



**In 12 Years, 2020, 40% of the US Population
Will be Hispanic or Black**



**These Changing Demographics will have
Profound Implications For American Society.
Its Politics, its Markets and Health Care**



**We Need a New Language to
Capture this Change**



Old Majority and the the New Majority



Old Minorities and Emerging Populations



**We Need a Health Care System
That Can Provide Optimal Care
To a Diverse America**