

The Changing Faces of America: Engaging Hispanic Audiences



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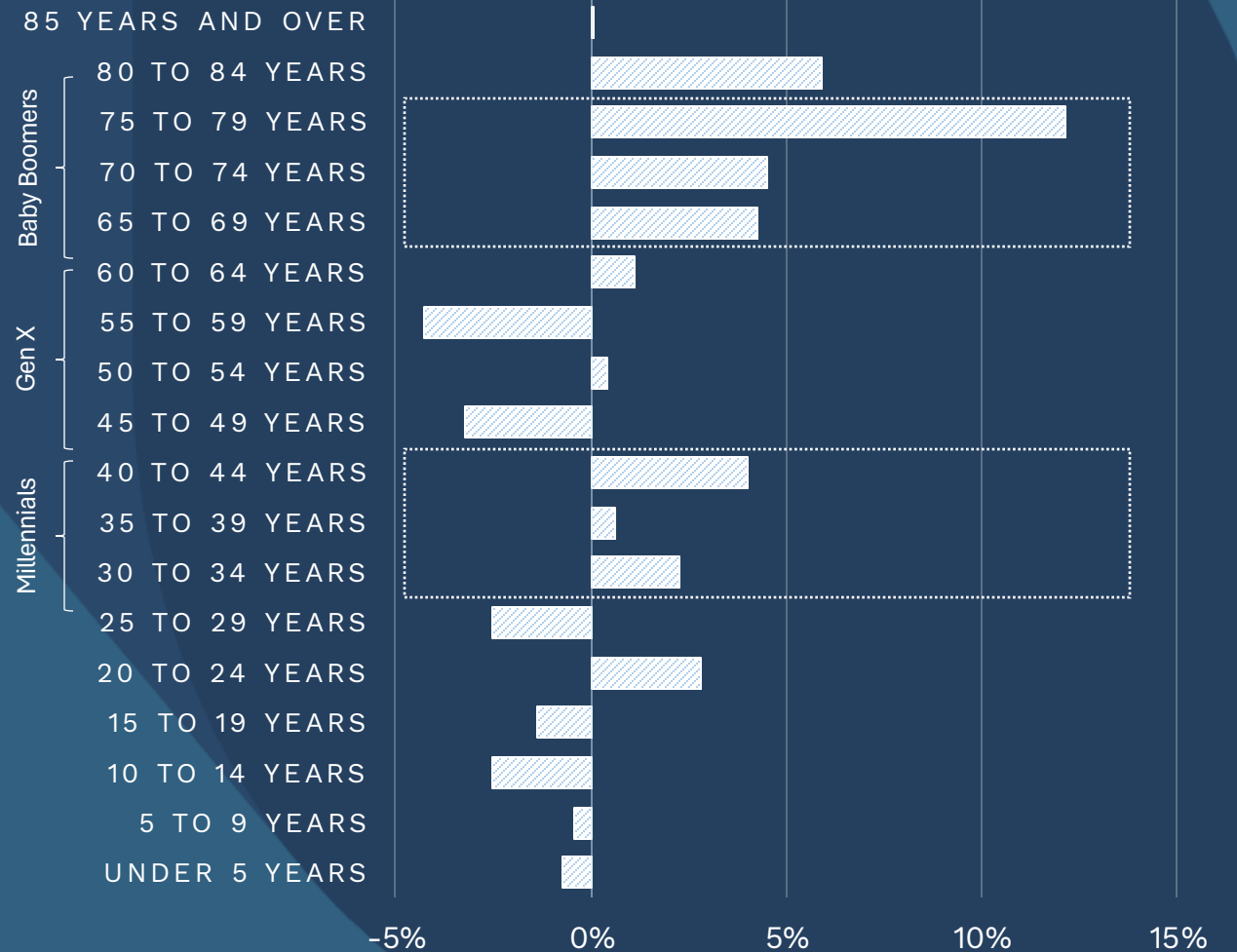
334.9M

