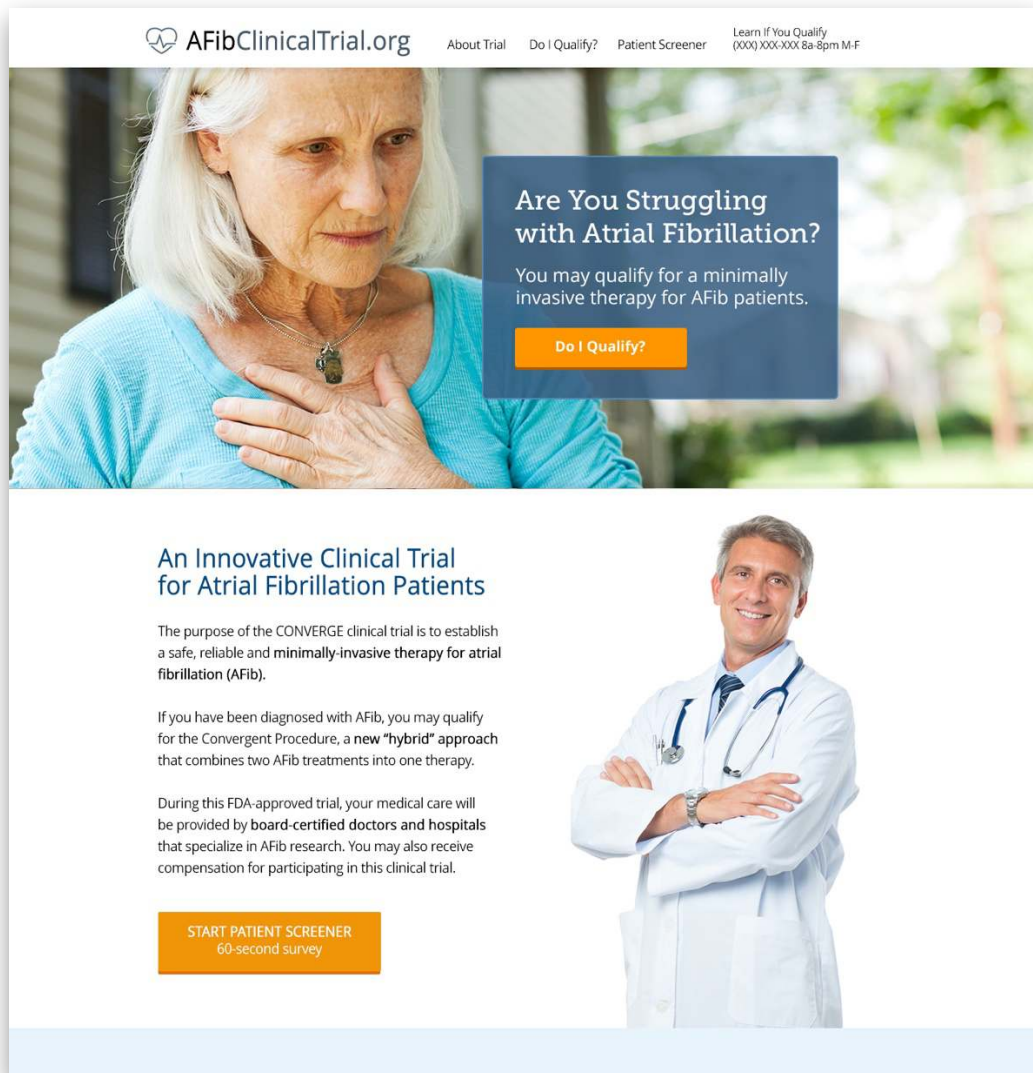
The role of patient education for Boomers cannot be understated. Consider that at MitralValveHelp.org, a patient education and recruitment website, the current click-through rate on a free eBook download is a whopping 12%. Imagine that. 120 out of 1,000 are saying, "Tell me more! Help me! Educate me! I'm not ready to fully convert but I want to know more!"

As you design your conversion strategy and click-paths ensure that you always evoke the "Keep It Simple, Stupid" methodology. If a Boomer needs to figure out what do to next, they'll bounce. It's that simple. Also, please, please, please

ensure that page speeds are always above 85% on GT Metrix. The nature and delivery of content for Boomers must be meaningful and... *FAST!*

Consider AFibClinicalTrial.org, which is a patient recruitment website for an atrial fibrillation clinical trial. That website evokes all of the above-referenced strategies. **The result?**

AFibClinicalTrial.org is currently converting over 5% of all unique visitors.



AFibClinicalTrial.org About Trial Do I Qualify? Patient Screener Learn if You Qualify (XXX) XXX-XXX 8a-8pm M-F

Are You Struggling with Atrial Fibrillation?

You may qualify for a minimally invasive therapy for AFib patients.

[Do I Qualify?](#)

An Innovative Clinical Trial for Atrial Fibrillation Patients

The purpose of the CONVERGE clinical trial is to establish a safe, reliable and minimally-invasive therapy for atrial fibrillation (AFib).

If you have been diagnosed with AFib, you may qualify for the Convergent Procedure, a new "hybrid" approach that combines two AFib treatments into one therapy.

During this FDA-approved trial, your medical care will be provided by board-certified doctors and hospitals that specialize in AFib research. You may also receive compensation for participating in this clinical trial.

[START PATIENT SCREENER](#)
60-second survey



When done right, the results can be downright amazing for you and, most importantly, for the patients that need your help.

What Does It All Mean?

Boomers are such a large population that each stage of their lives evokes transformation. And now is no exception. We are

witnessing a bow-wave that is going to shake up everything we currently know and practice in healthcare. Ripple effects will be felt in every segment and industry involved.

Those who have become aware and are enlightened with the understanding of the opportunities at this early juncture will be key enablers that will amplify the effects of the Boomer dominated conversation. Those that don't, will find themselves disrupted by those who do.

The "old ways" worked... The old ways are not guaranteed to work going forward. The most dangerous thing to do right now is stay wired to traditional marketing approaches.

Going forward, physician referrals may be relegated to the backseat or perhaps left on the roadside altogether. Patients will seek out and adopt social, educational and technology-driven platforms that provide Boomers choice via elective consumption.

Boomers will be the largest and most sophisticated patients to ever experience geriatrics. *Patient Consumerism* will be (is!) the way Boomers will transform healthcare. Hospitals, clinics, caregivers, research centers and medical device manufactures will have to embrace consumption platforms that Boomers demand.

The traditional referral pattern... patient has problem, goes to primary care doctor, primary care doctor refers to cardiologist, cardiologist refers to interventional cardiologist or a surgeon... has been the way for over 50 years.

It's worked... Why change it? Because it's not going to work for Boomers! The status quo of yesteryears are now being challenged more than ever before.

The new Patient Consumerism trend is not about being told what to do. Boomers are saying, "I have choices. I'm empowered. I'm going to get the best care for me."

Are you going to reach the Boomers?

Or, let this massive opportunity slip right by you?

About PatientEvolution

PatientEvolution is a next-generation technology company that accelerates patient recruitment for clinical trials and commercially available therapies.

The PatientEvolution Patient Recruitment Platform™ is a cloud-based application that pixelates, geo-locates, screens and tracks patients at each step in the recruitment process.

The net result is a high velocity, closed-loop patient recruitment system that delivers qualified patients to clinical sites in real-time.

To learn how PatientEvolution can support your patient recruitment goals, **please contact Adam Pick at adam@patientevolution.com or (888) 246-0126.**

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