



Future-proofing benefits for a new generation

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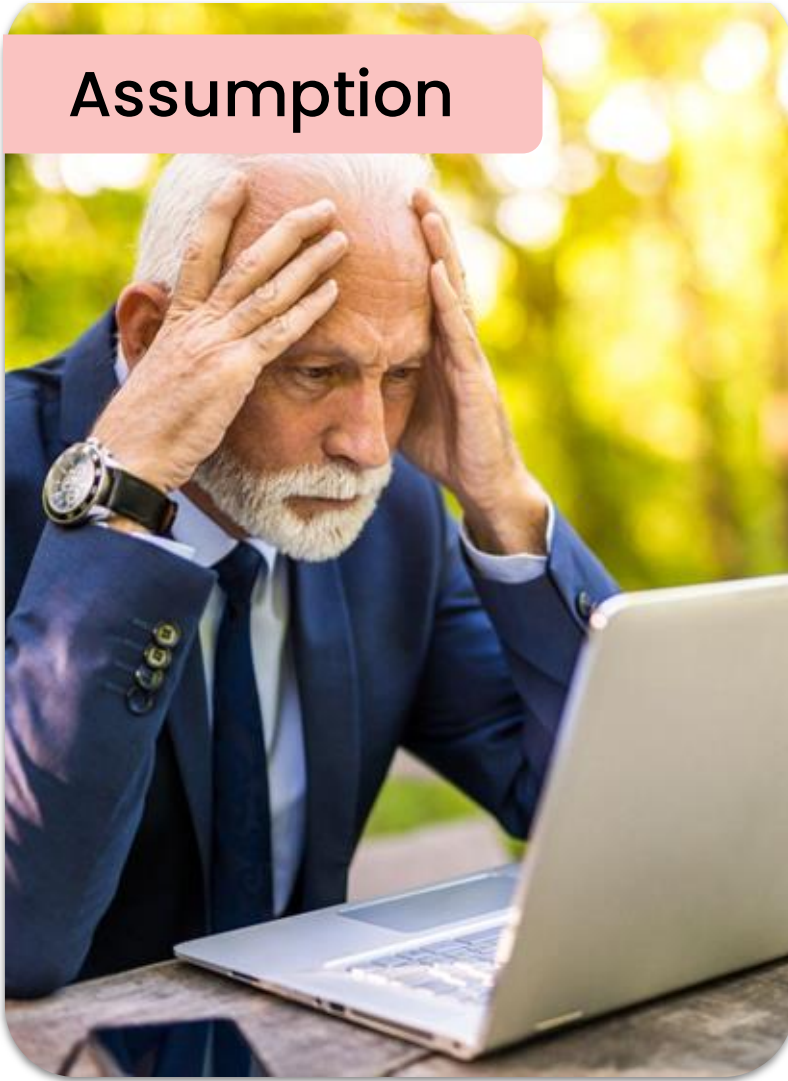
Audience Poll

Which generation is most likely to desire professional development as a workplace benefit?

