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PRESS RELEASE

**JACK M. SHAPIRO:
THE IMPORTANCE OF HEALTHCARE ISSUES
IN THE NEXT PRESIDENTIAL ELECTION
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As the presidential candidates announce their healthcare plans, you will want in-depth analysis of their advantages, disadvantages, and feasibility. Jack Shapiro has studied, written and commented on role of healthcare as a political issue and wants to share those insights with your readers and listeners. He has already reviewed the healthcare plans made available by the key Democratic contenders and as well as the initiatives of President Bush.

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 30 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.

TOPICS

- How important is healthcare as an issue in the next elections?
- 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.