

TALKING TREND

Social Media and Generational Shifts in Healthcare Marketing: Adapting for 2025

As healthcare marketing evolves, understanding the impact of generational preferences and social media behavior is crucial for brokers and industry professionals.

Social media platforms are playing an increasingly pivotal role in how healthcare decisions are made and information is consumed.

For brokers working with healthcare providers, it's important to recognize that platforms like **Facebook** are still essential for reaching **Gen X and Baby Boomers** (ages 30–64), who are often key decision-makers in healthcare plans. However, to engage with **Millennials** and older **Gen Z** (ages 18–39), platforms such as **Instagram** and **X (formerly Twitter)** have become highly effective spaces for brand engagement, especially with shorter, more dynamic content. For the **Gen Z** and younger millennial demographic, platforms like **TikTok** and **Snapchat** dominate, offering opportunities to engage with mobile-first, video-centric content.



Meanwhile, **LinkedIn** remains the top platform for professional healthcare engagement, especially for individuals aged 30–49. However, it has less traction with **Gen Z**, signaling the need for brokers to prioritize platforms that cater to younger audiences in a way that aligns with their content preferences.

A recent US Digital Health Survey revealed that **72% of Gen Z** already rely on social media for health information, while older generations still prefer traditional channels like email or in-person interactions. This generational divide necessitates an omnichannel approach to healthcare marketing, enabling brokers and healthcare brands to meet their audiences where they are, on the platforms they use most.

By utilizing **data analytics** to understand the behavior of different generational groups and developing tailored, platform-specific content, brokers can ensure that they are effectively engaging with their diverse audience as we move into 2025 and beyond.

For the latest news and information from Health Net, visit our [Health Net LinkedIn page](#).

- Sources:**
- US Digital Health Survey (2021) – [US Digital Health Survey Report](#)
 - Pew Research – [Social Media Fact Sheet](#)
 - [Healthcare Trends to Watch in 2025 – Connexio Health](#)

INDUSTRY NEWS



Health Net Earns "Health Equity Accreditation Plus" Across All Lines of Business for 2024

Health Net is excited to announce that we have been awarded the **Health Equity Accreditation Plus (HEA+)** certification by the National Committee for Quality Assurance (NCQA). The certification includes **all lines of business** for 2024.

Health Net is the only **health plan in the U.S.** to receive the HEA+ certification across Medicaid, Medicare, Commercial, and Exchange lines of business for 2024, and is one of **only three plans in California to ever achieve the certification in Medicaid only**.

Previously, Health Net earned NCQA's "Multicultural Health Care Distinction" from 2011 to 2021, after which, the new HEA+ Accreditation was launched. Health Net was one of nine organizations nationally to receive HEA+ in 2022 and was the only health plan to do so across all lines of business.

HEA+ focuses on collecting data on community social risk factors and social needs to help organizations offer social resources that can have the most impact. This includes:

- Partnerships with community organizations
- Better patient engagement
- Enhancement of referral processes

Health Net leads in these areas:

- **Partnerships:** We invest in local communities, such as the \$2 million awarded to 47 independent California physician practices to support practice transformation to enhance their capacity to deliver quality care and a multi-million-dollar commitment to address homelessness in Los Angeles.
- **Patient engagement:** Health Net also invests in patient health management. Initiatives like no-cost mental telehealth services for eligible California schoolchildren on site at the school and at home and a free online caregiver support program to help encourage active participation in managing their loved ones' care.
- **Social need referrals:** We participate in initiatives like our collaboration with community doulas and community health workers. This helps to improve care navigation and referral processes to help ensure patients receive both medical and social support.

Plus, our support of organizations such as California's Black Birth Justice Coalition and the Los Angeles County African American Infant Mortality (AAIM) Program aims to reduce infant mortality rates in our communities.

"We're proud to earn this Accreditation, which affirms our efforts to prioritize the needs of diverse populations and actively work towards closing health equity gaps statewide," said Brian Ternan, President and Chief Executive Officer of Health Net. "We continue to be committed to serving Californians and delivering the highest quality care to all of our members."

