

## **PRESS RELEASE**

**JACK M. SHAPIRO:**

**Important Broadcast:**

**American Healthcare Trends**

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Jack Shapiro, healthcare marketing consultant, futurist, broadcast journalist and public speaker, will be discussing concerns about the future of American healthcare on Saturday, May 8<sup>th</sup>, 2004 at 7:20 PM ET, on the radio show, "Coping with Caregiving," an internet-only radio show located at: [http://www.wsradio.com/copingwith\\_caregiving/](http://www.wsradio.com/copingwith_caregiving/), hosted by Jacqueline Marcell.

Some of the issues planned for discussion on this broadcast include:

- . 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.
- . Healthcare costs are expected to double in the next ten years, but one area where the consumer may take individual action is in reducing pharmaceutical costs. Jack will discuss some of the alternatives open to the public.

**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?

**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.

