

As we examine current trends in healthcare technology, it becomes clear that Generation Z is increasingly reshaping how healthcare and wellness services are accessed and utilized.

Let's begin with telehealth adoption. Recent data shows that 60 percent of Gen Z have used virtual healthcare services within the past 12 months. Interestingly, among those users, 33 percent accessed care through text-based communication. This represents the highest level of text-based telehealth interaction among all generations and highlights Gen Z's strong preference for fast and convenient digital communication.

Now, let's consider how Gen Z searches for health information. Only 42 percent of Gen Z rely on healthcare professionals as their primary source of health information, compared to 59 percent of Baby Boomers. Instead, about 38 percent of Gen Z turn to social media platforms such as YouTube, Instagram, and TikTok for advice and health-related insights. This shift illustrates how digital platforms are increasingly shaping health knowledge and decision-making among younger users.

Moving on to digital mental health, around 22 percent of Gen Z report using digital mental health programs. In fact, their use of these applications is approximately 50 percent higher than that of older generations. This suggests a growing openness among Gen Z to seek mental health support through accessible digital tools.

Artificial intelligence is also playing an emerging role in healthcare behavior. Approximately 29 percent of Gen Z report using AI tools, such as ChatGPT, for healthcare-related needs. Among these users, 18 percent utilize these tools to help identify possible conditions, while 11 percent use them to explore potential treatment options.

Finally, attitudes toward AI-driven wellness technologies appear to be largely positive. Around 33 percent of Gen Z strongly agree that artificial intelligence supports their health goals. Additionally, 49 percent of consumers overall report using AI-powered fitness or wellness applications on a daily basis.

Taken together, these findings highlight an important shift toward more digital, AI-supported, and technology-driven approaches to healthcare and wellness management among today's generation.