



# The Millennial Consumer

THE IMPLICATIONS FOR THE  
THE HEALTHCARE INDUSTRY

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& Keynote Speaker

# Speech summary

Digital continues to disrupt every industry, challenging the way things have always been done and altering business models. The healthcare and pharmaceutical industry is no different.

When organizations think 'digital' the arising conversation often focuses on the Technology – the hardware, software, the tablets, mobiles and apps. But technology is only ever an enabler for change, a catalyst for how we better connect with consumers and customers. Because research & technical developments are so crucial to the healthcare industry, we often take our eye off the real shifts – the global cultural and societal shifts that are taking place around the millennial generation.

As these social and cultural norms shift, the differences between consumer expectations of this generation become evident. Those consumers born Before Google (BG) are a world apart from the After Googlers (AG). As the Digital Natives of today enter their 30's, we are set to witness one of the biggest shifts in consumer expectations in history. They want it all. They want it now. They want it peer reviewed and they want it personalised.

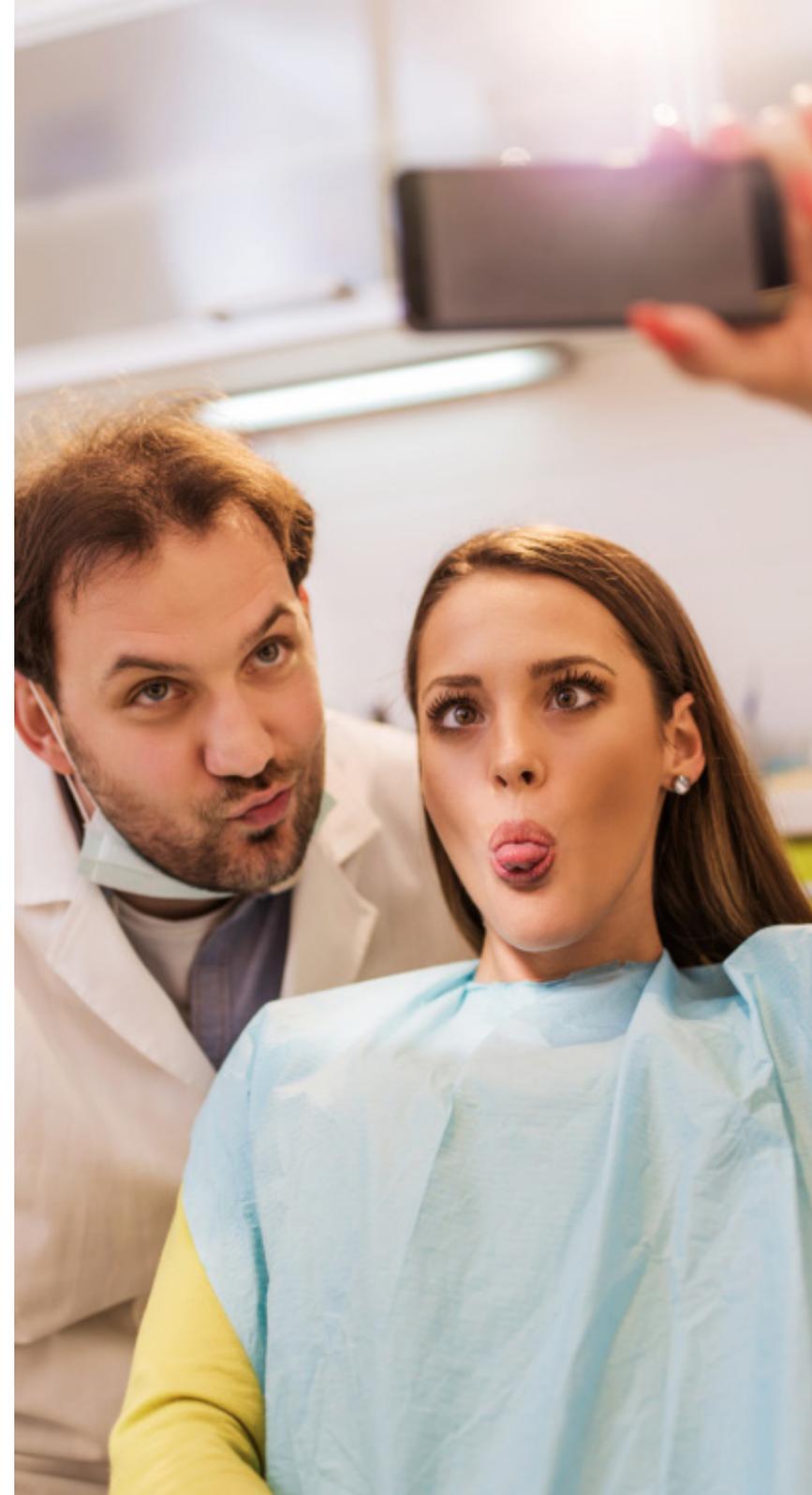
As this new shopper and consumer emerges,

it is evident that their very 'consumer DNA' is different from anything that has come before. This means that the healthcare industry consumers are about to step change their expectations, as are the young adaptive businesses within the industry. The changes apply in the B2B world as much as they do in the consumer arena.

