

# Millennial health trends

## Follow-up Guide



“For Millennials, health care is not a separate sphere, financially, emotionally or physically; it’s not just about what happens at the doctor’s office, it’s happening all the time, everywhere. It’s happening in a discussion with a coworker over coffee, a Google search on the train, a lunchtime yoga class, a farmer’s market or an abuse survivor’s support group. It’s health care without borders.”

Source: BCBSM, “Understanding Millennials,” (2016)

## Why do Millennials matter?

Millennials are the largest generation in U.S. labor force, with increasing spending power.

- **1/4** of U.S. population
- **1/3** of workforce
- Annually, U.S. Millennials spend around **\$600B**. Millennials are aging into their prime spending years. Their spending is expected to reach **\$1.4 trillion** by 2020.

Source: U.S. Census Bureau Data  
Source: Accenture, “Who are Millennial Shoppers?” (2013)

## What **YOU** can do

- Understand and evaluate the makeup of your workforce
- Offer benefits that support behavioral health. Consider offering an EAP or promote your existing program
- Recognize substance use disorders and engage with community organizations that support these individuals
- Educate workforce on Choices for Care that best meet their needs
- Join us next month for part 2 of our series on Millennial health





## Concerns about prescription pain killer medication among Millennials

**Check out** these helpful resources to address substance use disorders.

### **National Safety Council**

Prescription Drug Employer Kit:  
[safety.nsc.org/rxemployerkit](https://safety.nsc.org/rxemployerkit)

### **U.S. Department of Health and Human Services**

[Hhs.gov/opioids](https://Hhs.gov/opioids)

### **Michigan-OPEN (Opioid Prescribing Engagement Network)**

[Michigan-open.org/patient-resources/](https://Michigan-open.org/patient-resources/)

### **Blue Cross Blue Shield of Michigan**

Opioid employer toolkit:  
[bcbsm.com/engage](https://bcbsm.com/engage)

## Learn more with additional resources

- MiBluesPerspectives: [The Real Way to Attract and Retain Top Talent](#)
- MiBluesPerspectives: [3 Reasons Millennials Need Ancillary Health Insurance](#)
- MiBluesPerspectives: [Generational Warfare at Work? How to Get the Most Out of Multigenerational Teams](#)
- A Healthier Michigan: [Being Healthy as a 20-Something](#)