

Turning New Demographics Standards into Actionable Insights

Understand the changing standards and put updated data to work

June 25, 2026

Introductions

✓ In the Teams chat, please share:

- Your Name, Role, Organization
- *(optional)* Location, LinkedIn Profile

Housekeeping & Reminders

- ✔ **Questions during the presentation?**
Use the Teams chat feature where you introduced yourself.
- ✔ **Recording** will be made available—via email and in our Help Center
- ✔ **Q&A** will be held at the end

Today's Agenda

- ✔ Welcome and Goals
- ✔ OMB Standards Update
- ✔ Claritas Demographics
- ✔ QuickFacts Demographics
- ✔ Q&A and Next Steps



Conduent Healthy Communities Institute (HCI)



Ashley Wendt, MPH

Director of Community Health Solutions



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Senior Business Strategy & Solutions Architect

90M+

Lives impacted by HCI solutions

31+

U.S. State & Territories with HCI Platforms

18+

Community platforms

500+

Community health assessments and plans completed

Introduction

Demographics Are Evolving — Why This Matters Now

Demographics Are Evolving:

Demographics are central to:

- Planning, funding, and evaluation
- Understanding communities and stakeholders

What is changing:

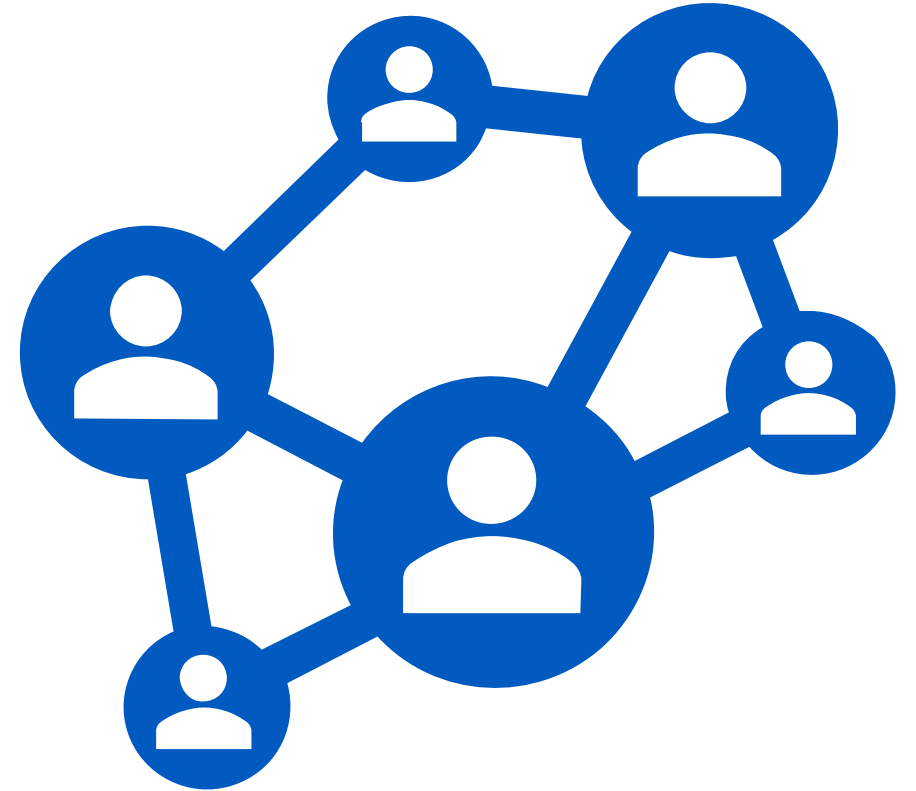
- U.S. race/ethnicity standards are evolving

The challenge:

- Keeping data consistent, accurate, and actionable

Our focus today:

- What is changing and how to navigate it with confidence!



OMB Standards: Key Updates

New OMB Standards were released in 2024

New combined question:

- Race and ethnicity are now asked in one combined question

A single question for multiple identities:

- What is your race and/or ethnicity?
- Respondent is then prompted to select all that apply.

Old approach (1997):

- Question 1: Hispanic/Latino ethnicity?
- Question 2: Race?

