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Special Message:

HEALTH CARE OPPORTUNITIES BEYOND 2010

In the year 2010, the first baby boomers will hit 65, and will be eligible for Medicare, and most retirement plans.

What will happen at this point?

First of all, health care institutions will get progressively busier, and require more attention from those of us who provide maintenance and cleaning products. This will be an economic boon to those who've done the cultivation necessary to reap this harvest of gold.

Next, birds of a feather will flock together. Retirees will live in clusters as never before, and these mini-communities will be complete with shopping centers, high-end restaurants, and all the accoutrements necessary for luxury living. (This is already happening.)

There will also be nursing and healthcare facilities close by. Some of the larger enclaves will even have their own hospitals and attendant medical community.

You will also see much higher quality in terms of nursing care, and hospital stay. These accommodations will be luxurious by comparison to today's drab facilities. This will require high maintenance, and this will mean opportunities for you as well.

Third, smaller health care centers specializing in particular classes of care will become common, and these will support the larger city hospitals. This will be "bringing health care to the people." *Cancer Care Centers of America* is an example of this trend.

Heart health, diabetes centers, and emergency care centers will (and already are) be becoming more common.

Health care delivery past 2010 will be more intense, but more diverse at the same time. These trends will be good for companies that sense the trends and get in early.

Good selling,

John White