

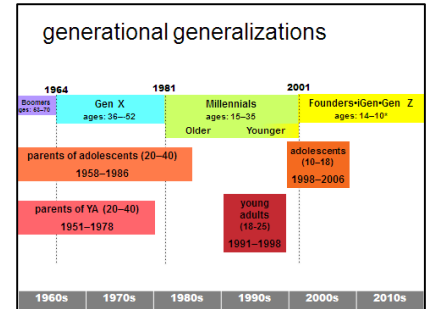
# #1 Millennials & Founders = “market disrupters”



## GENERATIONAL GENERALIZATIONS

Formative global/national events during our own adolescence(s)

- AIDs epidemic
- Challenger explosion (2)
- 9-11 (3)
- The death of JFK when I was in 1st grade.
- Katrina
- Columbine
- Y2K
- OJ Simpson trial



Reactions to the Founders MTV video:

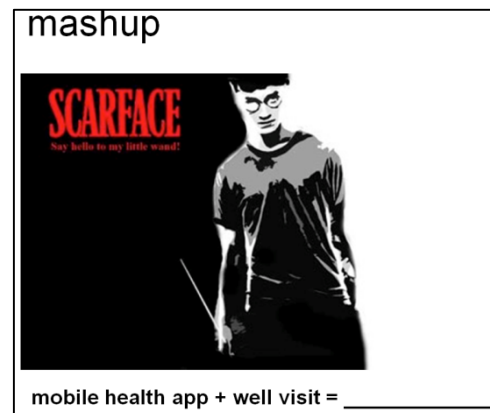
- I love that gender fluid defines their generation.
- Made me smile
- Was that before or after the election...? wonder how that might have changed their thoughts?
- I liked it. The enthusiasm of youth!
- Got a more positive vibe than from older millenials
- I do sometimes fear that myself (as a millenial) and younger generations are more focused on the image and idea and not the action
- I experience that with the Founders that I work with. It seems like they have much of the idealism of the 60's.
- Inherent even in the focus and glamorization of "the founders"
- The getting news from Facebook stood out
- They are the YouTuber generation - we need to remember that
- My 12 year olds want to grow up to be YouTubers



## MASH-UP CREATIVE BRAINSTORM

Mobile health apps + AYA well-visit marketing challenges = \_\_\_\_\_

- reminder recall
- communicate with provider not a phone call
- mental health screening
- Rx reminder
- pre-screen for all things prior to coming to provider
- sit in car and wait for room to be ready then text me when it is
- link in nutrition and fitness for BMI counseling (providers have to document)
- telehealth-apps to measure health Diabetes manager - blood glucose goes to school nurse and parent
- patient portal
- Motivational interviewing - choose main goals interests for visits.



### MASH-UP CREATIVE BRAINSTORM (continued)

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Mobile health apps + AYA well-visit marketing challenges = \_\_\_\_\_

- well visit planner (CAHMI) would be awesome as an app for youth (that came directly from Focus Groups with youth)
- Basic test results?
- "if you're interested in this, you may be interested in...."
- More integrated care within schools
- Tracking cycles, moods, foods, etc
- picture send in your rash, temp from phone, etc. get your diagnosis.
- link to resources in my area - school-linked mental health, STI screening/treatment
- Pre-screening links to automatic sms messages that follow-up in the weeks after the doc.
- There is an app where the glucose level from the pump goes directly to school nurse and parent - alerts
- One of our health systems has very welcoming signage, thank you for choosing us, etc. The other health system - no welcoming signage, all signs are negative - no weapons huge on front door. at all desks - abusive language will not be tolerated, etc. ABSOLUTELY NO Cell phones! I am even thinking about switching
- coffee, wifi access, comfy chairs
- free WIFI
- wifi access
- Away from the little kids
- Snacks were big on our youth surveys
- charging station
- Staff that speaks youth and young adult
- Photo booths that make people want to post on social media and interactive games
- NOT in a hospital or a place you can only access through a parking ramp
- Memes
- Headphones with your choice of music
- confidentiality is huge - make private spaces.
- streetfront "store"
- Video game tournaments in the waiting room - multiplayer games
- Coffee shop/open mic while you wait
- staff that want to engage with students
- Health Poetry slam!!!
- located in school - an escape room. cushions.
- Health events in the public where the focus isn't the visit
- Photo ops (Murals etc)
- meet people where they are!
- Warped Tour Wellness VIsits
- One youth suggested inviting famous dirt bike riders...lol
- In Colorado they have Blackjack Pizza Urgent Care.

### RELATED RESOURCES

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AMCHP

<http://www.amchp.org/AboutAMCHP/Newsletters/Pulse/SeptOct2016/Pages/West-Virginia-Engaging-School-Based-Youth-Coalitions-in-Program-Development.aspx>

MTV – The Founders video <https://www.youtube.com/watch?v=8w2FX5PIJvs>

New Mexico YouthChat initiative <http://nnsahc.org/index.php/tools/archives#Mar6YE>

Wisconsin PATCH (Providers and Teens Communicating for Health) <http://www.wipatch.org/>

Michigan Adolescent Health Initiative <http://www.umhs-adolescenthealth.org/improving-care/>