New approach (2024):

- One combined question:
 - "What is your race and/or ethnicity?"
 - Select all that apply.

Key Updates (continued)

Hispanic or Latino is now a co-equal category

New Middle Eastern or North African (MENA) Category:

- Newly recognized population; Previously, many of these populations were classified as "White" under federal standards
- Examples include: Lebanese, Iranian, Egyptian, Moroccan, and Syrian
- Not yet fully available in all datasets
- Start collecting now to prepare for future analysis

What is your race and/or ethnicity? Select all that apply.

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Middle Eastern or North African**
- Native Hawaiian or Pacific Islander
- White

Key Updates (continued)

Greater Detail Subgroup Data

- More granular, subgroup-level data
- For example: If a respondent identifies as Black when asked about their race and/or ethnicity they will be asked to further specify
- African American, Jamaican, Haitian, Nigerian, and/or Ethiopian, etc.



Why It Matters



Better Data Quality:

- More accurate, complete responses



Impact on your Work:

- Changes how data is:
 - Compared
 - Segmented
 - Interpreted



More Inclusive Insights:

- Reflects real-world identity



Organizations that adapt early can:

- Strengthen data-driven decisions
- Future-proof analytics strategies

NEXT: HOW HCI IS ALIGNING TO SUPPORT YOU

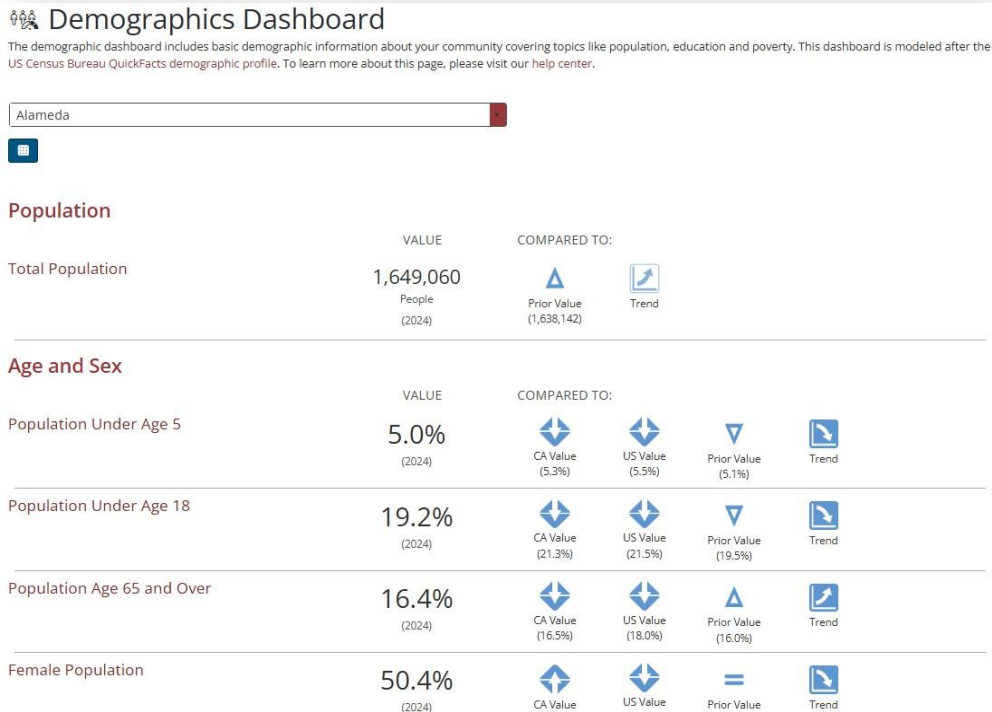
Turning New Demographic Standards into Actionable Insights

