

What OB/GYN patients want— what they really, really, want—in

2025



How to navigate Millennial and Gen Z care trends and preferences through a personalized digital experience



Introduction:

Today's OB/GYN groups face a dynamic patient landscape. In fact, it's estimated 80% of their patients are between the ages of 18 to 44—making them uniquely positioned to navigate the new healthcare preferences among Millennials and Gen Z.

Technology is top-of-mind for patients in these age groups, with Millennials being the last generation to experience life with and without social media and smartphones. Both Millennials and Gen Z now conduct their day-to-day lives relying heavily on the ease of the latest tech, creating a trickle-down effect that strongly impacts their healthcare preferences.

OB/GYN groups strive to provide the latest in clinical advancements to address the care needs of these women—but what about when it comes to their patient experience?

Patient attraction and retention, keeping up with billing, endless documentation and charting, reminding patients of appointments and when they're due for care—all combined with the increasingly competitive healthcare landscape—can be overwhelming for OB/GYN practices to navigate. To stay afloat, owners and staff are faced with the reality of providing quality care and a premier patient experience—in turn, giving patients what they want...what they really, really, want in their healthcare journey.

Discover the keys to showing patients you're not their mother's OB/GYN group. Dive deep into what Millennials and Gen Z want in their care experience, and how you can create a tech suite that truly delivers.



Part 1: The best of both worlds

Today's Millennial and Gen Z patients are resilient. While the 90s brought about the height of boy-band enthusiasm, the resurgence of bell bottoms and butterfly clips galore, it was also a time of immense societal change. Flash forward to 2020, and a similar change in day-to-day life was embraced as the pandemic brought about times of extreme uncertainty and—not surprisingly—a shift in how these generations navigated their healthcare needs.

Now, with 2025 upon us, these same generations are carrying through new preferences into the ways they receive care, not only for themselves, but also for the families they're looking to create. An understanding of the current landscape and consumer preferences is critical for OB/GYN groups looking to attract and retain Millennial and Gen Z patients, especially during pregnancy. For women experiencing more frequent encounters with their practitioners, the pain points of navigating and accessing healthcare become more pronounced.

Not to mention, women are busy and juggling multiple responsibilities these days, making their time a precious resource—according to the [Bureau of Labor Statistics](#)¹, 75% of women aged 22 to 44 are in the workforce. To attract and retain today's Millennial and Gen Z women, practices need to make it easy to get care while prioritizing a stress-free patient experience.



So for those who
wanna maintain patients
for the long-haul, you
gotta get with their
trends—literally.



Don't be clueless about what patients expect

It's no surprise increased demand for convenience and access has bled through into healthcare, due to the rise of social media and apps dedicated to service in seconds—think online shopping and services like DoorDash®, which have catered to the consumer with extreme convenience and ease-of-use.

Personalized services are now a must-have, while communication and transparency are table stakes for patient retention. Because consumers have so many options at their fingertips, loyalty is limited, even within the healthcare space. Today's patients **place a stronger emphasis on compassion and responsiveness²** from their providers, while also having high expectations for digital tools and care access.

Communication preferences have also shifted with these generations. Although email remains a top mode for all age groups, Millennials and Gen Z women are less likely to respond to phone calls. **Instead, 74% of Millennials and 69% of Gen Z³** rank text or SMS messaging as their preferred communication method within their personal lives.

Fun facts about Millennials and Gen Z



Different but the same

Millennials fondly remember AOL and Tamagotchis, while Gen Z prefers things like Snapchat



Where my apps at?

Both generations consider Spotify, Netflix and YouTube as staples, with less reliance on traditional media



Work all day, party all night...kinda

Millennials started the work-life balance trend, while Gen Z doubled down on mental health and flexible work arrangements



Social butterflies

Social media is a staple for both, yet Millennials gravitate towards Instagram and Facebook, while Gen Z can be found on TikTok



I want it **that** way

In 2019, a survey by the *Health Affairs*⁴ journal indicated 80% of consumers were dissatisfied with the lack of price transparency in healthcare. This issue has only grown since the pandemic, as financial strains have led to higher demand for clear pricing. Today's billing processes that rely on paper statements create frustration, leaving patients wanting clear information at the time of care, versus statements weeks or months after their visit via snail mail.

