

PRESS RELEASE:

JACK M. SHAPIRO:

**Message for Presidential Candidates --
Rise in Healthcare Costs Uneven
Across U.S.**

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“The cost of healthcare is a major issue in this year’s election. The consumer price index for medical care is up by 4.5% (July 2004 vs. July 2003) across all cities versus a 3% rise for all items, in general,” notes Jack M. Shapiro, internationally-known healthcare marketing consultant, author, broadcaster, and futurist. “But some urban areas seem to be doing a better job of holding down costs than others. Presidential candidates may find a different sensitivity to this issue from region-to-region

“Among major cities tracked by the Department of Labor, Chicago has suffered the greatest rise in healthcare costs in the past year (+4.5%) followed by Boston (+4.4%). Some of the lowest rises in the country were found in Dallas-Ft. Worth (a gain of only +2%, less than one-half of Chicago and Boston’s increase).”

A snapshot of seven representative cities shows these differences in rising healthcare costs:

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| Chicago | +4.5% |
| Boston | +4.4% |
| Los Angeles | +3.3% |
| Cleveland-Akron | +3.3% |
| Washington-Baltimore | +3.2% |
| New York | +3.0% |
| Dallas-Ft.Worth | +2.0% |

“The biggest driver in healthcare costs is the cost of medical services, particularly hospital costs,” Shapiro points-out. “This seems to significantly vary from place-to-place. This year, the rise of healthcare costs has been the greatest among Mid-Western cities (up 5.2%) versus the rest of the country. Interestingly, the Mid-West contains many of the battleground states needed to win the Presidency this year.”

Contact Jack Shapiro for more information concerning this vital topic and other trends related to the future of healthcare.

Jack Shapiro to Host Global Pharmaceutical R&D Summit

Jack M. Shapiro, internationally-known healthcare marketing consultant, author, broadcaster and futurist, will host The Global Pharma R&D Summit which presents a unique occasion in which world-leading experts in Research and Development and Drug Discovery can come together to openly discuss today's key issues and address evolving paradigms brought about in today's post-genomic, proteomic era. The summit is presented by The World Trade Group and will be held September 13 – 15 2004 at the Scottsdale Marriott, Scottsdale, Arizona.

For more information, visit: <http://www.rdna.worldtradeco.com/gopdf.asp> or contact Jack Shapiro.

Confirmed Keynote Speakers Include:

In addition to Jack Shapiro, other confirmed speakers include:

Dr. Marvin Bayne, Vice-President, Discovery Technology from the Schering-Plough Research Institute will deliver the Keynote opening presentation. Dr. Bayne will be speaking about reduced attrition and efficient development in the R&D pipeline.

On Day Two, Dr. Lee Babiss, Vice-President, Preclinical Research and Development from Hoffman-LaRoche, Inc., explains the impact of Genomics on the quality of the R&D pipeline.

Furthermore, the evolving business models for Pharmaceutical and Biotechnology Companies will be discussed in detail at this summit.

In addition to the plenary presentations and streamed sessions there will be one-to-one business meetings, luncheon briefings plus networking and leisure activities.

THIS MAN KNOWS ABOUT THE FUTURE OF HEALTHCARE

Jack M. Shapiro, an internationally-known healthcare marketing consultant, futurist, broadcast journalist and public speaker is available for interviews.

Jack 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.

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

- . What's the future of American healthcare?
- . What are the latest clinical trial trends?
- . Who are the uninsured and 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?
- . Why are so many people turning to "alternative" healthcare?

See Other Press Releases from Jack Shapiro on NewsRelease Wire.com:

8/24/04: "Jack Shapiro: Message for Presidential Candidates -- Rise in Healthcare Costs Uneven Across U.S."

8/10/04: "Jack Shapiro: The Coming Crisis in Medicare"

7/27/04: "Jack Shapiro: Anthem-Wellpoint Merger and the Future of Healthcare"

7/20/04: "Biotech: U.S. Leads the Race for Patents"

7/13/04: "Pharma R&D: Plunge in New Drug Applications"
 7/06/04: "Election Year Magic: New Rx Drug Approvals Suddenly Up 54%!"
 6/29/04: "Jack Shapiro to Host Global Pharma R&D Summit"
 6/22/04: "Clinical Trials: What's Going On?"
 6/15/04: "Learn or Die! Higher Education May Mean Lower Death Rates"
 6/08/04: "Internationally-known Healthcare Expert Available for Interviews"
 6/01/04: "Major Healthcare Trends You Didn't Realize"
 5/25/04: "Cut Black Male Death Rates: Consider Marriage"
 5/04/04: "Important Broadcast: American Healthcare Trends"
 4/27/04: "Future of American Healthcare"
 4/20/04: "Healthcare Shocker: Slowdown in Life Expectancy"
 4/13/04: "Stunning Differences in Rx Retail Prices"
 4/07/04: "Healthcare: Crisis of the Underinsured"
 3/30/04: "Are You Underinsured?"
 3/23/04: "Save on Pharmaceutical Costs"
 5/20/03: "The Importance of Healthcare Issues in the Next Presidential Election"

Jack Shapiro's 2004 Radio Appearances:

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| 6/29/04: "The George Woods Show" Topic: "Future of Health Insurance" | 710 KCMO | Kansas City, MO |
| 6/23/04: "The Todd Ortloff Show" Topic: "Slower Gains in Life Expectancy" | KONP | Port Angeles, WA |
| 6/16/04: "The Ruth Koscielak Show" Topic: "Clinical Trials" | 950 AM | Minneapolis, MN |
| 5/08/04: "Coping with Caregiving"* Topic: "Future of Healthcare" | wradio | Internet |
| 4/07/04: "CBS Marketwatch – Moneylife" Topic: "The Underinsured" | WBIX | Boston, MA |

*Hear this show archived on <http://www.wradio.com/copingwithcaregiving/050804.htm>