How demographic data becomes usable on the HCI Platform

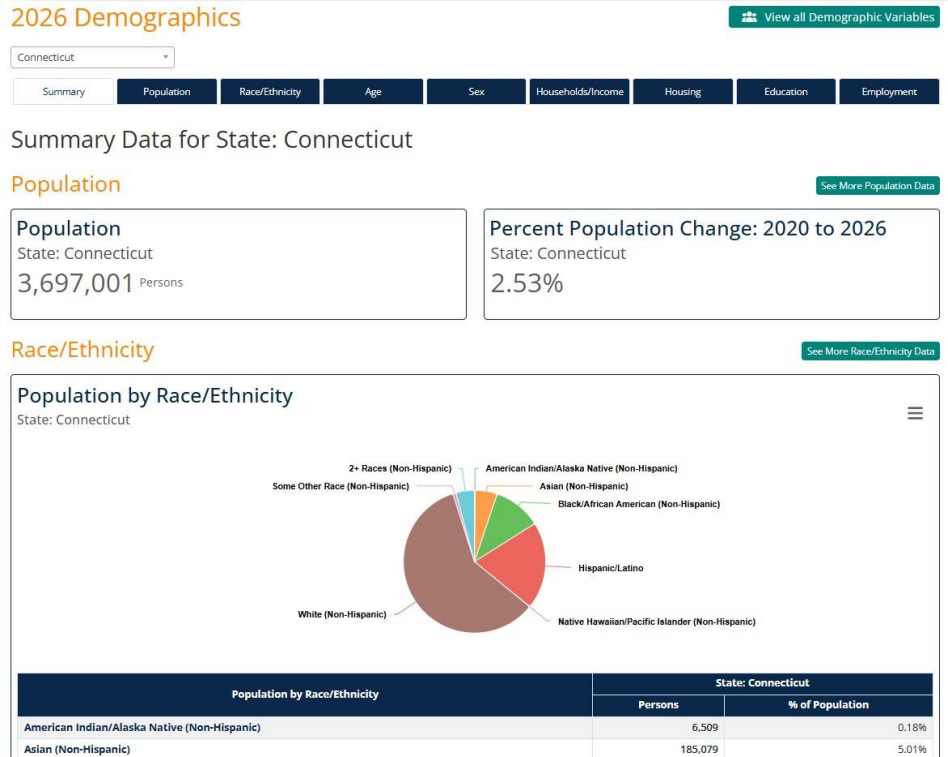
Demographic Data on the HCI Platform

Standard vs Enhanced Demographics

QuickFacts: Standard package with the familiar dashboard experience.



Claritas Demographics: Dedicated module with additional charts and data views. Tiers of 100, 250, and 500 indicators.



