

# THE CHANGING FACE OF PATIENT CARE...

## Workforce Generational Differences and Its Impact on Patient Safety

Michigan Health and Safety Coalition — March 29, 2007

### Who are the Generations?

#### Age Breakdown and Population Size:

GENERATION	POPULATION SIZE	BIRTH YEARS
<b>TRADITIONALISTS:</b>	75 million	Prior to 1946
<b>BABY BOOMERS:</b>	80 million	1946-1964
<b>GENERATION XERS:</b>	46 million	1965-1981
<b>MILLENNIALS:</b>	76 million	1982-2000

#### Influences and Traits:

GENERATION	INFLUENCES	TRAITS
<b>TRADITIONALISTS:</b>	The Great Depression, the New Deal, World War II, the GI Bill, the Cold War, Pearl Harbor	Patriotic, loyal, desiring to leave a legacy, fiscally conservative, faith in institutions
<b>BABY BOOMERS:</b>	Booming birthrate, economic prosperity, Vietnam, Watergate, anti-war protests, women's and civil rights movements, recession, sex, drugs, and rock 'n' roll	Competitive, questioners of authority, desiring to put their own stamp on institutions, sandwiched, optimistic
<b>GENERATION XERS:</b>	<i>Sesame Street</i> , MTV, personal computer, divorce, AIDS, crack cocaine, missing children on milk cartons	Eclectic, resourceful, self-reliant, skeptical of institutions, highly adaptive, independent
<b>MILLENNIALS:</b>	Terrorism, fall of the Berlin Wall, expansion of technology and the media, mixed economy, violence, drugs and gangs	Globally concerned, integrated, cyber-literate, media savvy, realistic, environmentally conscious

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## The Generations and Caregiving

GENERATION	BACKGROUND	CAREGIVING STRATEGIES
<b>TRADITIONALISTS...</b>	<i>...are loyal and conservative, but not stuck in time. Many have time, money, and a desire to experiment.</i>	<ul style="list-style-type: none"> <li>• Acknowledge that past methods worked.</li> <li>• Sell the practicality of your solution, not bells and whistles.</li> <li>• Thank Traditionalists for their long term loyalty.</li> <li>• Talk about your solution as an “investment,” not a short term fix— “evolution, not revolution.”</li> <li>• Establish your credibility and do your homework so you know their history.</li> <li>• Don’t assume they are stuck.</li> </ul>
<b>BABY BOOMERS...</b>	<i>...are experiencing an erosion of their optimism and need to nurture their innate desire to make an impact on the world and themselves. This generation feels more strapped for time than the others.</i>	<ul style="list-style-type: none"> <li>• Respect extreme shortage of time.</li> <li>• Tap into desire to create change – “revolution, not evolution.”</li> <li>• Offer choices, but limit number and help sort through options.</li> <li>• Respect budget issues.</li> <li>• Respect their rage against age.</li> </ul>
<b>GENERATION XERS...</b>	<i>...are skeptical because they have seen so many institutional and personal promises broken. They are not disloyal, but want to see more than one option as well as some hard-core proof.</i>	<ul style="list-style-type: none"> <li>• Respect their skepticism; talk straight.</li> <li>• Recognize suspicion of institutions, this includes established methods, procedures.</li> <li>• Beware of the BS-O-Meter.</li> <li>• Be willing to “prove it.”</li> <li>• Don’t treat Generation Xers like “kids.”</li> <li>• Partner, don’t parent.</li> <li>• Be an information resource.</li> </ul>
<b>MILLENNIALS...</b>	<i>...are young but have grown up seeing a lot more at an earlier age. They have been raised by collaborative parents and expect to be included in the decision-making process.</i>	<ul style="list-style-type: none"> <li>• Technology that has benefits...not just bang.</li> <li>• Create a <i>collaborative</i> communication environment.</li> <li>• Include them in decision making process.</li> <li>• Understand that messages from contemporaries are more likely to sink in.</li> </ul>

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