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**PRESS RELEASE:
JACK M. SHAPIRO:
PROGRESS IN LIFE EXPECTANCY
IS MOSTLY BEHIND US
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“We have improved average life expectancy in this country by 28 years in the past century, but two-thirds of those gains were made before 1950,” according to Jack Shapiro, healthcare marketing consultant, futurist, broadcast journalist and public speaker. Citing the latest government statistics, Shapiro notes, “We improved our life expectancy by 19 years in the first half of the last century, but only by 9 years since then.

“We brag about having the ‘best healthcare system in the world’ and we spend more money on healthcare as a percent of our gross domestic product than any other country, but not only are our lifespans shorter than theirs, our ability to expand life expectancy is seriously slowing down.”

Jack Shapiro will be discussing this and other topics related to the future of American healthcare on Saturday, May 8th, 2004 at 7:20 PM ET, on the radio show, “Coping with Caregiving,” an internet-only radio show located at: <http://www.wsradio.com/copingwithcaregiving/>, hosted by Jacqueline Marcell.

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.