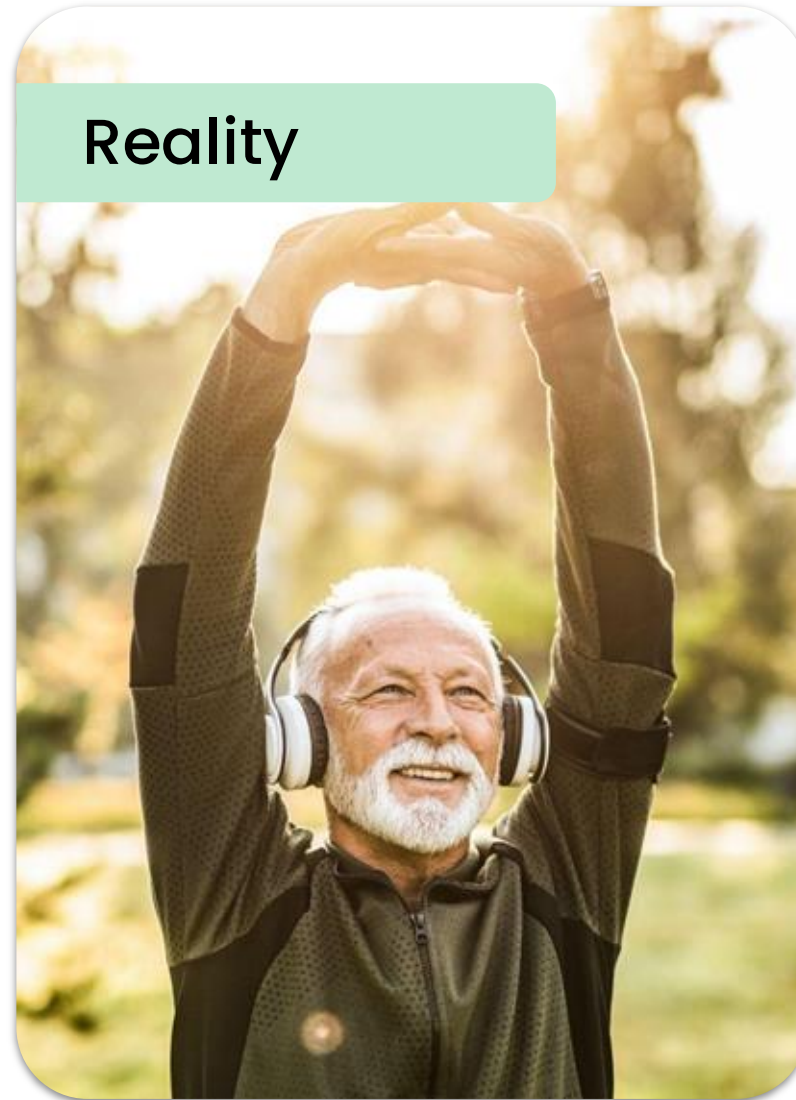
- A. Gen Alpha
- B. Gen Z
- C. Millennials
- D. Gen X
- E. Baby boomers

