

STUDY OVERVIEW

Our 2024 Medicare Digital Tools Study examines how seniors view the role of digital technology in their healthcare decisions, including their aging-in-place plans and experiences managing their healthcare coverage online.

Total Survey Respondents

2,801
Seniors

554
Near-Seniors
(ages 60-64)



SENIOR'S DIGITAL ENGAGEMENT



Who Uses Social Platforms?

88% of seniors reported using at least one social media platform.

Who Believes AI Is Safe?

Four in ten seniors believe that AI is inherently unsafe, with that percentage decreasing to just two in ten for those aged 60 to 64.



1 in 7
Seniors

Who Is Getting Scammed?

Two-fifths of seniors know someone who has been scammed. For one in seven seniors, that person was themselves.



HEALTHCARE MANAGEMENT ONLINE EXPERIENCES

Increased Comfort with Online Management



Three years ago, there were two-and-a-half times as many seniors who felt the least comfortable managing their health insurance online as there were those who felt the most comfortable. Today, those percentages are nearly identical.

Mobile Isn't First Choice



Regardless of their online use, Medicare Advantage members overwhelmingly rely on desktop or laptop computers to access their insurer's portal, with only 15% indicating that they do so using their insurer's mobile app.



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AGING IN PLACE



Expecting to Stay Home

Seniors largely anticipate aging in place, unless their healthcare needs demand additional care.



Who Has a Caregiver?

72% of seniors report living in a single-family home, and few currently have a caregiver. Lower income seniors were more likely to report having a caregiver and less likely to report living in a single-family home than those with higher incomes.

Living Where There's Support

While staying in their homes with aging-in-place technology was generally more popular among seniors, one-quarter would at least somewhat prefer to live in a home with traditional support services.



Sharing Health Data with Insurers



Half of seniors indicate feeling comfortable with their healthcare providers or caregivers receiving data from health monitoring technology, but are less comfortable (only 26% indicate comfort) with their insurer having access.



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