HEALTH NET NEWS

Announcing Health Net's Continued Partnership with Optum!

We are excited to announce our continued partnership with Optum!

We have successfully agreed on a new two-year contract, which ensures all participating products will remain in-network through December 31, 2026. This means members will keep their relationship with their PCPs and the Optum Groups.

For a complete listing of medical groups by line of business and product, please visit [Provider Search](#).

This partnership also allows us to enhance our service offerings and continue to provide you with quality healthcare coverage options.

Questions?

For more information, contact your Health Net Account Representative.



IN THE COMMUNITY



Underserved L.A. County Residents Receive Mental Health Boost and More with Health Net Grant

Health Net granted Care Matters \$67,500 recently to provide needed mental help support and counseling services to individuals and families that face emotional and psychological challenges.

A housing navigator will also be assigned to work closely with those in need to:

- Conduct housing assessments
- Develop customized housing plans
- Offer ongoing support throughout the housing search and placement process

Plus, a housing specialist will be assigned to recruit and train housing assistance and case management professionals to work closely with individuals and families to address their needs.

WELLNESS

6 Tips for a Healthy Holiday Makeover

[From the Mayo Clinic](#)

- **Mind Your Portions:** Indulge in small servings of your favorite dishes to get the flavors without overeating. Avoid second helpings and give yourself 20 minutes to feel full before going back for more.
- **Start a New Tradition:** Bring a healthier dish to the gathering. You might start a tradition with flavorful, nutritious options like roasted garlic potatoes, apple dumplings, or tangy green beans.
- **Offer Healthy Options:** Serve a colorful platter of veggies or fruits with low-fat dip. For a lighter appetizer, replace cheese with a bowl of shrimp and cocktail sauce (15 shrimp have about 100 calories)
- **Stay Active After Eating:** Burn off some calories with a post-meal walk, outdoor games with the kids, or a dance session if staying indoors.
- **Limit Alcohol:** Alcohol can add extra calories quickly. If you drink, limit it to one drink a day for women and two for men (e.g., 12 oz. beer, 5 oz. wine, or 1.5 oz. spirits).
- **Set a Healthy Example for Kids:** Create traditions that teach kids the balance of enjoying food while making positive lifestyle choices.



A healthy holiday doesn't require drastic changes—small adjustments can make a lasting impact.

JUST FOR FUN



Try This New Year's Eve Trivia Quiz How Many Do You Know?

Wherever, however and with whomever you're celebrating New Year's Eve this year, here are some fun trivia questions to keep the conversation flowing while you wait for midnight.

And no fair Googling!

1. What do the words "Auld Lang Syne" mean?
2. Where is it considered good luck to wear red underwear on New Years?
3. New Year's Eve falls under what sign of the Zodiac?
4. In the southern United States, eating 365 of these on New Years will bring good luck.
5. What President first declared New Years a national holiday?
6. Who hosted the New Year's Eve party in Times Square more than anyone else?
7. What food is made in Mexico to celebrate New Years?
8. Which country is the last to ring in the New Year?
9. What movie generated the highest box office sales on New Year's Day, 2024?
10. What is the Times Square ball covered in?
11. When did the first Tournament of Roses parade take place?
12. What two foods are considered to be bad luck to eat on New Years and

BONUS QUESTION: Why are they considered bad luck?

Have a safe, healthy, happy and prosperous New Year!

ANSWERS:

1. Times long past, 2. Italy, 3. Capricorn, 4. Black-eyed peas, 5. Ulysses S. Grant, 6. Dick Clark for 24 years!, 7. Tamales, 8. American Samoa, 9. Wonka, 10. The ball is covered in 2,688 Waterford Crystal triangles, 11. January 1, 1890, 12. Chicken and lobster are considered bad luck to eat on New Years, because...
BONUS: They are both able to walk backwards