The assumptions vs. the reality

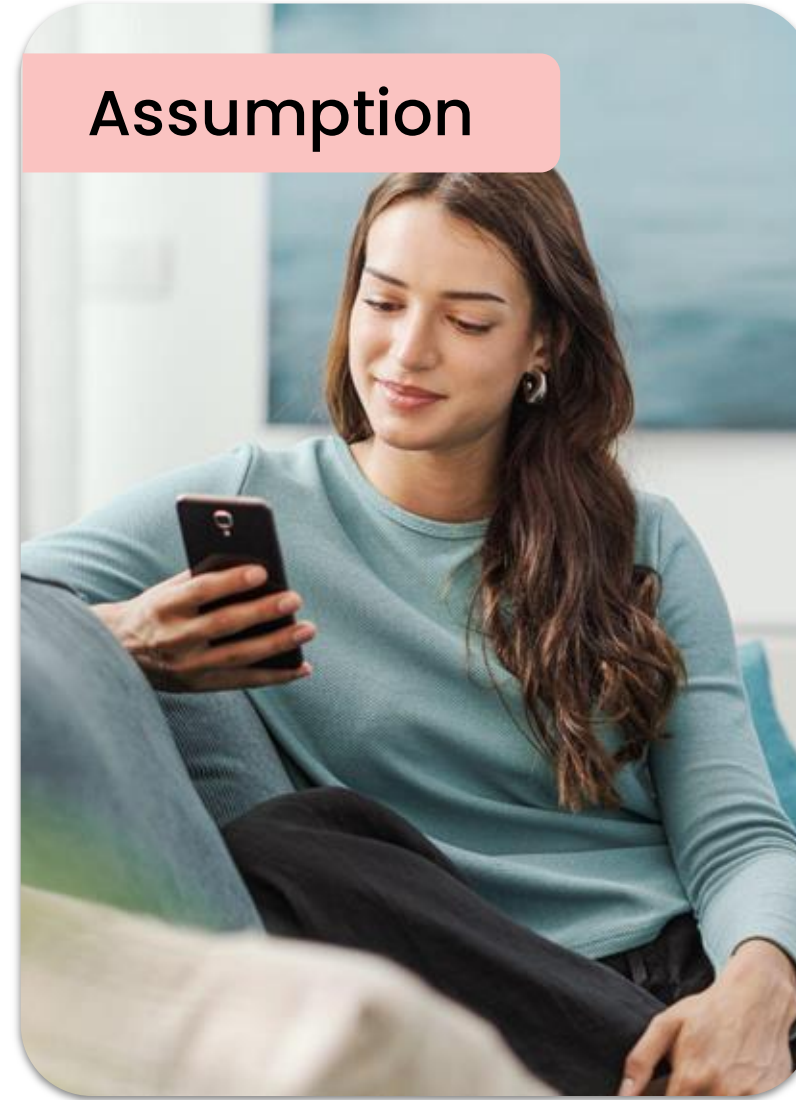
Assumption



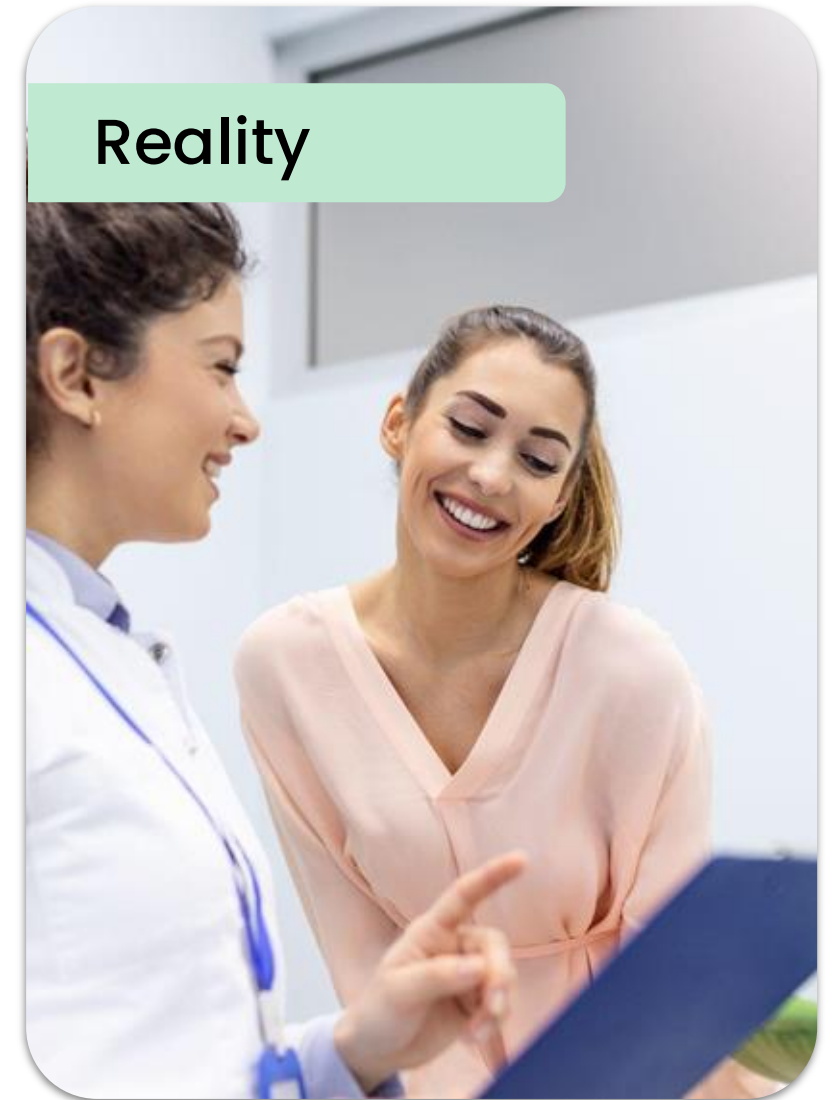
Reality



Assumption



Reality



One workforce. Five expectations.

