

**PRESS RELEASE**  
**JACK M. SHAPIRO:**

**Jack Shapiro to Host  
Global Pharmaceutical R&D Summit  
13-15 September 2004, Scottsdale Marriott  
Scottsdale, Arizona**

**CONTACT: [jack@jackshapiro.com](mailto:jack@jackshapiro.com)  
TOLL-FREE PHONE: 888-331-3113  
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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.

**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:**

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

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