FOUR GENERATIONS IN THE APMA AND YOUR PRACTICE

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Why Generations Differ

- Historical Events
- Shape Emotional Memories
- Shape Perceptions of Institutions, Career, Life
The Continuum

I, Me, My, Special, Unique,

We, Us, Team, Assn, Nation

I, Me, My, Special, Unique,
The Generations

- Matures, Veterans 1925-45
- Baby Boomers 1946-64
- Generation X 1965-1979
- Millennials, Gen Y Since 1980
Matures, Vets

- Duty, Honor, Country
- Sacrifice
- Conformity
- Do a Good Job
- Hard Times -> Prosperity
- Age = Seniority
Baby Boomers
Baby Boomers

- Work Ethic = Worth Defined by Their Work
- Competitive
- Visible Success - Plaques
- Optimistic
- Consumers
Generation X

- Questions Authority
- Met Their Heroes
- End of Lifelong Jobs
- Can be Cynical
- Short Time Horizons
- Time is Currency
- “Prove It to Me”
Millennials

- Individual with Group Think
- Parents’ Friends
- Optimistic and Eager
- Busy, Stressed Younger
- Future is Short Term
- Huge Personal Goals, ?Execution
The ME ME ME ME ME ME Generation

Millennials are lazy, entitled narcissists who still live with their parents

Why they'll save us all

BY BILL STEIN
Your vs. Their Influences
Your vs. Their Influences
Your vs. Their Influences
Key Differences

- Boomers, X’ers, Millennials
  - Diversity
  - Self
  - Rules
  - Institutions
  - Future
<table>
<thead>
<tr>
<th>MILLENNIALS</th>
<th>GEN X</th>
<th>BABY BOOMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrates diversity</td>
<td>Accepts Diversity</td>
<td>Assumes Diversity</td>
</tr>
<tr>
<td>Optimistic/Realist</td>
<td>Pragmatic/Practical</td>
<td>Pragmatic/Idealist</td>
</tr>
<tr>
<td>Self-Inventive</td>
<td>Self-Involved</td>
<td>Self-Expansive</td>
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<tr>
<td>Re-write Rules</td>
<td>Desire Rules</td>
<td>Reject Rules</td>
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<tr>
<td>Irrelevance of Institutions</td>
<td>Mistrusts Institutions</td>
<td>Topples Institutions</td>
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<tr>
<td>Nurtured Kids</td>
<td>Latch-key Kids</td>
<td>Laisse faire Kids</td>
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<tr>
<td>High Expectation</td>
<td>No link between hard work and success</td>
<td>Freedom To Seek To Achieve</td>
</tr>
<tr>
<td>Future is Open</td>
<td>Future is Closing</td>
<td>Future is Now</td>
</tr>
<tr>
<td>Personalization &amp; Customization</td>
<td>Labels (as security)</td>
<td>Categorization (mass)</td>
</tr>
<tr>
<td>PERSONAL &amp; LIFESTYLE CHARACTERISTICS BY GENERATION</td>
<td></td>
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<td>-----------------------------------------------</td>
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<tr>
<td><strong>CORE VALUES</strong></td>
<td></td>
<td></td>
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<tr>
<td>• Respect for authority</td>
<td>• Optimism</td>
<td>• Skepticism</td>
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<tr>
<td>• Conformers</td>
<td>• Involvement</td>
<td>• Fun</td>
</tr>
<tr>
<td>• Discipline</td>
<td></td>
<td>• Informality</td>
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<tr>
<td><strong>FAMILY</strong></td>
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<tr>
<td>• Traditional Nuclear</td>
<td>• Disintegrating</td>
<td>• Latch-key kids</td>
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<tr>
<td>• Merged families</td>
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<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
<td></td>
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<tr>
<td>• A dream</td>
<td>• A birthright</td>
<td>• A way to get there</td>
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<tr>
<td>• A merged family</td>
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<tr>
<td><strong>COMMUNICATION</strong></td>
<td></td>
<td></td>
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<tr>
<td>• Rotary phones</td>
<td>• Touch-tone phones</td>
<td>• Cell phones</td>
</tr>
<tr>
<td>• One-on-One</td>
<td>• Call me anytime</td>
<td>• Call me only at work</td>
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<tr>
<td>• Write letters/memo</td>
<td></td>
<td></td>
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<tr>
<td>• Put it away</td>
<td>• Buy now, pay later</td>
<td>• Cautious</td>
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<tr>
<td>• Pay Cash</td>
<td></td>
<td>• Conservative</td>
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<tr>
<td>• Save, save, save</td>
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<tr>
<td>Work Ethic &amp; Values</td>
<td>Hard work, Respect authority, Sacrifice, Duty before fun, Adhere to rules</td>
<td>Workaholics, Work efficiently, Desire quality, Question authority</td>
</tr>
<tr>
<td>Work is...</td>
<td>An obligation</td>
<td>An exciting adventure</td>
</tr>
<tr>
<td>Leadership Style</td>
<td>Directive, Command and Control</td>
<td>Consensual, Collegial</td>
</tr>
<tr>
<td>Feedback &amp; Rewards</td>
<td>No news is good news, Satisfaction from great work</td>
<td>Don’t appreciate it, Money, Title recognition</td>
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<tr>
<td>Messages That Motivate</td>
<td>Your experience is respected (seniority)</td>
<td>You are valued</td>
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</tbody>
</table>
What About Patients?