Why Claritas Adds Value

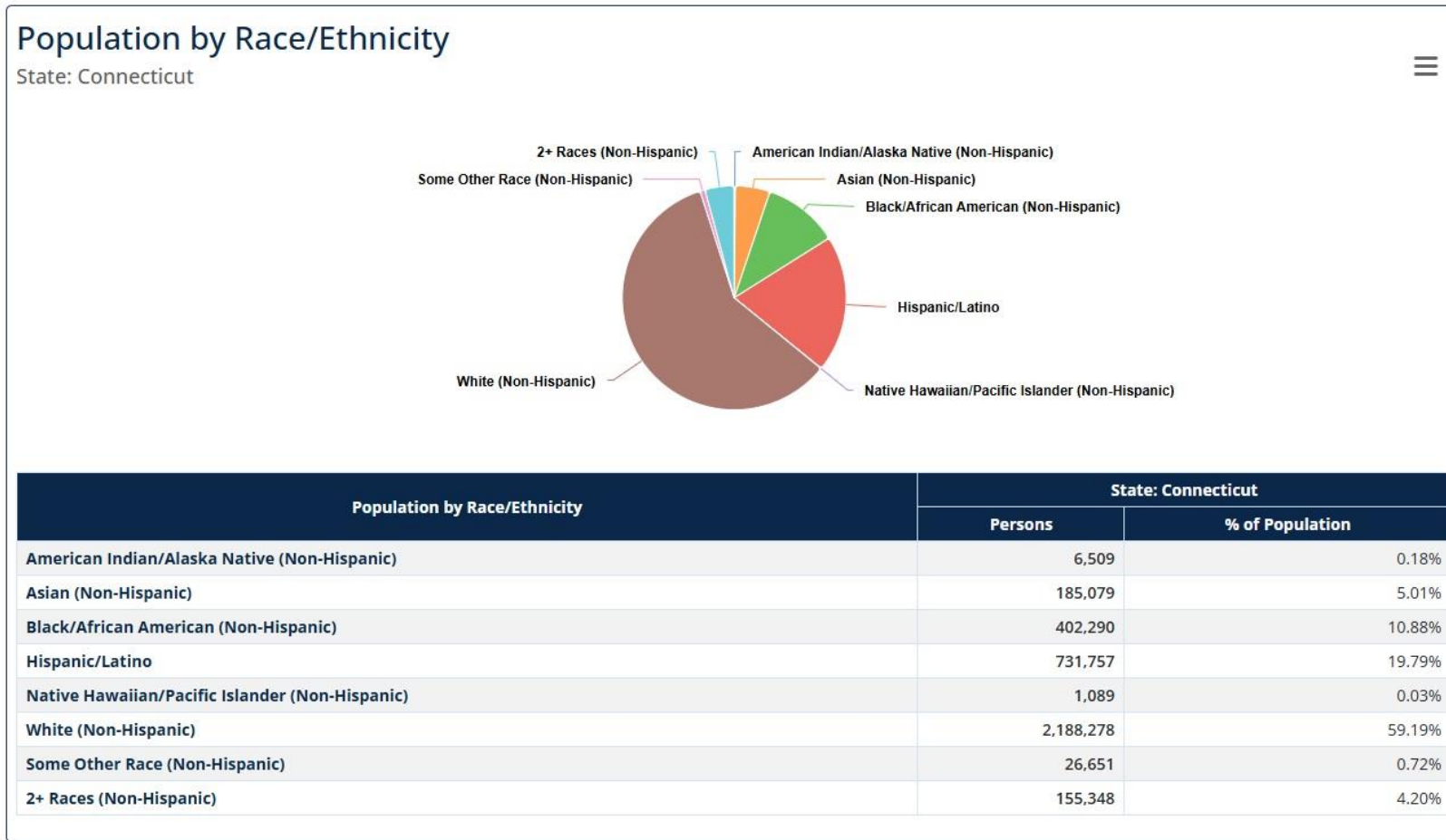
1 Richer demographic detail

2 More current estimates

3 Broader geographic coverage

4 More flexibility for analysis

What's New in the Claritas Module

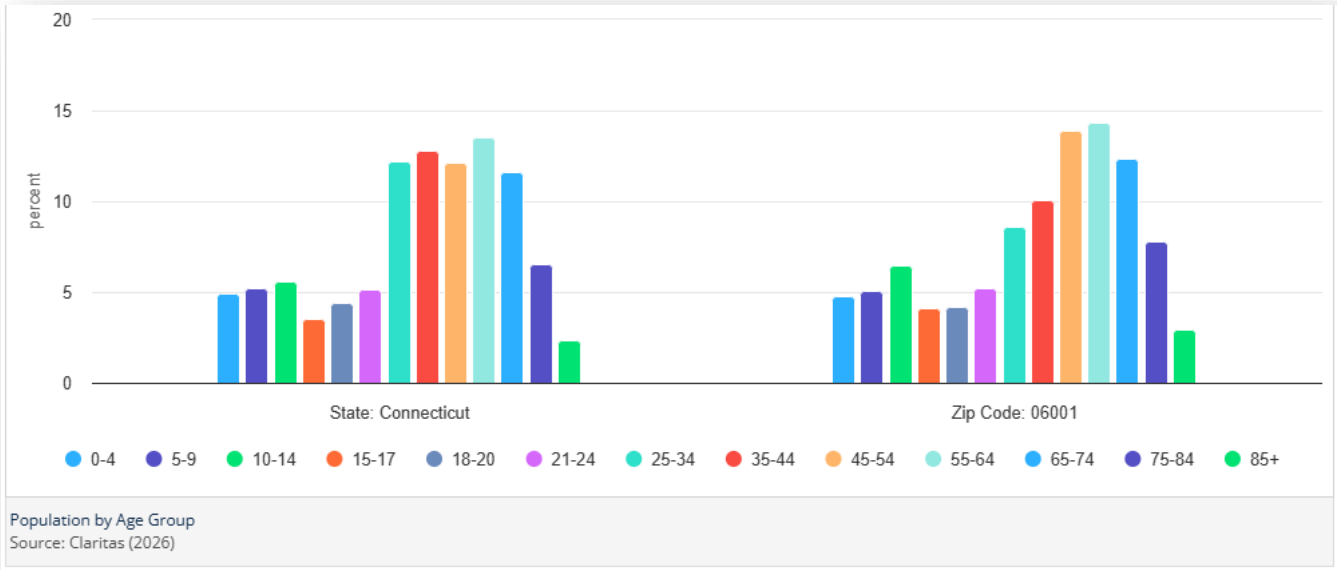


- Unified Race/Ethnicity page
- Consistent across tiers and visualizations
- Aligned with updated federal standards