US population 12/19/2023
+0.4% YoY



YOY POPULATION CHANGE

2021 TO 2022

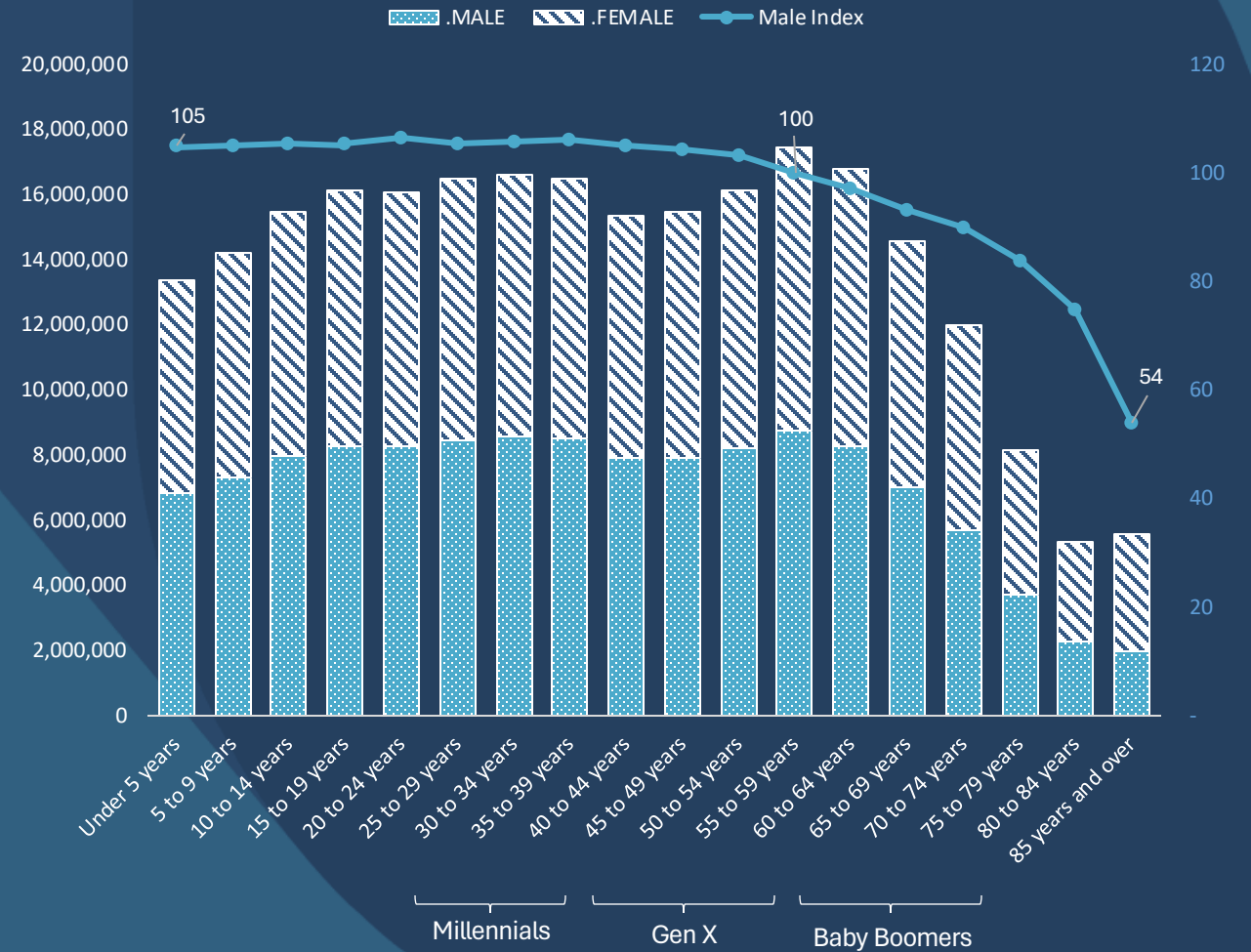


