



Roundtable Discussion: Millennials & Primary Care, Lifestyle Medicine

Thursday, May 20, 2021 | 10:00 AM - 1:00 PM ET

Objectives:

- Review data and findings on how millennials engage with primary care and lifestyle medicine
- Identify gaps between what millennial patients and clinicians want from primary care and how care is currently delivered
- Articulate steps that public and private stakeholders can take to close identified gaps between what millennials experience and what they want from primary care

Agenda:

I. Welcome & Introductions	<i>Ann Greiner, Primary Care Collaborative</i>	10:00
II. Interactive Review of Research Findings <ul style="list-style-type: none"> ○ Literature ○ Blue Cross Blue Shield data ○ PCC focus groups & interviews 	<i>Sarah Greenough, PCC Mark Talluto, BCBSA Becky Knight & Andrew Silva, McCabe Message Partners</i>	10:25
III. Break		11:20
IV. Discussion: Identify Key Gaps	<i>All (Small & Large Group Discussions)</i>	11:35
V. Generate Key Stakeholder Steps	<i>All (Small & Large Group Discussions)</i>	12:10
VI. Closing Thoughts	<i>Ann Greiner & Sarah Greenough, Primary Care Collaborative</i>	12:50