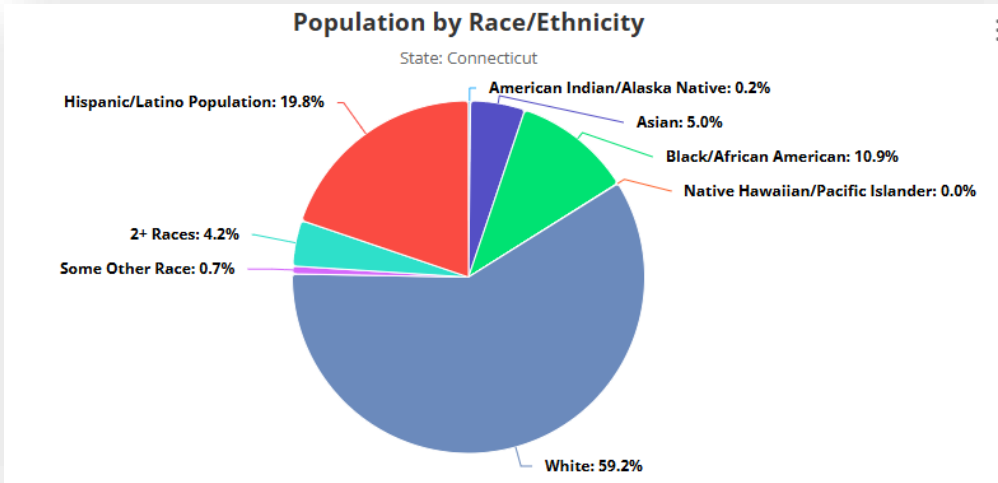
The redesign combines separate tabs into one clearer page. The 2026 update also refreshes annual data, ordering, titles, and summary-tab consistency.

