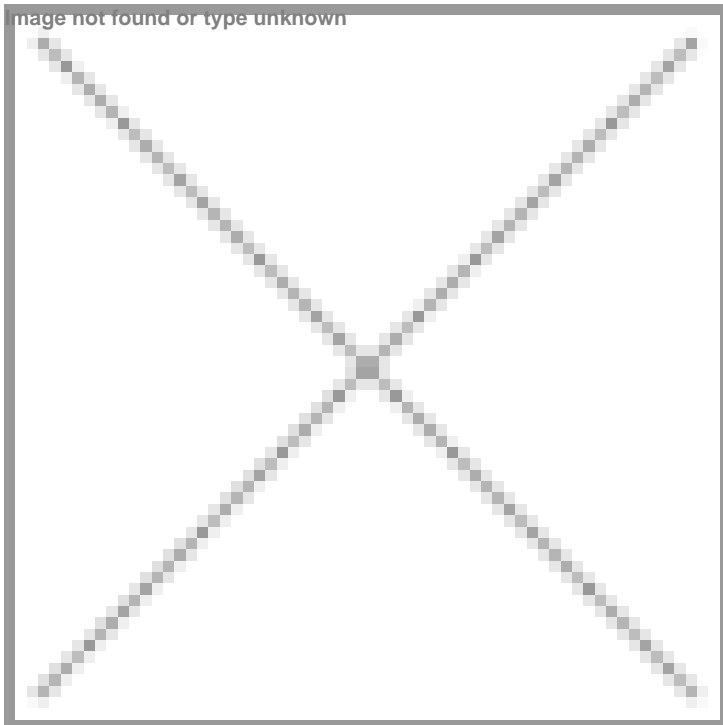


## Redcliffe Labs study highlights millennials bear disproportionate burden of chronic illnesses

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### Population from Tier 1 and Tier 2 cities actively seek preventive care compared to curative healthcare



Redcliffe Labs, a pan-India omnichannel diagnostics provider, has released a study unveiling stark generational differences in chronic disease prevalence and healthcare access patterns.

A recent study conducted with a sample size of over 1.5 million found that millennials bear a disproportionate burden of chronic illnesses compared to their Gen Z counterparts.

Alarmingly, 36% of millennials are diagnosed with chronic conditions such as diabetes, hypertension, cardiovascular diseases and obesity. In contrast, only 12% of the Gen Z population face similar health challenges.

This threefold difference underscores the pressing need for targeted interventions and preventative measures tailored to millennials.

Access to healthcare services, including preventive screenings and vaccinations, varies significantly between Gen Z and millennials. While millennials are more susceptible to chronic diseases, Gen Z often face barriers to accessing timely healthcare interventions. Closing this gap is paramount to ensure equitable healthcare access for all generations.

The study also highlighted a positive trend- the rising prevalence of chronic diseases has led to a paradigm shift from reactive

test checkups to proactive preventive health screenings. There is a noticeable uptick in the propensity to seek preventive health checkups across genders, with approximately 50% of women now opting for preventative diagnosis. Notably, more residents in Tier 1 and 2 cities are proactively seeking these preventive tests due to improved awareness and accessibility compared to those living in rural areas.