The Millennial generation are simply hard-wired differently. They will not react to the same stimulus that previous consumers and customers have. It is time to future proof and understand what these shifts mean for the healthcare industry and your business.

Using a blend of social and cultural anthropology, futurology and global consumer behaviour shifts, we will examine where this is all heading for the industry. How does peer-to-peer effect diagnosis? What are the implications for the industry for this Instant Gratification generation? How will Wearables, Robotics and the Internet of Things affect healthcare?

If your consumer DNA is changing, don't you think it makes sense to examine this new blueprint to truly understand the implications to your industry and business?

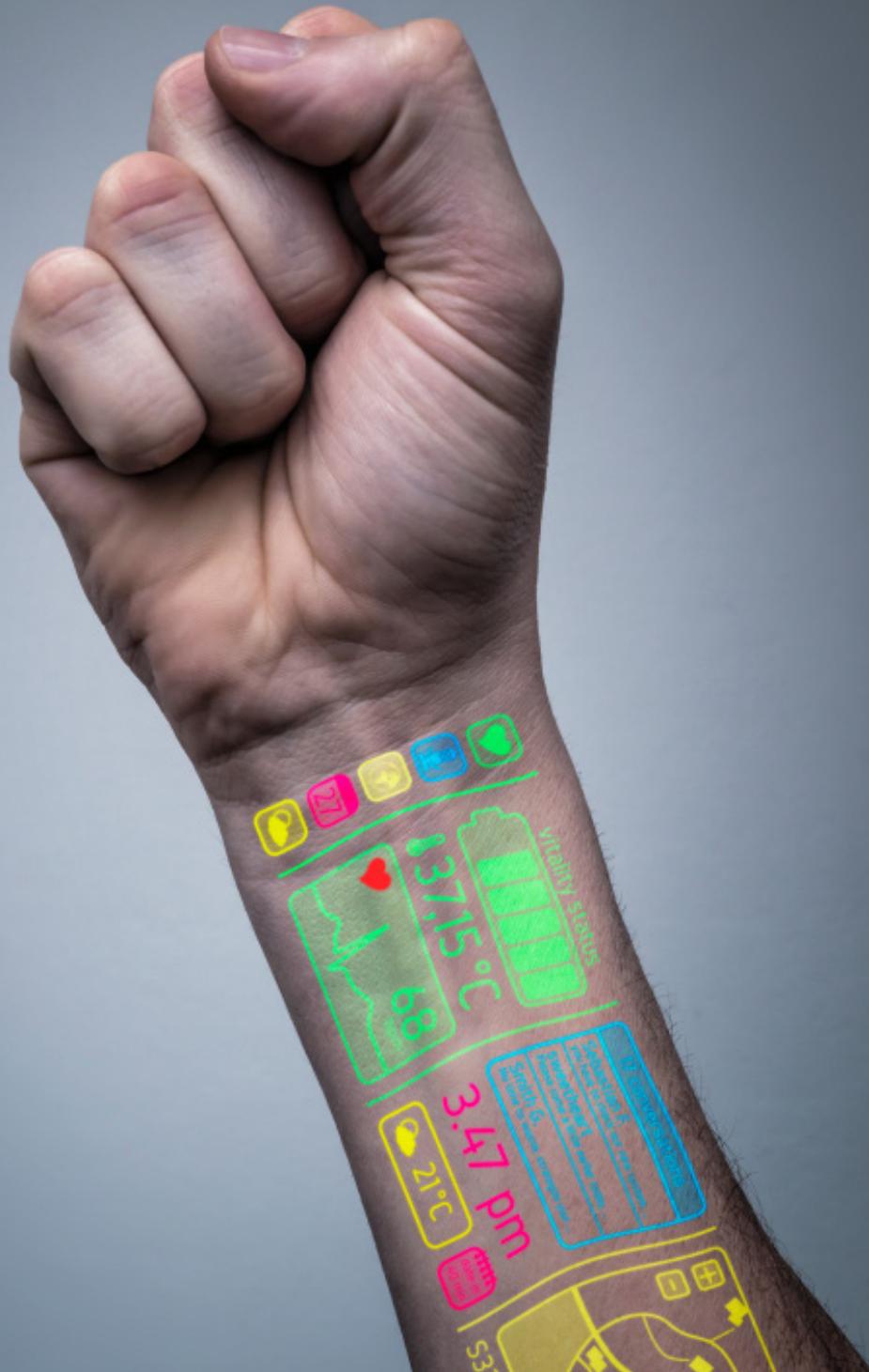


# Some quotes from this speech

*"Digital is who they are, not how they shop. From patient blogs to the importance of optimizing the 'customer experience' within the Healthcare experience, digital has changed patient expectations. If we are to deliver quality healthcare, we need to understand and adapt the offering to this new reality"*