Claritas Beyond the Module

Stories



Tiles

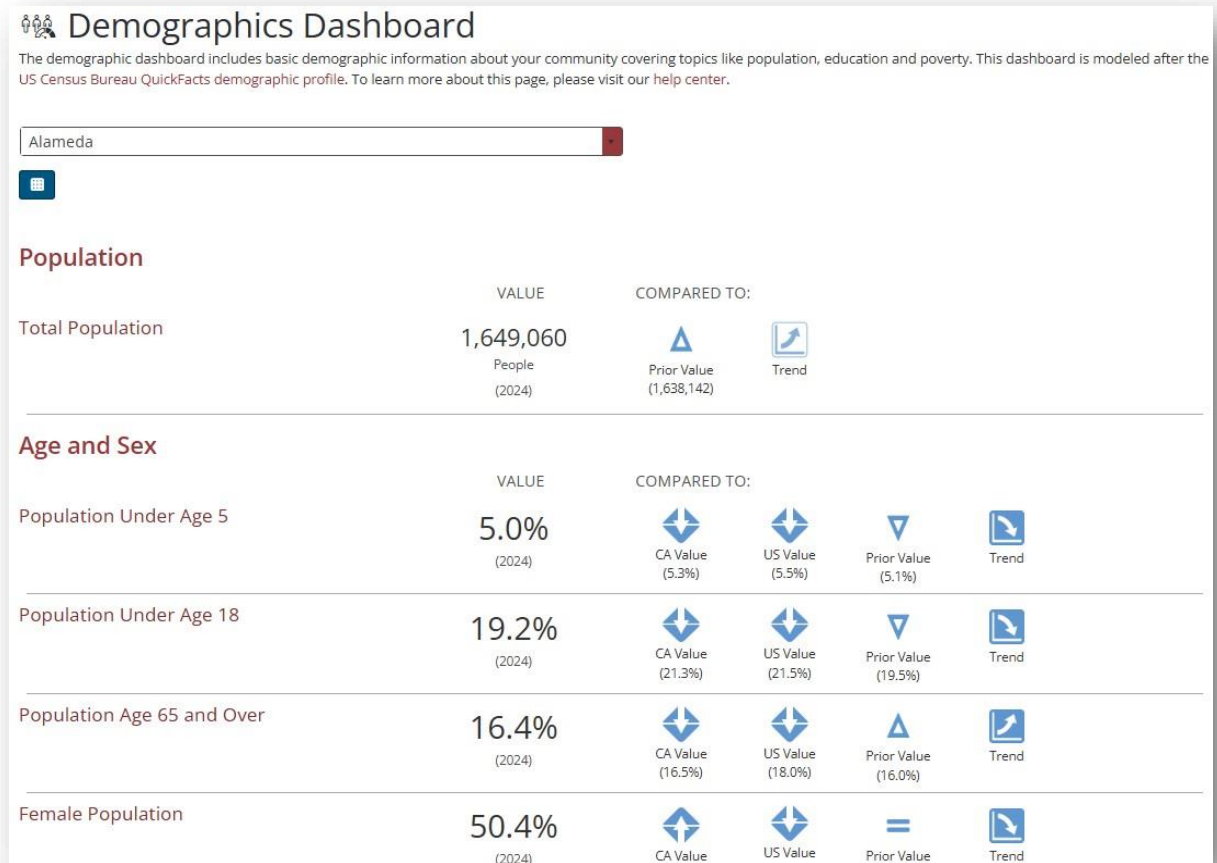


Claritas Live Demonstration

QuickFacts







Standard demographics package

- Built into the core platform experience
- Uses standard dashboard and indicator modules



QuickFacts

- Additional geographies now available for more indicators: **zip codes, census tracts, and census places**
- More local context in the standard package

Population Age 65 and Over		
	VALUE	COMPARED TO:
Zip Code: 21711	21.9% <small>(2020-2024)</small>	 Washington, MD County Value (18.1%)
Zip Code: 21713	23.4% <small>(2020-2024)</small>	 Washington, MD County Value (18.1%)
Zip Code: 21715	65.0% <small>(2020-2024)</small>	 Washington, MD County Value (18.1%)
Zip Code: 21719	18.3% <small>(2020-2024)</small>	 Washington, MD County Value (18.1%)
Zip Code: 21722	16.6% <small>(2020-2024)</small>	 Washington, MD County Value (18.1%)
Zip Code: 21733	22.9%	



QuickFacts Live Demonstration

Key takeaways

HCI: QuickFacts, Claritas, flexible demographic use

QuickFacts

More geographies for more local insight



Claritas

Merged race/ethnicity data across tiers and visualizations, aligned to updated federal standards.

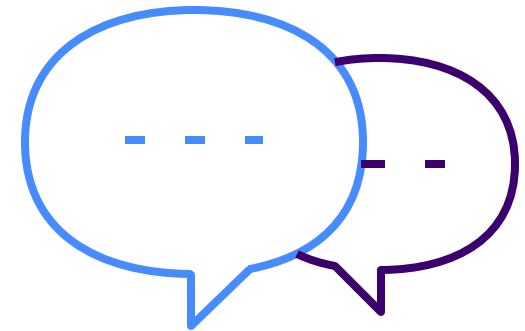


Practical, Actionable Analysis

Both packages work effectively with the platform's tools, and Claritas offers more powerful options



Questions?



Let's Connect!

✔ Attending NACCHO360?

- Find Conduent HCI at **Booth 216** in the Exhibit Hall!
- Virtual Presentations:
 - Franklin County (OH): Overdose Data for Community Action
 - Klamath County (OR): Building a Culture of Health

✔ Continue the Conversation:

- Questions about the HCI Platform?
 - Email CommunityHealth@Conduent.com
- Current Clients:
 - Reach out to your Account Manager

Next Steps:

- ✔ **Complete the feedback survey:**
Link in the chat
- ✔ **Share the recording:**
Via email and in our Help Center

Thank You!