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**PRESS RELEASE:**

**JACK SHAPIRO:**

**CBS MARKETWATCH: JACK SHAPIRO TO DISCUSS  
“THE UNDERINSURED”**

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Jack Shapiro, healthcare marketing consultant, futurist, broadcast journalist, and public speaker, will be discussing “The Crisis of the Underinsured” with CBS MarketWatch Senior Columnist, Chuck Jaffe, on Friday, April 16, 2004 from 11:15 a.m. until 11:40 a.m. on Chuck’s show, “MoneyLife” on WBIX, Boston (1060 AM). The show can also be heard on the internet (check the web site for details: [www. WBIX.COM](http://www.WBIX.COM)).

Millions of Americans may not realize that when it comes to health insurance, they are actually undersinsured: they are paying higher premiums, deductibles, and co-pays and receiving less coverage.

In addition to 44 million Americans without any type of health insurance, at least 70 million others are underinsured. Examples would include: little or no pharmaceutical coverage; surgical procedures, anesthesia, and lab services not covered by insurance; children and spouses actually excluded from an employee’s healthcare benefits; employees or dependents excluded due to a pre-existing condition and higher premiums deductibles and co-pays for everything.

The principal reason for this problem is the rising cost of healthcare causing employers to provide less coverage as well as shift as much of the cost of healthcare to employees as possible. As recently as 1980 there was less than a 50% chance than an employee with a family would be required to pay anything for health insurance coverage. But currently, with annual costs of health insurance for a family at approximately \$7,000 per year, more than 80% of employees with families pay a share of insurance costs and that contribution is rising every year. Tremendous variations exist from state-to-state: while employees pay approximately 25% of health insurance costs nationwide, this ranges from less than 20% in Michigan and New York to more than 30% in Louisiana and New Mexico.

**ARRANGE AN INTERVIEW, SPEAKING APPEARANCE, OR AN ARTICLE FROM WITH JACK SHAPIRO ON THESE TOPICS:**

- . Who are the underinsured?
- . What's driving up the cost of healthcare?
- . What can people do to save on healthcare costs?
- . How important is healthcare as an issue in the next election?
- . Why is ours the "Healthcare Economy?"
- . What's the future for employer provided healthcare?
- . Tomorrow's breakthroughs in biotechnology and surgery: will we be able to afford them?

**THIS MAN KNOWS ABOUT THE FUTURE OF HEALTHCARE**

Jack M. Shapiro is a healthcare marketing consultant, futurist, broadcast journalist and public speaker. He includes among his clients major pharmaceutical and insurance companies, advertising agencies, hospitals and manufacturers of medical equipment supplies and devices. Often quoted in the healthcare industry, general business, and lay publications, Jack has been a frequent guest on national television (ABC, NBC, MSNBC, CNBC, FOX, PBS and abroad on BBC and ITN) and radio as a commentator on healthcare trends and politics in the United States and overseas.

From 1997-1999, he was the host of "MEDI-POLITICS," a nationally-syndicated radio show focusing on the politics and future of healthcare as well as key legal and ethical issues. The show reached more than 40 markets in 26 states and an audience of 31 million people.

Jack has spent more than 35 years in the healthcare field, both in the U.S. and abroad. Before forming his successful research and consulting company, he held high-level management positions in marketing and market research with healthcare giants such as Wyeth and Pfizer.

He is currently writing a book about the future of American healthcare based on his long experience in the healthcare industry, in-depth interviews with leading experts who appeared on his radio show as well as on-going poll results generated by his market research company.