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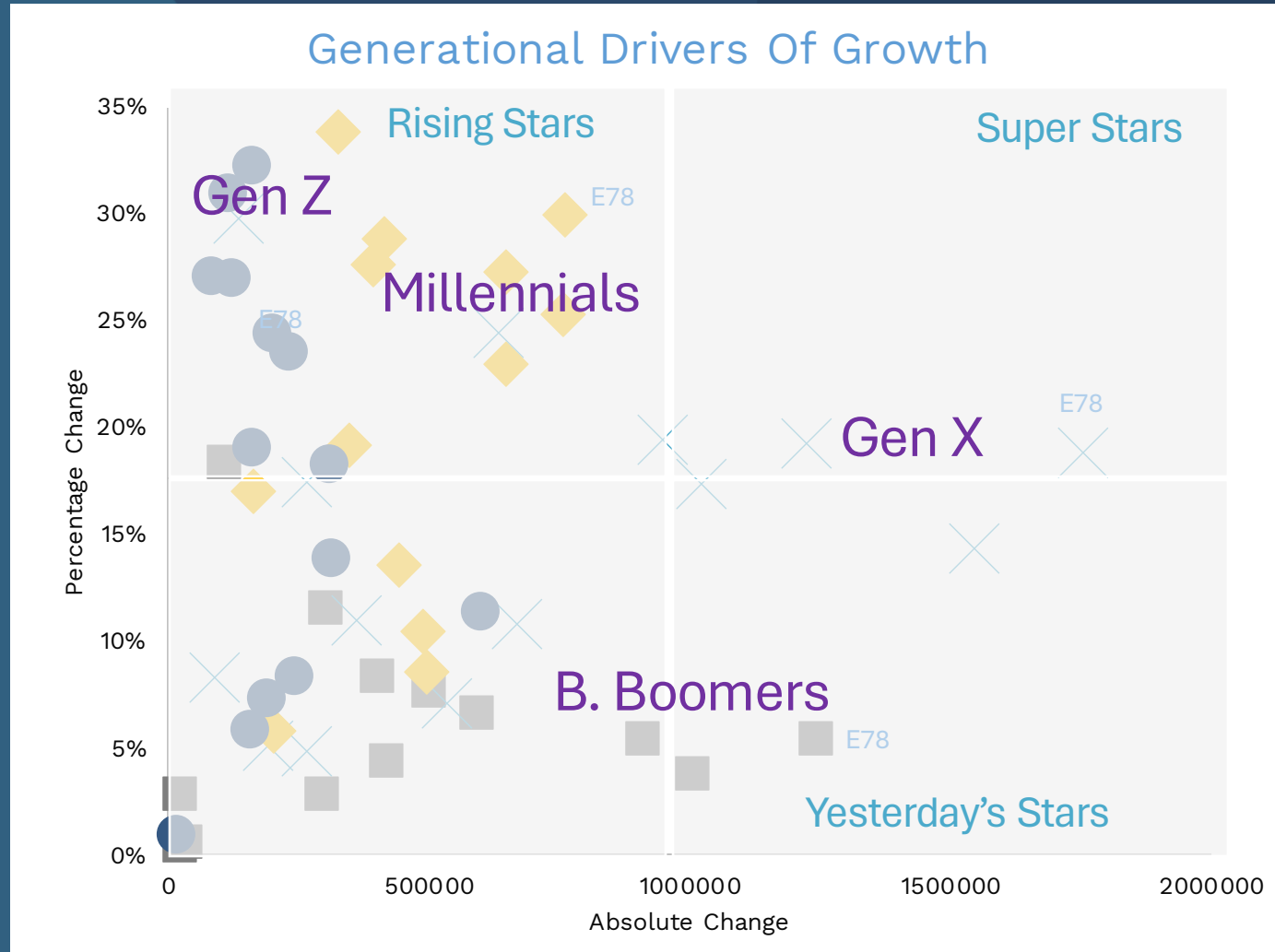


