



**NEURO**  
INSTITUTE

Continuing Education for Rehabilitation Professionals



# GENERATIONAL DIVERSITY: BRAIN INJURY MANAGEMENT THROUGH UNDERSTANDING CULTURE

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# NeuroRestorative's COVID-19 Response

We are committed to protecting the health and safety of the individuals we serve, our staff, and the community. Our services are considered essential, and we are taking precautions to minimize disruption to services and keep those in our care and our team members safe. In some programs, that has meant innovating our service delivery model through Interactive Telehealth Services. We provide Interactive Telehealth Services throughout the country as an alternative to in-person services. Through Interactive Telehealth Services, we deliver the same high-quality supports as we would in-person, but in an interactive, virtual format that is HIPAA compliant and recognized by most healthcare plans and carriers.

You can learn more about our COVID-19 prevention and response plan at our Update Center by visiting [neurorestorative.com](https://neurorestorative.com).

## | Culture

Culture is defined as the way of life of a particular people especially as shown in their ordinary behavior and habits, their attitudes toward each other and their moral and religious beliefs.

## The Six Living Generations

- The GI generation
- The Silent Generation
- Baby Boomers
- Generation X
- Generation Y or Millennials
- Generation Z

The GI generation born between 1901-1926.

- Grew up after WW1 And fought in WW2
- Assertive and thrifty
- Near absolute standards of right and wrong

The silent Generation born between 1927-1945

- Suffocating conformity
- Post WW2 peace and happiness even through Vietnam and Korean wars
- Richest most free spending retirees

# | Working Generations

- Baby Boomers
- Generation X
- Generation Y/ Millennials
- Generation Z

Generational differences in communication, how time and money is valued, and how healthcare is consumed.

# Baby Boomers

Born between 1946-1964

- Activists, optimists, driven, innovative
- Adhere to hierarchy
- Workaholics

Impact :

- Current leadership and management at work
- Aging population known as the silver surge
- Largest healthcare consumers
- Expect to retire well or currently retired with minimal concern of the future

# Baby Boomers Cont.

## Communication:

Write letters and prefer telephone calls.

## Time:

Prefer conversations face to face or on the telephone to establish working relationships.

## Money:

Free spenders but do not discuss money openly. Planning to retire.

## Healthcare:

Prone to work injuries, heal slower due to aging, the doctor's instructions are the right way.

# | Brain Injury Management

Return to regular activity is the goal for this generation as brain injuries commonly prevent them from returning to work.

- Manage comorbidities
- Medication reconciliation
- Nutrition and hydration
- Safety and mobility with activities
- Sticky notes as reminders, verbal and written instructions
- Establish a support system with family, friends, and community resources for the long-term
- Share decision-making

# Generation X

Born Between 1965-1979

- Latchkey kids; suspicious of everyone including authority
- Individualistic
- Entrepreneurs

Impact:

- Advancements in medicine and technology
- AIDS surge
- Civil rights era

# | Generation X Cont.

## Communication:

Prefer telephone calls, will text when absolutely necessary

## Time:

Limited patience for people they don't trust, place value into productivity

## Money:

Currently raising children, focus is achieving financial goals

## Healthcare:

Will seek medical care outside of approved clinicians if not satisfied, challenge treatment plans

# | Brain Injury Management

Return to work can be achieved with this generation but the goal is return to normal activity.

- Use sticky notes and/ or technology for reminders
- Maintain the same treatment team or family caregivers
- Establish boundaries with activities and social behaviors
- Provide options for recovery
- Financial advisors when possible
- Work hardening, if established as a possibility
- Establish a strong support with family, friends, and employer

# Generation Y/ Millennials

Born between 1980-1994

- Optimistic and entitled
- Innovative and hard working
- Work life balance

Impact:

- Access and consumerism of technology
- Disrupted every institution and industry
- Ethnic diversity, as well as diversity of thought.

# | Generation Y/ Millennials Cont.

## Communication:

Prefer text messages, telephone calls are returned according to the significance for the individual despite our phone calls being important.

## Time:

Work life balance, seek meaningful use of time.

## Money:

Currently raising children, money is a tool not the ultimate goal.

## Healthcare:

Active participants in their healthcare, not entirely dependent on medical personnel for treatment.

# Brain Injury Management

Return to work can be achieved with this generation but return to normal activity is the goal.

- Ongoing mentorship about their medical status.
- Use telephone, email, and text to communicate but use verbal instructions first.
- Set alarms on devices for reminders as well as sticky notes.
- Allow them to set their own big goals and provide realistic and achievable small goals as options.
- Social media is a forum for support and improvement in limited time slots.
- Financial advisors when possible.
- Vocational rehabilitation.

# | Generation Z

Born between 1995- 2010

- Single parent homes
- Confident
- Respect authority
- Risk averse

Impact:

- Social media
- Social justice
- Information use, distribution, and consumption

# | Generation Z Cont.

## Communication:

Prefer text messages, face time, averse to telephone calls.

## Time:

Work life balance, seek meaningful use of time to improve productivity.

## Money:

Money is a tool, acquisition of money to explore and create

## Healthcare:

Active participants in their healthcare, will inform about use of homeopathy. They have expectations of outcomes

# Brain Injury Management

Return to work is more realistic because functional loss with neuroplasticity with this generation can be minimal.

- Coaching on every aspect of the recovery process
- Ongoing education on changes after the injury with constant encouragement and motivation
- Allow them to set their own big goals and provide realistic and achievable small goals as options
- Allow room for questions and responses within a set time slot
- Social media is a forum for support and improvement in limited time slots
- Vocational rehabilitation

# | The Alpha Generation

Born after 2010

- technology infused
- Gift from millennials to the world

Not considered a 'living' generation yet because they are not actively contributing to society just yet.

# Brain Injury Management

- Back to pen and paper, mostly visual learners
- Encourage family communication
- Setting limits for safety and encouraging other activities
- Establish strong support within the community
- Managing peer relationships to maintain or develop appropriate social interactions
- Establish communication with teachers to streamline return to school
- With this age group predictability is a strong factor for improvement

## | Conclusion

Education, collaboration, and understanding generational culture is key to communicating through the Injured Worker's Medical Care and returning to regular activities.

Questions?



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