

©2004 JACK SHAPIRO.COM

**PRESS RELEASE:**

**JACK M. SHAPIRO:  
WHAT YOUR AUDIENCE CAN DO TO SAVE ON  
THE COST OF PRESCRIPTION PHARMACEUTICALS  
CONTACT: [jack@jackshapiro.com](mailto:jack@jackshapiro.com)  
TOLL-FREE PHONE: 888-331-3113**

March 23, 2004

Pharmaceuticals are rapidly approaching 15% of every dollar of annual personal expenditures. For many with chronic medical problems, the costs of prescription drugs can be an intolerable burden. Jack Shapiro, internationally-known authority on healthcare trends, identifies 10 actions your listeners, readers and audiences must take NOW in order to save on prescription costs and avoid costly mistakes.

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

- . Do you know what's covered by your health insurance policy?
- . Do you ask for generics (and do you know the possible problems associated with them)?
- . Do you ask your physician for samples?
- . Do you have a mail order option as part of your insurance coverage?
- . Have you considered non-prescription alternatives?
- . Do you comparison shop the pharmacies in your area?
- . Do you qualify for pharmaceutical company discount programs?
- . Are you appropriately skeptical of internet and Canadian pharmaceutical pricing offers?
- . If you're on Medicare, what do you know about the coming pharmaceutical benefits added by recent legislation?
- . Where can you get pharmaceuticals when you don't have private coverage?

**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.

### **HEALTHCARE MEGATRENDS DISCUSSED BY JACK SHAPIRO**

- How important is healthcare as an issue in the next election?
- What are the presidential candidates’ plans for healthcare reform?
- What are voters looking for in access, benefits, services, and cost?
- What’s behind the current and future phenomenal rise in healthcare costs?
- Why is ours the “Healthcare Economy?”
- How extensive is the tragedy of the “uninsured” and who are the “underinsured”?
- Will more health insurers drop-out of the health insurance business?
- What’s the future for employer provided healthcare?
- Tomorrow’s breakthroughs in biotechnology and surgery: will we be able to afford them?

- What's the future for alternative medicine, nutraceuticals and other popular initiatives?

Throughout his media appearances and speeches, Jack draws references to the trends he discussed on his radio and in his forthcoming book on the future of healthcare.