Patient-driven care is also promoting more autonomy over treatment plans. All of this coincides with the desire for improved continuity of care, given the fragmented state of healthcare during the pandemic. This includes a more seamless and personalized patient experience that offers content and information that's relevant to the consumer, such as recommended preventive screenings, vaccine information and more.

These generations are also not ones to wait—patients are more accustomed to faster access to services and expect quicker response times. Although patient portals provide valuable information to patients and opportunities to engage with their care team, logging into a separate tool is a barrier; according to the [Office of the National Coordinator for Health Information Technology](#)⁵, just 30% of patients access their patient portal on a regular basis.

Overall, today's Millennial and Gen Z women crave simplicity, personalization and modern ways of communicating with their OB/GYN provider, in ways that are fast and easy.



“The future of healthcare belongs to organizations that can successfully balance clinical excellence with the empathy, convenience, and personalization that Millennials and Gen Z demand. By reimagining their approach to patient care and consumer engagement, healthcare providers can build lasting relationships with these crucial demographics and position themselves for long-term success in an ever-evolving industry.”

– The Generational Shift in Healthcare: How Millennials and Gen Z are reshaping patient expectations, [Monigle.com](#)²

Part 2: Saying bye bye bye to the old ways

What does this massive change in expectations mean for today's OB/GYN practices? For starters, it means taking a hard look at outdated processes and means of communication—which is easier said than done.


As patient expectations and preferences have risen since the pandemic, so have the challenges many OB/GYN offices face to meet patient demand. With the myriads of care options available, practices need to adopt more modern ways of managing the healthcare experience to stay competitive and remain financially viable.

However, an increasingly complicated delivery system makes that hard, especially when it comes to constantly changing insurance requirements. Increased administrative burden is often felt by OB/GYN practices; shifting requirements related to patient-reported outcome measures requires constant upkeep, along with the documentation needed to accommodate the shift to value-based care.

Why'd ya have to go and make healthcare so complicated?

Lower reimbursement rates, limited provider networks and even changes in preventive care coverage all put OB/GYN practices in a uniquely challenging position, often causing negative downstream affects for staff. For instance, front office workers can be tasked with navigating insurance requirements for patients, including manual checking of eligibility and benefits requirements and the handling of denials. Technology that isn't best-in-class often lacks the functionality offices crave when it comes to automation—and can even create more manual work for staff that are already stressed.

As a result, many offices continue to deal with extreme staffing shortages and workplace burnout, so much so that burnout rates among OB/GYNs are some of the highest. [A 2021 study⁶](#) published in The Journal of Obstetrics and Gynecology found 46% of OB/GYNs reported experiencing symptoms of burnout, which is higher than the burnout rate among physicians in other specialties.



Front-end staff and other non-clinical healthcare workers are also increasingly at risk for burnout, leaving practices susceptible to turnover and gaps in care; non-clinical staff like administrative personnel recently **reported a burnout rate of 45.6%⁷**.

Should I give up, or should I just keep chasing payments?

Lastly, OB/GYN practices face their own set of challenges when it comes to financial viability. A significant portion of their population base—more than 16 million women—are covered by Medicaid, making it the [largest single payer of maternity care in the U.S.](#)⁸ However, Medicaid tends to reimburse at lower rates, while collections overall remain a pain point due to dated workflows.

Lag times in collections and chasing down payments can have a significant impact on cash flow for OB/GYN practices. Most of these issues stem from dated paper processes that often require more manual work, like taking credit card information over the phone or pushing past-due payments to collection agencies.

A technology solution that digitizes, automates and streamlines the collections process can have a significant impact on the bottom line. OB/GYN groups can also leverage technology to help patients who are uninsured or underinsured get the care they need by providing education on insurance coverage options, along with relevant social benefits that are specifically for maternity care.



Part 3: We're gonna make you popular

For OB/GYN practices looking to modernize and retain today's Millennial and Gen Z patients, their tech suite needs to deliver—on a lot of things. Functionality that supports ease-of-use, transparency and cost savings is critical when looking at what to consider.