*"This generation are self-centric and self-obsessed. Personalization is already a core expectation for the digital native and healthcare businesses that fail to build this in to their strategy, including B2B businesses, are going to find themselves lost in a cold wilderness of mass market irrelevance over the next 3-5 years"*

*"This generation is all about instant gratification. They want it now. Over the next 18 months you are going to witness a shift in patient expectations. They will demand faster treatment schedules, streamlined feedback procedures on diagnostics, peer-to-peer conversations moderated by the medical experts and a faster and more transparent flow of patient information"*



# Testimonials

*"Mr Hughes' presentation at our ECAMS Aesthetic Medicine Congress in Barcelona was simply out-standing. His insight of consumer behaviour and application to the healthcare industry was astounding and left the delegates eager to address such issues in their businesses. A fast paced and really entertaining keynote speech that no medical conference organiser should do without. A real treat"*

-Dr Peter Prendergast, President. ECAMS

*"The feedback from Ken Hughes' presentation was fantastic. He delivered a very engaging presentation around customer and patient centricity and everyone in the business has been talking about it since. Ken is not just an excellent conference speaker but he has fantastic insights into human behaviour using examples, case studies and videos to deliver his presentation with great impact. Thanks to Ken's presentation, we will be re-evaluating our shopper and patient centricity strategies"*

- Stephen Cooke, Insight Manager .GSK IRELAND

*"I'd like to thank you for a fantastic workshop with our marketing and management community here at 3M. You truly opened our eyes to address our marketing, communication and customer centricity initiatives in a different way, to create emotional links with customers and consumers that will expand value perception and drive our sales. The feedback from the delegates after the day was really excellent and like nothing we have ever experienced in the medical community"*

- Roberto Anta, Commercialization Excellence Manager.3M IBERIA

# 3 Key Learnings From This Talk

1 The consumer and shopper blueprint has changed, thereby impacting on their fundamental behaviours, needs and requirements as patients and B2B buyers. What are the implications for the healthcare industry and your business and what do you need to do to survive?

2 This generation are far less materialistic than those that came before, and as such have shifted their value focus to 'experiences'. Developing positive Experiential Equity needs to be the focus within the healthcare industry. How will your business develop such an 'experiential focus' and add real value to the patient experience?

3 As the Sharing Economy and Social Media continue to grow, the conversations within their peer-to-peer networks become the most relevant voice to any patient. What does this mean for the healthcare industry and how can we best manage this new reality?



# About Ken Hughes

Leading Consumer, Shopper Behaviouralist & Keynote Speaker

As one of the world's leading Consumer and Shopper Behaviouralists, Ken Hughes blends his vast expertise in consumer psychology, social anthropology, behavioural economics and neuromarketing to answer the question to which he has dedicated most of his career: Why do shoppers buy and how can we make them buy more?

While his boutique consumer insight organisation, Glacier Consulting, began life as a market research agency, he soon identified his key area of interest was people, not markets. How humans express their desires and expectations through how and what we buy has become his sole focus, resulting in his agency advising a global client base of some of the world's biggest brands - Unilever, 3M, IKEA, Coca-Cola, AXA and Heineken to name a few.

Ken is acknowledged as one of the most respected thought leaders on Shopper Marketing and Shopper Centricity, Omnichannel & Digital Strategy alongside Retail Futurology. He is a part-time professor in consumer behaviour and a board member & strategic advisor to many organisations on the future of consumerism and shopper trends.

His latest TED talk also showcases his unique approach as a Playologist, motivating individuals and his corporate clients to unleash their creativity and innovation through a blend of discovery, fun, play, mischief and risk.

Voted best speaker at most conferences he has the honour of being invited to attend, it is for his international career as a keynote speaker he is most famous. His keynote speeches deliver thought disrupting and inspiring content in a captivating and highly energetic manner, all served with a generous helping of Irish wit.



# Book this keynote speech

Please contact us to book this keynote speech for your event, or to find out more about this, or any of the other talks from Ken Hughes. We are happy to discuss how this talk might suit your agenda or how it could be further tailored for your event, and as always are happy to know more about your conference so that we may assist you appropriately

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