US Population Distribution





Patients Generational Transition

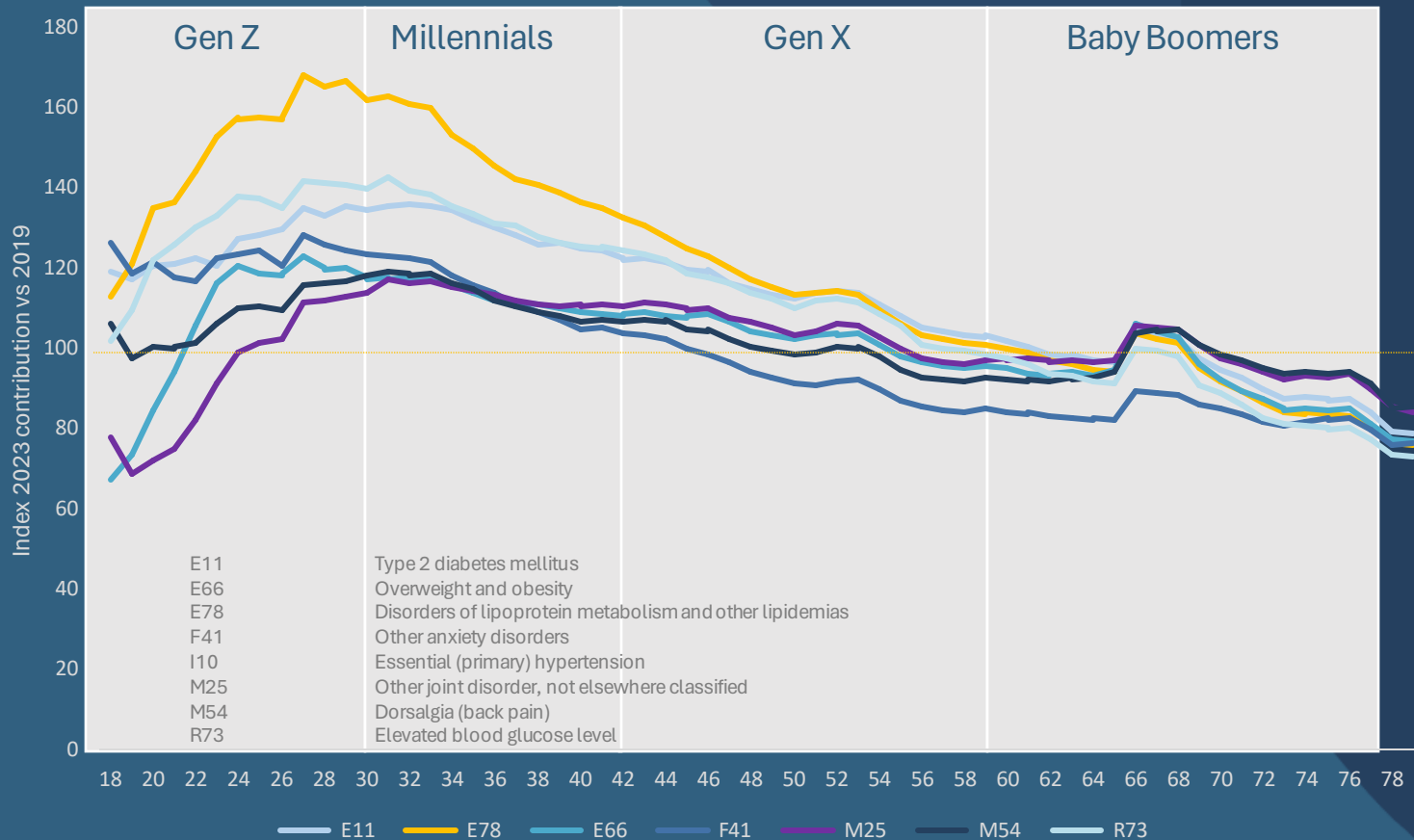


Patients Lifecycle Curve

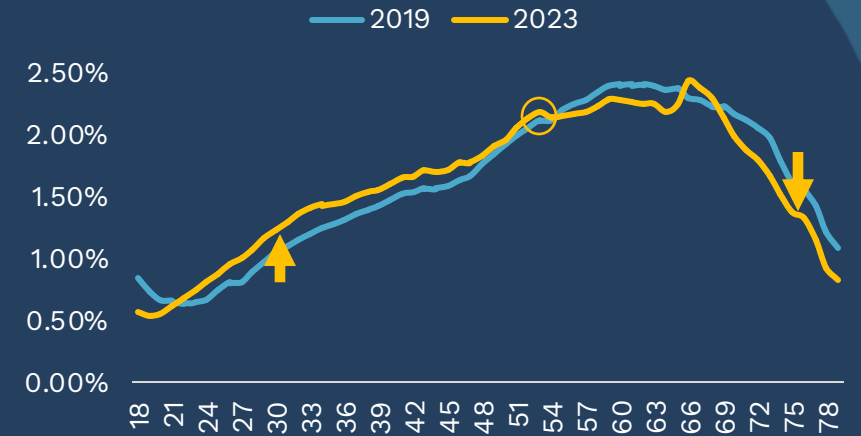


Patients Are Getting Younger

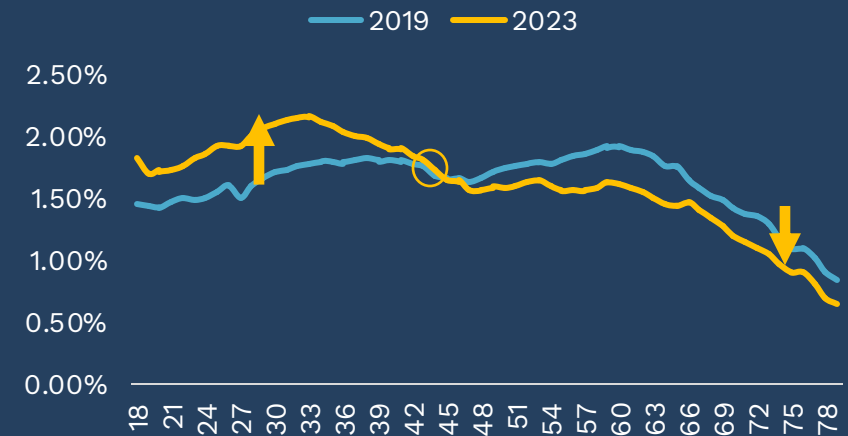
Age Contribution 2003 Indexed vs 2019



E66 Overweight and obesity

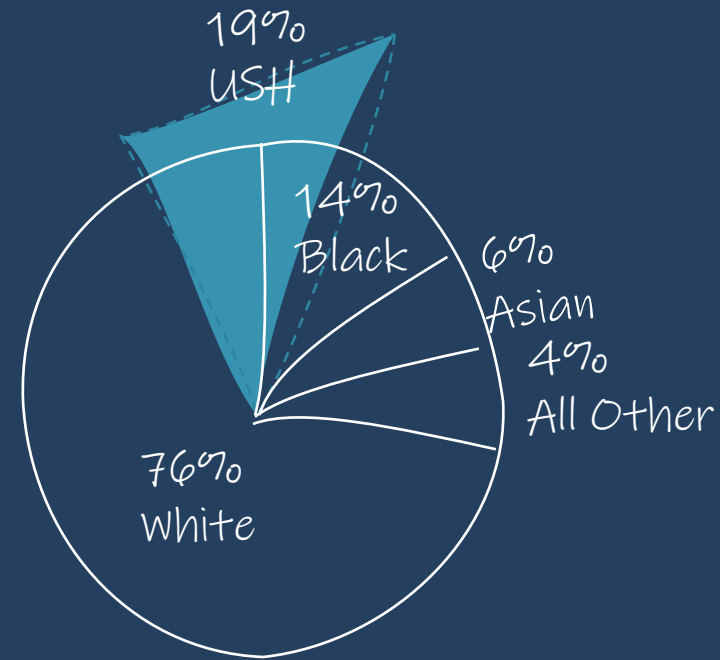


F41 Other anxiety disorders



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Growth vs total US