Loyalty



BOOMER

Flexibility



GEN X

Purpose



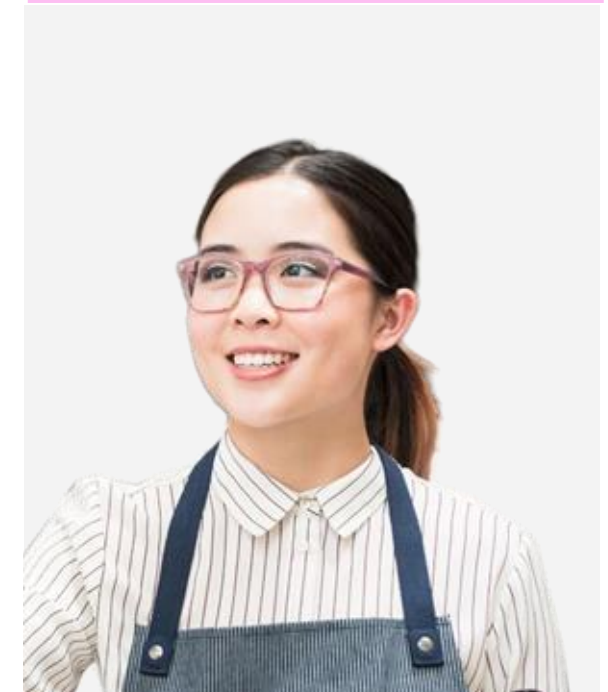
MILLENNIAL

Transparency



