



Group Medicare Insights: The Humana difference

How Humana is addressing digital health literacy among seniors

As the number of health apps, digital health platforms and telehealth services continues to expand, digital health literacy rates among seniors remain low.

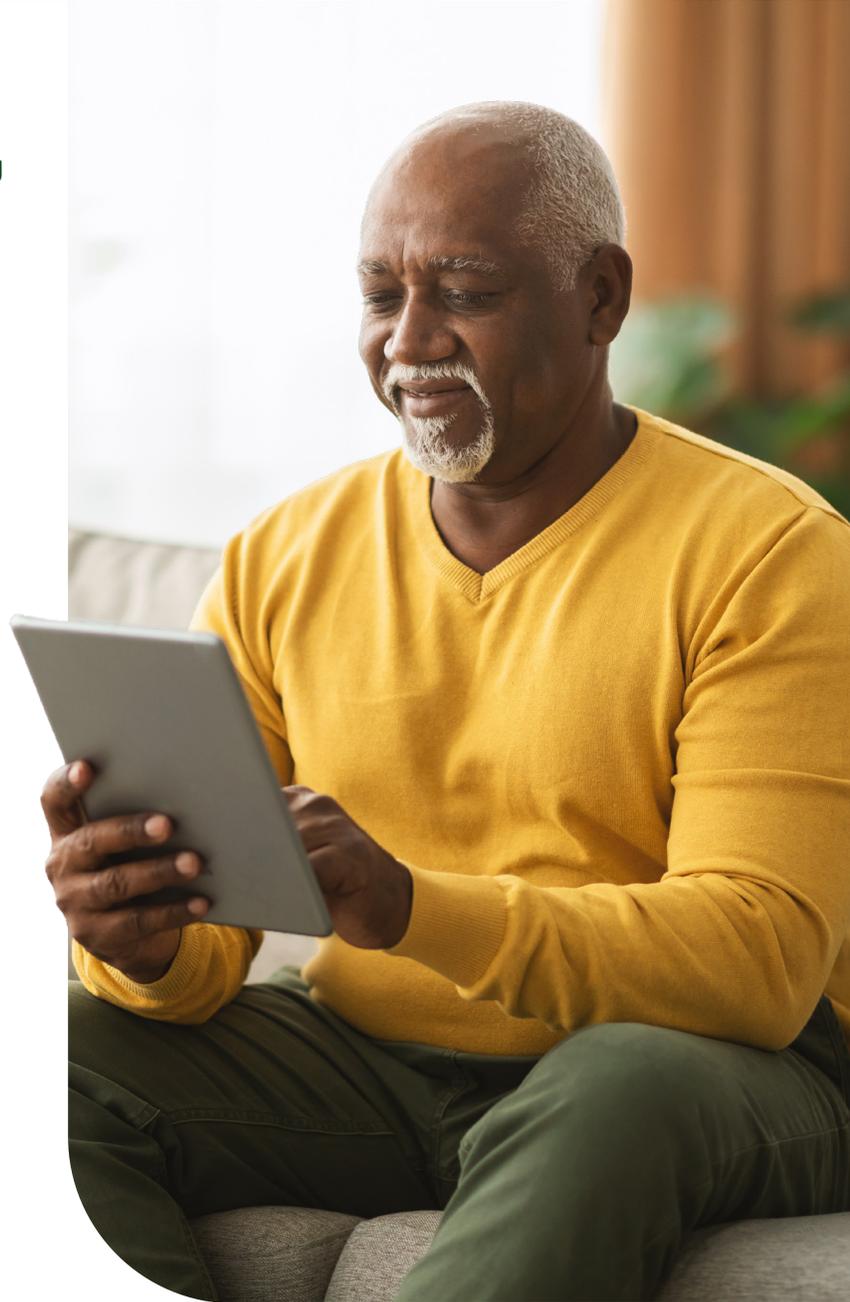
Poor digital health literacy presents a barrier to healthcare access for many seniors and comes with downstream effects.

For example, seniors who lack digital health literacy skills may not fully engage with their Medicare Advantage (MA) plan. This in turn could mean missing out on programs and services that could have a significant impact on improving senior health.



What is digital health literacy?

The ability to seek, understand and effectively use digital tools and technologies—such as telehealth services, health apps and online portals—to make informed health decisions. Digital health literacy plays an important role in ensuring equitable access to modern healthcare solutions.





What are Humana's solutions?

Screenings

Humana screens MA members for digital health literacy. The goal is to ensure all members—regardless of their comfort level with technology—can access and benefit from telehealth, online portals and other innovative healthcare solutions.

Member education

Humana provides tailored education programs and materials that empower individuals to navigate digital platforms confidently, improving access to care and promoting equitable health outcomes.

This is part of a broader effort Humana has been taking to improve the understandability and actionability of health information, ensuring members know how to connect with the care and resources they need to achieve optimal health.



Partnerships

Digital health literacy rates among seniors are impacted by the fact that many seniors aren't online or lack internet access, impairing their ability to access health information. To help address this issue, Humana has partnered with Older Adults Technology Services (OATS) to develop digital literacy training and support models for older adults.

Together, Humana and OATS launched [Aging Connected](#), a national initiative that aims to get more seniors online and expand access to affordable broadband internet.



Digital health literacy leads to healthier seniors

Research shows that higher rates of digital health literacy among seniors can have a positive impact on their health outcomes. The theory is that improved digital health literacy is correlated with seniors having better health knowledge and placing an increased importance on their health. This makes seniors more willing to invest in their own health, leading to better outcomes.

1. [Aging Connected: Bringing Older Adults Online](#), accessed Dec. 11, 2025