For starters, patients crave simplicity and autonomy when scheduling appointments, and they do so often when pregnant. When employing a tech suite like Phreesia, OB/GYN offices enable patients to schedule appointments easily from the comfort of their own couches—the same place they're ordering takeout or adding things to their Amazon baby registry.

Functionality found in Phreesia's suite of tools includes automated appointment reminders, which also offer an easy way to reschedule, making it a lifesaver for both busy patients and staff members. This not only saves time but also significantly reduces no-shows, creating another safety net for practices looking to maintain financial viability.

Phreesia also offers an SMS-based solution that fills open appointment slots if they do become available due to cancellations or no shows, improving access to care for patients without additional staff intervention. This in turn offers patients a more proactive approach to getting them in to be seen, creating yet another opportunity for satisfaction and retention.

#DYK with Phreesia, the limit does not exist



Average Phreesia client saves **3,500 hours** of staff time per year on intake alone



Phreesia's smart waitlist tool accelerates **\$360,000** of revenue annually



Phreesia clients make **\$200,000 more** from reduced no-shows



Phreesia's self-scheduling **generates \$550,000** annually on average for clients

When all else fails and you long to be something better than you are today

With all the information swirling around on social media, it can be hard for Millennials and Gen Z to find trusted sources of truth. Not to mention, patients often want a partner in their healthcare journey, especially as they navigate pregnancy and other reproductive experiences. [Recent articles have detailed²](#) the importance of offering calm, clear communication to younger patients, addressing their desire for stability and transparency throughout their healthcare journey.

Phreesia enables OB/GYN offices to expand their offerings and play a role in patient education by providing communication tools that remind them to schedule needed appointments or tests. This also includes information on how to prepare for upcoming visits and even recommendations for other services they can benefit from. As a result, offices and practitioners build trust among their patients, creating a healthy partnership that results in retention.

Phreesia also offers patients information and suggestions at specific times during the care journey, making it simpler for patient follow-through and additional appointment scheduling. This makes it easy to suggest additional services at the right point in the patient experience, which in turn can drive additional revenue for OB/GYN practices beyond pregnancy years. Personalized, digital workflows help gather patient information without creating redundancies, resulting in less headaches for staff and of course, more satisfied patients.



“I really enjoy the ease of Phreesia for our patients. The check-in process is great and the ability to remind our patients to check in is fantastic. Our patients can check in and review all the necessary paperwork rather than feel rushed in the clinic. It’s allowed us to customize our check-in process for a better patient and staff experience.”

– OBGYN West

Get that money

Transparency is the name of the game for patients, especially when it comes to billing. Given the cost of pregnancy care in today’s healthcare climate, offering patients insight into what they owe, along with easy ways to pay, helps retain patients while combating staff overload and burnout.

Phreesia verifies patients’ insurance coverage and presents patients with clear copay and balance information before, during and after their visit. Payments are made easier for patients through digital statements that are sent via email and text as soon as they become due. Not to mention, automated reminders help keep balances top of mind.

Patients also have access to simple payment options through Phreesia, such as a card stored on file or even Apple Pay and Google Pay. As a result, paying medical bills becomes as easy as shopping online, which is key when considering what these patients want.

Hey now, you’re an all-star

Millennials and Gen Z know a thing or two about moving fast and optimizing technology to meet their needs. For OB/GYN groups looking to sustain viability in the years ahead, a tech suite like Phreesia’s delivers on everything their patients are looking for—a modern, personalized and digitized approach to navigating their healthcare needs. To attract and retain today’s Millennial and Gen Z patients, technology that personalizes the patient experience, employs automation and offers easy ways to pay is a must-have, giving patients an experience they could only imagine in their wildest dreams.



About Phreesia

Phreesia is the trusted leader in patient activation, giving providers, life sciences companies and other organizations tools to help patients take a more active role in their care. Founded in 2005, Phreesia enabled approximately 150 million patient visits in 2023—more than 1 in 10 visits across the U.S.—scale that we believe allows us to make meaningful impact. Offering patient-driven digital solutions for intake, outreach, education and more, Phreesia enhances the patient experience, drives efficiency and improves healthcare outcomes.

To learn more about how Phreesia can bring your patient experience into the 21st century, visit phreesia.com/obgyn.

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