- USH 4.4x
- Black 1.7x

44% of the U.S population is MULTICULTURAL

Source: <https://www.census.gov/newsroom/press-releases/2023/population-trends-return-to-pre-pandemic-norms.html>

U.S. Census Bureau, 2020 Census Public Law Redistricting Data File (P.L. 94-171) Summary File

Multicultural = Hispanic or Latino, Black or African American alone, Asian alone, Some Other Race alone, Two or More Races, American Indian or Alaska Native (AIAN), Native Hawaiian or Other Pacific Islander (NHOPI)

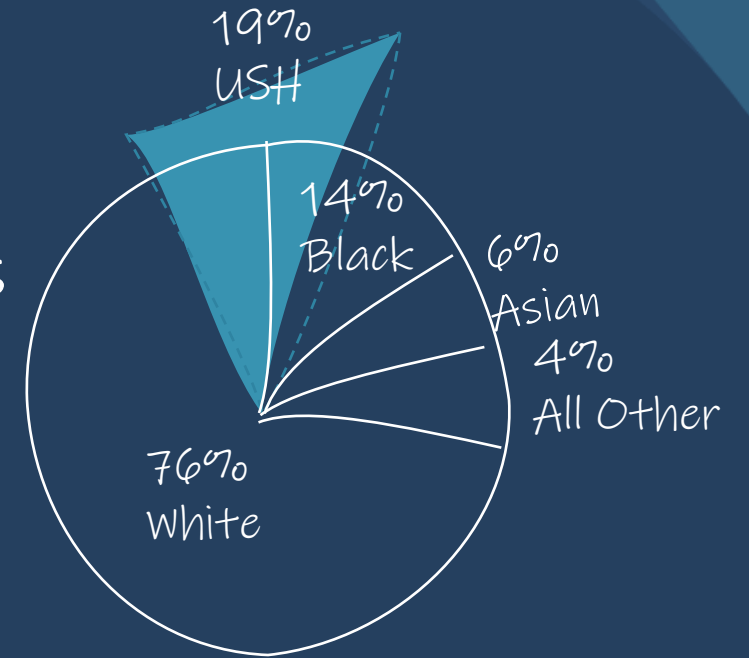


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+0.4% YoY

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Contributions by Key Growth Age Demos

Age	2020	2022
Black 30 to 34 years	14.9%	15.6%
Black 35 to 39 years	13.8%	14.0%
Black 40 to 44 years	13.8%	13.8%
Hispanic 30 to 34 years	20.4%	20.7%
Hispanic 35 to 39 years	20.7%	20.7%
Hispanic 40 to 44 years	20.8%	20.8%

