

MYTH VERSUS FACT

Medicaid Beneficiary Internet Access and Smartphone Prevalence

It seems as if nearly everyone has made the switch from cell phone to smartphone — including a large portion of Medicaid beneficiaries. In fact, more Medicaid beneficiaries have smartphones than ever before. Without understanding Medicaid beneficiary smartphone prevalence and internet accessibility, you may be missing out on implementing new technology-based offerings your population is eager to try.

Here's why this often underestimated group is more technologically adept than once thought.



Adult Medicaid **beneficiaries own smartphones (86%) and tablets (69%) at the same rate** as the general adult U.S. population (86% and 72%, respectively).



Given the high smartphone prevalence and internet now being a necessary utility, **Medicaid beneficiaries are more likely to be part of the 20% of Americans using a smartphone** as their only way of connecting to the internet.



Far from being disconnected, **Medicaid beneficiaries are most likely using their smartphones for many or all internet activities**, giving them the potential to be an incredibly receptive audience for mobile health applications.



Additionally, between **one-quarter and one-half of Medicaid beneficiaries use their technologies to do things** like refill prescriptions, measure fitness and health goals, monitor health issues, receive alerts to take prescription drugs, and even measure, record, or send data on a prescription they're taking.



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While this data may come as a surprise, there's also reason to be excited. Consider the ways that infusions of technology can positively impact your health plan's offerings.

One area we recommend exploring first?

Tobacco cessation.