

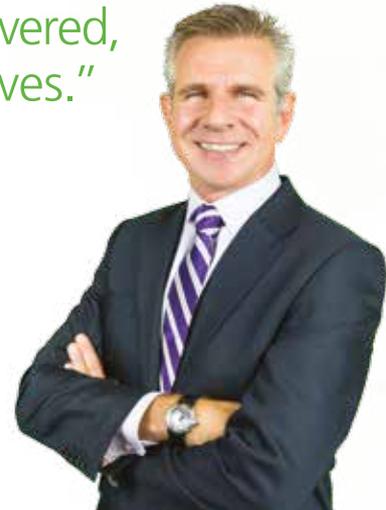


New Thinking: Behavioural science and the sandwich generation

Healthcare insight

“Many in the sandwich generation aren’t covered, but PMI can have a big impact on their lives.”

Nick Reynolds, PMI Sales Protection Manager at Aviva



Good health is vital for the sandwich generation, with children and parents being financially dependent on this group. This means that raising the sandwich generation’s awareness of the importance of good health is essential.

- 1 As they get older, they’re likely to have more complex health needs – so fast diagnosis and treatment could make a big difference.
- 2 Here are the most commonly occurring PMI claims for the sandwich generation:
 - **Oncology/Cancer**
 - **Cardiovascular**
 - **Musculoskeletal**
 - **Gynaecological**
 - **Gastrointestinal**

These all have the potential to prevent your clients from working.
- 3 **59%** of 45 to 54-year-olds see PMI as a luxury that they can’t afford. This means there is an opportunity to talk about the value, rather than the cost of cover.
- 4 **38%** of over-55s feel that good health is their number one priority in retirement. Yet many clients remain unprotected– this is where you can help.

Who are the **SANDWICH GENERATION?**

Mainly aged **45-60**

Could make up as much **AS TWO THIRDS** of your client base

Often care for both **PARENTS & CHILDREN** at the same time

Use these statistics to have better conversations about PMI

18% of advisers state **NONE OF THEIR SANDWICH GENERATION CLIENTS CONTRIBUTES ENOUGH** towards PMI cover

No.1 **BIGGEST FEAR** in retirement is the impact of age on **HEALTH**

55-64 year-olds feel **GOOD HEALTH** is most important to a **HAPPY RETIREMENT**

In our next section, behavioural science expert Steve Martin looks at how you can use behavioural science to have more effective conversations with the sandwich generation, helping them take steps to protect their health.

How behavioural science can help you have more effective conversations about healthcare with your sandwich generation clients



In this guide, best-selling author and behavioural science expert Steve Martin gives practical tips from two theories – MINDSPACE and SMALLBIGs.

MINDSPACE is a framework that describes nine of the most important influences on human behaviour and decision-making.

A SMALLBIG is any small change that can lead to big differences.

Little things like the words you use, the timing of a message or the context in which you present information, can all make a big difference to how people act on your advice.

MINDSPACE: Commitments

Seek out small commitments in advance of your meeting

Changing our habits can be difficult, especially as we get older. Behavioural science shows it's much more effective to start small and build rather than expect big changes from the outset. Ahead of your meeting, try asking your clients to consider and write down any health-related concerns.

Why? Because what people actively commit to and write down becomes more salient, and easier to understand. It sets a more productive context for your meeting and demonstrates to your clients that you're aligning to their needs.

MINDSPACE: Incentives

Change the way you frame the costs of medical insurance

People often don't consider that making a purchase decision means we have less to spend elsewhere. Economists call these 'opportunity costs' – for example, buying an expensive latte is less money to spend on something else.

So one small change that can make a big difference, is rather than refer to products in terms of a cost per day (which is more common), instead frame them in terms of the opportunity cost, e.g. peace of mind could be achieved at the cost of only one less cup of coffee a day.

SMALL BIG

Test your clients' perceptions before you position your message

People typically follow the behaviours they see those similar to them doing, especially when they are uncertain about what is the right course of action to take. But given the confidential nature of financial advice, it is unlikely that people will see what others around them are doing. In such situations, people's perceptions of how common a behaviour is will be most important.

Research shows that when people perceive a behaviour to be uncommon (e.g. having private medical insurance), then they will pay far more attention to the positive aspects of adopting that behaviour.

Therefore, one small change, that could make a big difference to how a recommendation is received, is to find out a client's perception of how common (or not) having healthcare protection is, and frame their message accordingly.

Want to find out more?

Visit [Aviva's HealthcareZone](#) to:



Read the latest New Thinking book on the sandwich generation which includes examples of SMALLBIGs from Steve Martin's new book



Watch Steve Martin sharing tips on using behavioural science to discuss PMI



Listen to Nick Reynolds from Aviva share insights on healthcare and the sandwich generation