- Visits
- Satisfaction
- Chatting vs Counseling
- Checking Compliance
- Testing
- The Computer
To Target Boomers and Matures

- We are Lucky to Have You
- Recognize Their Hard Work
- Programs Designed to Make Them More Effective
- Give Them a Certificate
- Ask for Insights, APMA Wisdom
To Target Gen X’ers and Millennials

- Primary Identity Outside Work
- Don’t Micro Manage
- Time is Currency
- They are Watching for Proof
- "Socialization" is Important
- Get Their Opinion
Time for Practice
and APMA

- **Boomers**
  - On the Team
  - Get It Done
  - The Patient Comes First

- **Gen X and Millennial**
  - Busy, Here is My Availability
  - Success = Balance
Social Media

Market Share of Millennials' Daily Activity

- Facebook: 46%
- Twitter: 29%
- LinkedIn: 6%
- Foursquare: 4%
- MySpace: 9%
- Google+: 4%
- StumbleUpon: 2%
- Pinterest: 0%
For over 100 years, the California Podiatric Medical Association (CPMA) has blazed the way for virtually every step of progress made by California's podiatric medical profession—moving it from a peripheral medical skill to mainstream medicine and enhanced standing in California healthcare system. Here are just a few of CPMA's hard fought victories on your behalf:

- The right to perform independent H & Ps
- The right to perform amputations
- The ability to assist an MD or DO in surgery outside scope of practice
- The right for podiatric physicians to perform surgery within scope of practice
- The right for limited license podiatric x-ray technicians to take digital x-rays
- The right for a podiatric physician acting within his or her scope of licensure to prescribe orthotic or prosthetic devices covered by the patients health plan
- The right to prescribe prescription medications
- The right to administer local anesthetics
- JCAHO recognition of podiatric physicians as qualified members of hospital staff
- The right to perform, read and interpret x-rays
- The Veterans Administration inclusion of podiatry in the division of medicine and surgery.
- Establishment of podiatric residency programs
- The availability of state funds for podiatric medical students
- Clarification of language guaranteeing DPMs' right to surgically treat ankles
- Surgery center privileges for DPMs
- The right to form MD/DPM partnerships
- The right to supervise PAs within the scope of licensure
- The right for DPMs to expand the names they may use for their practices

For nearly 100 years, CPMA has been the difference between success and failure, literally the life or death of California's podiatric medical profession. Join CPMA and help us in our ongoing efforts to help you! Call (800) 794-8988.

NOW, ASK YOURSELF HONESTLY, WHERE WOULD YOU BE WITHOUT THE EFFORTS AND ADVANCEMENTS MADE BY CPMA?
GENERATIONS AT WORK

Thank You