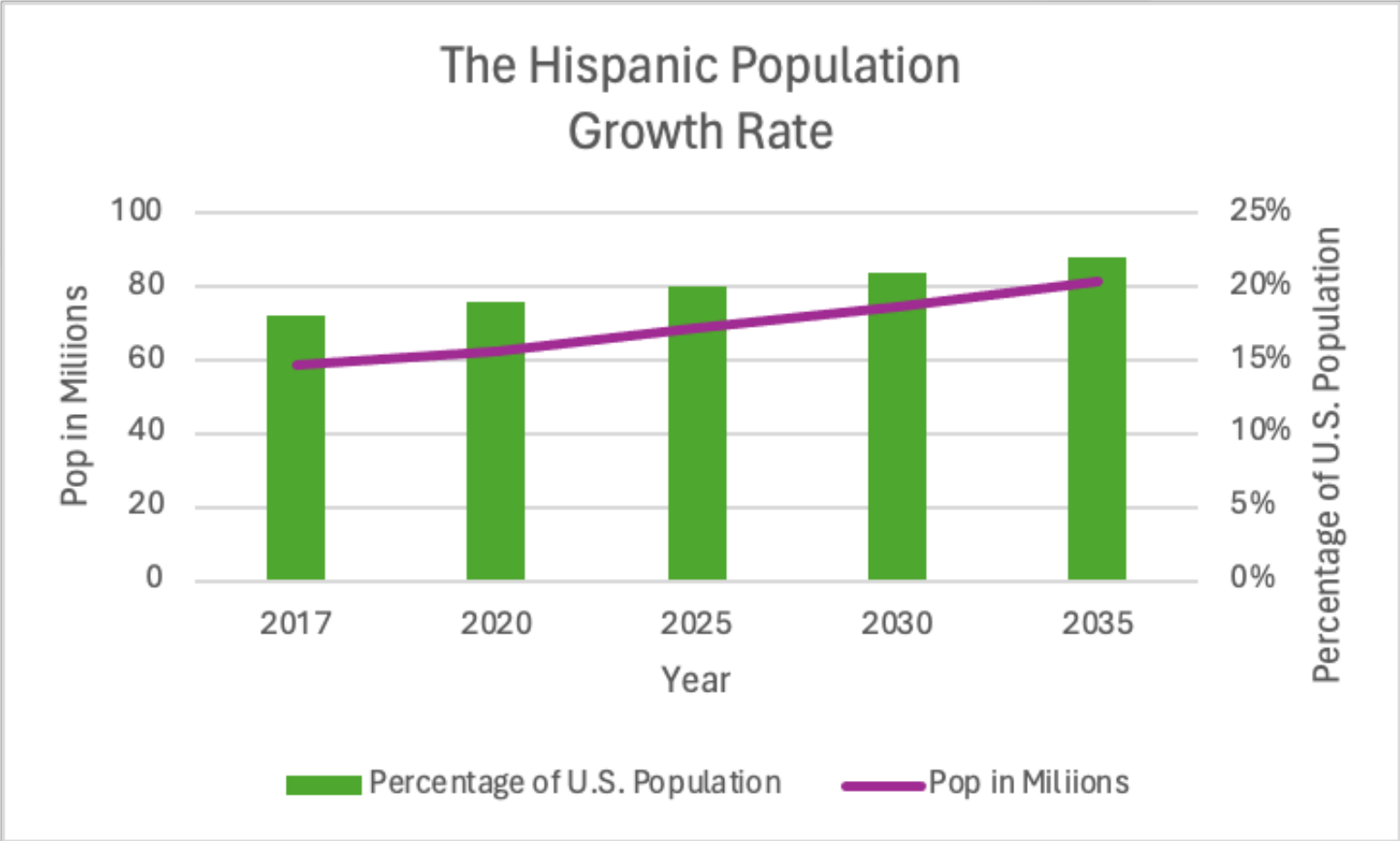
47% of
the U.S population
is **MULTICULTURAL**

Black, Hispanic, Asian, Pacific
Islander, Native American,
2 or More Races





High Growth: +81M Americans by 2035



Keys to Unlock Hispanic Audiences

- **Understand cultural influences and values** to engage Hispanics and build long term loyalty
- **Integrate target audiences holistically and continually** from data selections to campaign creation and execution
- **Create bespoke content** from the start to maximize marketing spend and reach
- **Ask our experts** or contact POCMA at Info@POCMarketing.org for guidance