Millenials' needs and wants

Meeting Millennials' expectations is important today, and will only become more important in the future. And it's critical to balance the needs and wants of this generation with others. Start with the small stuff — work on your website, and be sure patients have the information they want at their fingertips.

 Websites are increasingly important

"A dentist’s website is very important"

40% of Millennials
77% of Millennials say a dentist’s website should be mobile-optimized

compared to
14% of Boomers
85% of Millennials would find value in a mobile application

Website content wanted

List of accepted insurance carriers:

74% of Millennials
43% of dental offices currently offer it

want it

Ability to make/change appointments:

71% of Millennials
47% of dental offices currently offer it

want it

Average costs of procedures:

65% of Millennials
18% of dental offices currently offer it

want it

Help understanding insurance

99% of Millennials would find it valuable if their dental office provided guidance on help understanding dental insurance plans

34% of dental offices strongly agree that they currently help guide patients on treatments with their insurance coverage in mind

Meeting Millennials’ expectations is important today, and will only become more important in the future. And it’s critical to balance the needs and wants of this generation with others. Start with the small stuff — work on your website, and be sure patients have the information they want at their fingertips.

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Affiliates are separately responsible for their own financial and contractual obligations.