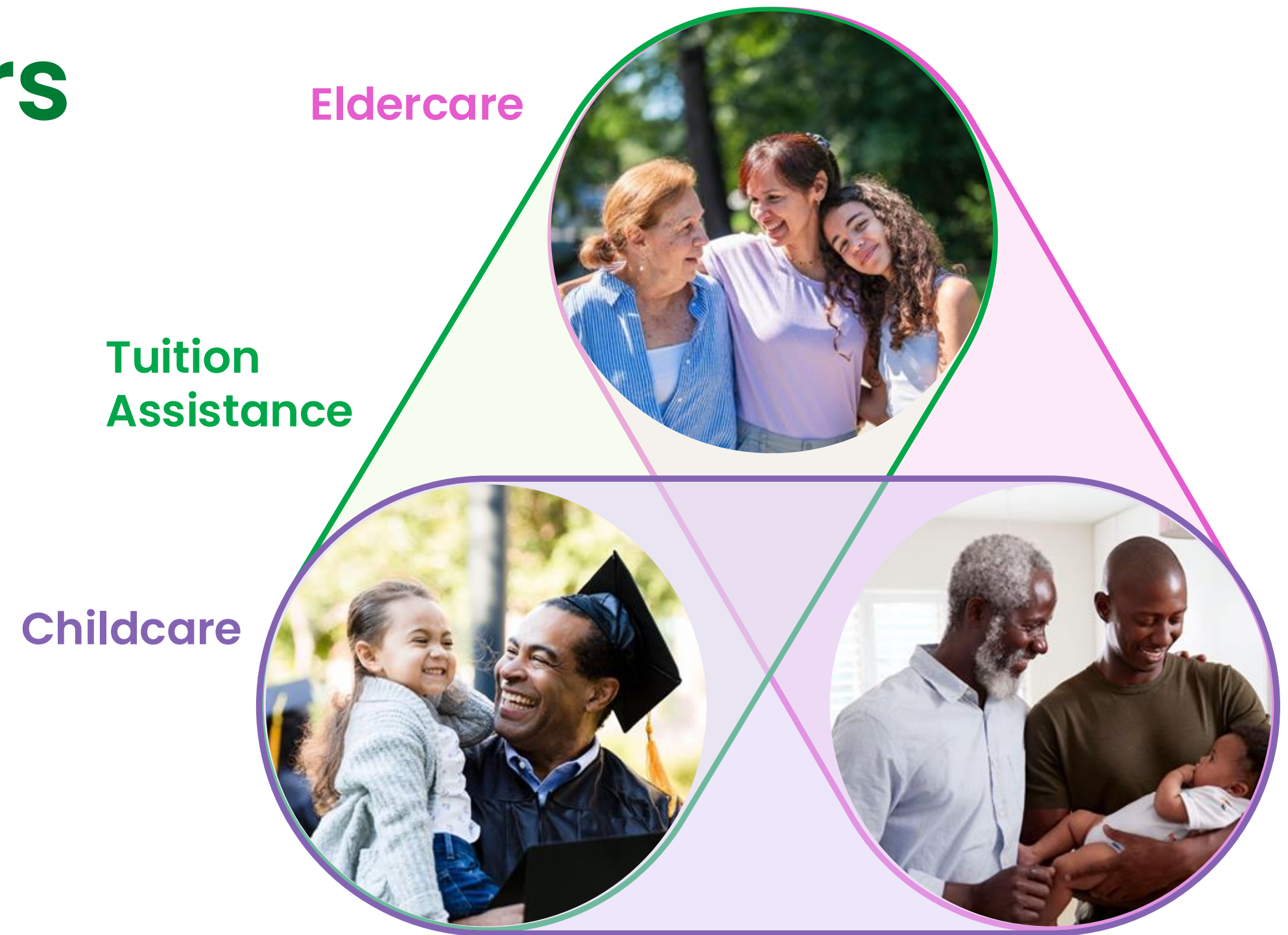
GEN Z

Authenticity

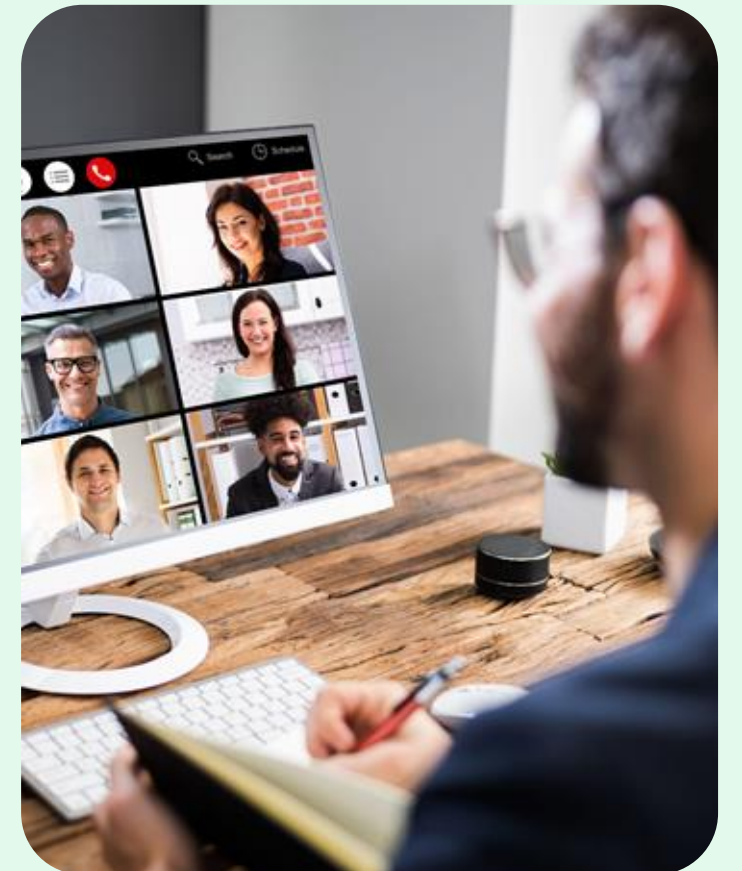
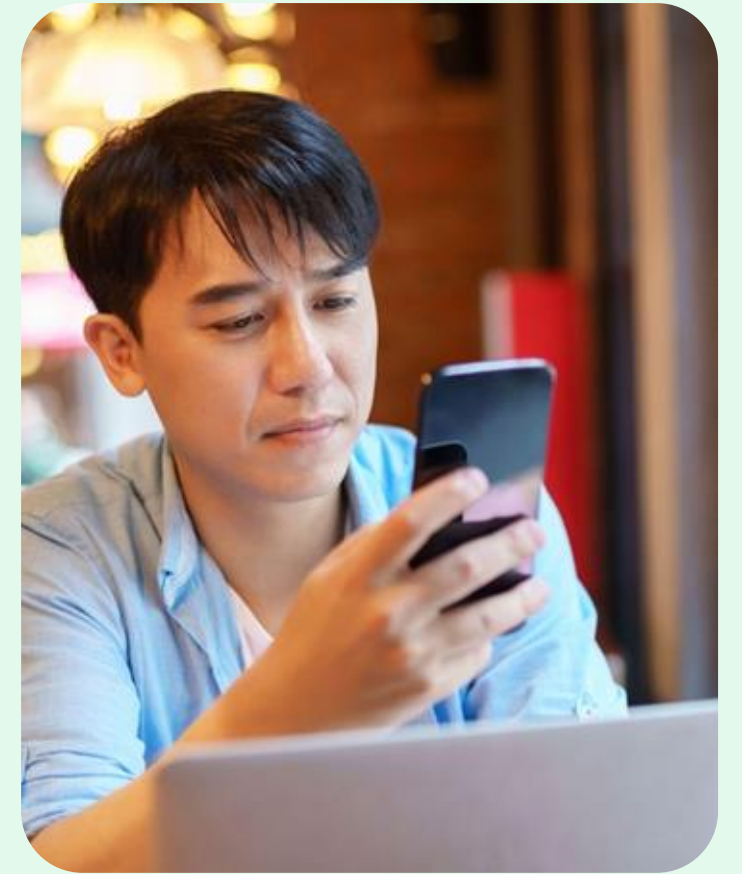


