

PRESS RELEASE

JACK M. SHAPIRO:

**Learn or Die!
Higher Education May Mean
Lower Death Rates**

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According to Jack M. Shapiro, an internationally-known healthcare marketing consultant, futurist, broadcast journalist and public speaker, American death rates are lower for those with more years of education. Based on recently-issued, age-adjusted government statistics for 2001, those with less than twelve years of formal education had a 20 percent higher chance of dying than those with twelve years of schooling and a 168 percent higher chance of dying than those with more than twelve years of schooling.

“The more years of education, the higher your income and the better able you will be to afford health insurance and healthcare,” Shapiro notes. “Presumably, the better educated you become, you’ll ask more and better questions, have a greater capacity to find answers and follow instructions, as well as take appropriate preventive care measures. The link between higher education and lower tendency to smoke is just one example of this relationship,” Shapiro adds.

There are important gender differences according to Shapiro. Men with fewer than twelve years of formal education were almost three times more likely to die in 2001 than those with more than twelve years of education. Women with fewer than twelve years of schooling were about two and one-half times more likely to die that year than those with more than twelve years of education.

“Of course there are other factors that divide the genders,” Shapiro comments. “Women, for example, have a lower incidence of heart disease than men, possibly due to higher levels of HDL (High Density Lipoprotein) which protects their hearts. But, to the extent that education is a factor, here’s something for us to worry about: men are not staying in school as long as women. Fewer men are entering or graduating from our colleges or graduate schools.” Shapiro poses this question: “What future impact will this education trend have on health and life span of men?”

**Internationally-known Healthcare Expert
Available for Interviews**

THIS MAN KNOWS ABOUT THE FUTURE OF HEALTHCARE

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

Listen to Jack’s Next Radio Broadcast:

Jack will be interviewed on the “Ruth Koscielak Show” 950 AM, Minneapolis/St. Paul on Wednesday, June 16, 2004 at 2:30 PM (EST). Jack and Ruth will be discussing the legal case being brought by the New York Attorney General’s office regarding the possible suppression of clinical trial data in the pharmaceutical industry. You may hear this live broadcast on www.RuthRadio.com.

Jack’s May 8, 2004 Interview:

On May 8th, 2004 Jack Shapiro, healthcare marketing consultant, futurist, broadcast journalist and public speaker, was interviewed about his concerns regarding the future of American healthcare on the internet radio show, “Coping with Caregiving,” hosted by Jacqueline Marcell.

That important interview is now archived on:

<http://www.wsradio.com/copingwithcaregiving/050804.htm>

Some of the issues Mr. Shapiro discussed on this broadcast included:

- . There's so much talk about living to be 120 – 150 years old even in our own lifetimes, but recently-released government data throw significant doubt on such hopes.
- . Although we have made extensive gains in extending lifespan in this country, there is much evidence that those gains are slowing down.
- . It is difficult to envision a healthier society and longer lifespans when 44 million people have no health insurance and at least 30 million households are underinsured.
- . We have finally cracked the human genome but therapeutic breakthroughs will be slow in coming – although diagnostic breakthroughs are likely to be impressive.
- . Research and development spending may be slowing down: there are fewer major pharmaceutical companies, many of the biotechs are underfunded, and federal funding is under tight squeeze.

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

- . What's the future of American healthcare?
- . 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:

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”