

# QUICK TIPS

## Online Activity is “Booming” for Patients Over 50

Think Facebook, email and texting are only for the younger generations? Think again. Research shows that the majority of Baby Boomers are heavy users of these technologies – making it easy for dentists to target all their patients at once using digital tools like PatientActivator.

### EMAIL



**90%** of Americans over 50 communicate via email

**89%** of seniors over 65 use email regularly

### ONLINE SEARCHES



**33%** of all US internet users are adults over 50

**84%** research health-related information online

### MOBILE & TEXTING



**87%** of adults ages 50-64 have a cell phone

**41%** of people over 55 text at least once per day

### SOCIAL MEDIA



**60%** of adults over 50 are on social media sites

**80%** growth in seniors usage of Facebook since 2011

PatientActivator helps you communicate with 100% of your patient base with a full range of options, including email, text, phone and social media.

*Archived materials provide general marketing advice and may contain references that are no longer current today. After viewing the techniques, theories and materials presented herein, you must make your own decisions about specific marketing practices and exercise personal professional judgment regarding the need for further education. Please consult your legal professional to ensure compliance with applicable laws in your jurisdiction*

Sources:

<http://www.pewinternet.org/2013/08/05/72-of-online-adults-are-social-networking-site-users/> <http://www.pewinternet.org/2010/12/16/online-activities/>

<http://strategylabs.com/2014/01/3-million-teens-leave-facebook-in-3-years-the-2014-facebook-demographic-report/> <http://www.sweeneypr.com/think-seniors-are-not-online-think-again/>