GEN ALPHA

Life stage matters more than age



Communication: what is their work language?



Audience Poll

Which generation is most likely to leave a job if leadership isn't open about company decisions, pay, or career growth opportunities?

- A) Baby Boomers**
- B) Millennials**
- C) Gen X**
- D) Gen Z**

Caring for a new generation



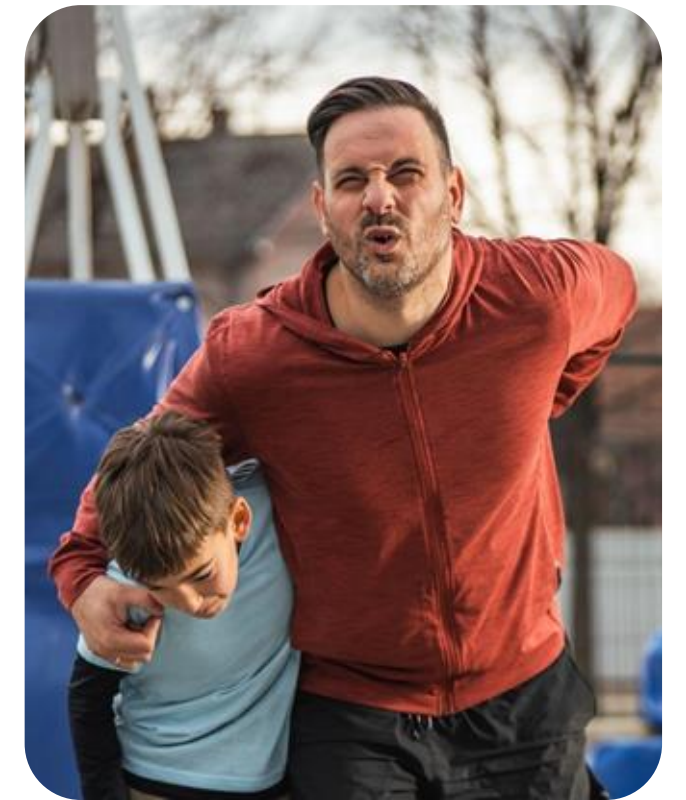
New generation of expectations



**They are connected
at every touchpoint
of their day.**

The body doesn't care about your birth year

MSK is the leading cause of
disability in the U.S.



Evolution of care



Moving from
fragmented to
unified care



Enhanced by
Intelligence

**A more connected
healthcare experience**

Built for every generation



Growing with your team

- 1 Audit your front door
- 2 Stop designing for the average employee.
- 3 Ask your youngest employees one question: "When you last had a health issue, what did you do first?"
- 4 Think first about what all generations need

Q & A

Thank you!