

Y Connect?

Communication tools geared toward a new generation of residents yet support older generations in the program!

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Goals

- Understand generational communication preferences.
- Balance communication methods effectively to reach audiences of all generations.
- Identify one communication tool to use within program to improve communications.

Generation Differences

TRADITIONALISTS Pre-1945	BOOMERS 1946-1965	GEN X 1966-1977	MILLENNIAL 1978-1995	GEN 2020 After 1995
Experienced: Great Depression, WWI and II, GI Bill	Experienced: Television, Moon Landing, Watergate, Vietnam War	Experienced: MTV, Nintendo, PC's	Experienced: Natural disasters, diversity, mobile technology	Experienced: Economic downturn, Global Warming
Work is: An obligation	Work is: Expected	Work is: A difficult challenge	Work is: A means to an end	Work is: Constantly evolving
Aspiration: Home ownership	Aspiration: Job security	Aspiration: Work-life balance, independence	Aspiration: Freedom and flexibility	Aspiration: Structure and stability
Changing Jobs: Stay for life	Changing Jobs: Loyal to employer, connecting to values	Changing Jobs: If necessary for compensation	Changing Jobs: Is expected	Changing Jobs: Constantly
Career Paths: Slow and steady	Career Paths: Upward mobility	Career Paths: Need to know options now	Career Paths: Switch frequently and fast	Career Paths: Career "multitaskers"

<http://www.progressiveae.com/creating-multigenerational-spaces/>

Generation Characteristics

Traditionalist WW II, Depression (14%) Smarter (13%) Honest (12%) Values/Morals (10%) Work ethic (10%)	Boomers Work ethic (17%) Respectful (14%) Values/Morals (8%) "Baby Boomers" (6%) Smarter (5%)	Gen X Technology use (12%) Work ethic (11%) Conservative/Trad'l (7%) Smarter (6%) Respectful (5%)	Millennials Technology use (24%) Music/Pop culture (11%) Liberal/Tolerant (7%) Smarter (6%) Clothes (5%)
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*Pew Research Center, Millennials: Confident. Connected. Open to Change, Feb 2010, <http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/#>

Communication Styles

Our four generation workforce provides challenges



<https://procureinsights.wordpress.com/2010/10/26/does-age-influence-contracting-negotiation-styles/>



"CAN YOU BELIEVE IT? GRAMPA WRITES HIS EMAILS ON PAPER."

Communication & Methods

- GME is a complex system
- Mountains of information to disseminate
- Communication methods outdated
- Critical to find new ways to communicate to new generations

Example # 1 – Survival Manual

- Paper booklet
- Printed at the beginning of each academic year
- Quickly outdated
- Unforgiving with errors



Example #2 – Curriculum

- New Innovations delivery is clunky
- Not interactive
- Hard to find the details in long documents

Example #3 - Emails

- Multiple emails with non-essential information
- Platform delivery desired

Example #4 - Orientation

- Orientation day
 - 4” 3 ring binder given to incoming interns
- Graduation day
 - Same 4” 3 ring binder in the trunk of graduate’s car.
- Valuable information – distribution method not effective

Example #5 – Students

- Paper folder of information
- Useful to guide orientation
- Work to put together
- Value to student?

Example #6 - Recruitment

- Multiple emails
- Frequent calls with questions
- Last minute calls – can't find email

Solutions

- Create platforms for Shared Information
 - Google Sites
 - Intranet Site - Internal
 - Interview Website - Recruitment
 - Student & Learner Site – Rotators
 - Google Docs – Group Projects
 - Social Media

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Welcome to the UMN Medical Center Program and Smiley's Family Medicine Clinic Intranet.

The purpose of this site is to assist our residents, faculty and staff in providing quick access to important program and clinic information.
If you have an idea on how to make this site better, your feedback is welcome in the comments section below.



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WELCOME!

Thank you for choosing to rotate at the University of Minnesota Medical Center Family Medicine Residency Program.
We look forward to getting to know you during your rotation.
Please let us know what we can do to make your experience here more educational.

Google Docs

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Search Drive

Shared with me > UMMC - Family Medicine Residency Program > Rotation Curriculum

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4 GB used

Colors

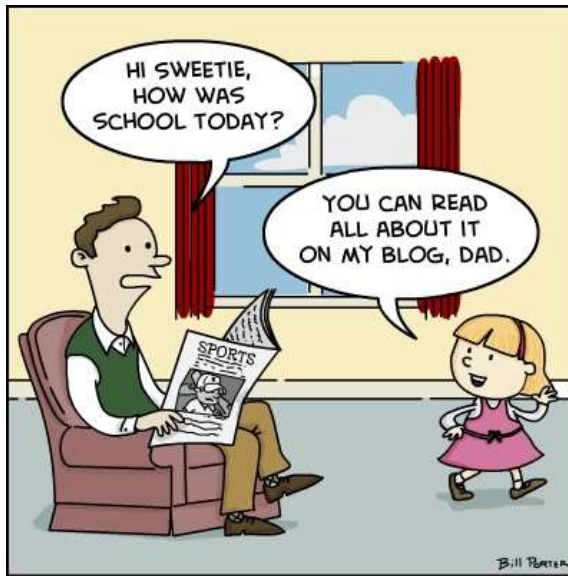
..Action Items	..JZZTEST	Adolescent Peds	AFM 1	AFM 2	AFM 3
Ambulatory Peds	Behavioral Health	Cardiology Consults	Cardiology Outpatient	CH & NICU	Dermatology
ER @ East Bank (UM...	ER @ West Bank (FY...	Geriatrics	Gynecology	ICU	Night Float
OB1	OB2 @ Mefkadet	Orlto 1	Orlto 2	Palliative & Pain	Peds @ Childrens
Peds ER	Selectives	Specialty Outpatient	Surgery	Teaching Service	

NAME

What Solutions have you come up with?

Did you...

- Gain an understanding of generational communication preferences?
- Learn new ways to balance communication methods effectively to reach audiences of all generations?
- Was there one tool that you saw that might be useful to your program?



Questions

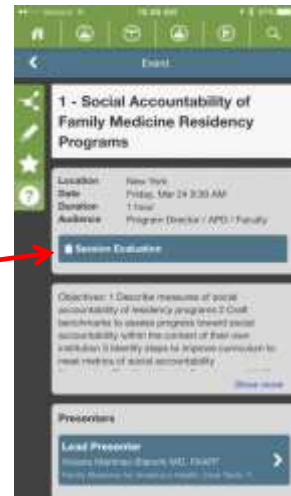
Contact Us

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Complete the
session evaluation.

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