

BRUCE JAPSEN

4107 N. Greenview Ave.
Chicago, IL 60613
(773-497-6252)

Current professional experience

Columnist, Public Speaker, On-Air Analyst– Forbes — (2012 - present) — Write healthcare business and related public health and healthcare policy stories to Forbes news and business online channels as well as features for print magazine. Also speak widely at healthcare conferences, including the annual **Forbes Healthcare Summit** every December in New York, moderating panels, interviewing CEOs and working on event programming. My Forbes work also includes television analyst and pundit on Fox Business News and from 2013 to 2018 on the former Forbes on Fox show, which aired on Fox Business News and Fox News, starring Forbes financial writers including Steve Forbes and other columnists who discuss finance, politics and U.S. economic policy. Also provide analysis to other national media outlets including work as contributor to **National Public Radio (NPR)** and its healthcare and policy coverage and regular on **WBBM News radio** in Chicago and **WTTW Chicago Tonight's** Public Affairs program.

Adjunct instructor – **The University of Iowa – (2013-present)** Teach health communications in the U of I School of Journalism and Mass Communication's Master's in Strategic Communication program, lecturing via video ZOOM digital platform about advanced reporting and writing and healthcare communication and strategy. Courses teach fundamentals of journalistic writing and reporting, offering students insight into traditional newspaper and broadcast media but strong emphasis on journalistic writing toward more immediate, real-time digital venues such as the Internet, blogs and specialized news sites that have transformed today's media. Draw in regular national health speakers to the class regularly.

Editor – **Chicago Medicine Magazine** – (2023 – present) Write, edit and manage a team of writers, copy editor and designer for monthly healthcare magazine with readership of 5,000 physicians, policymakers, healthcare executives and patients.

Author – **Walmart's Second Opinion**, published in 2023, on the history and innovation surrounding the healthcare programs, employee benefits, consumer products as well as the trials, errors and successes for the world's largest retailer. Also am the author of **Inside Obamacare: The Fix For America's Ailing Health Care System**. The Forbes signature series book, published April 2014, examines the impact of President Barack Obama and his wife, Michelle Obama, on health issues from Chicago's South Side to the White House. The book, re-published as a new edition in 2018 as "**Inside Obamacare: From Barack and Michelle to the Affordable Care Act,**" includes interviews with the Obamas and those who worked with them in Chicago and Washington on aspects of the Affordable Care Act. Inside Obamacare has been atop Amazon's best-seller lists in the health, health business and health policy categories several times.

Past Professional And Academic Experience

The New York Times (2011-2013) Wrote stories for national, health and business sections for both print and digital platforms on health, related policy and corporate news as contributing contract journalist. Work included stories and analysis for Times' Prescriptions news column, which primarily covered the rollout of the Affordable Care Act, tracking news in the health care industry impacting patients, insurance companies, doctors, hospitals and drug-makers.

The Chicago Tribune (1998-2011) Responsible for coverage and analysis of trends in healthcare reform, Obama administration policies, medical costs as well as scientific innovations in drugs, biotech and stem cell issues. Produced weekly *Inside Health Care column* while regularly contributing live on-air news analysis and on-air health, policy and business news commentary on **WGN-TV** and **CLTV**. Duties also included regular live spot news analysis on **WGN Radio 720**. Also provide regular commentary and analysis on **CBS-owned WBBM news radio 780** and **WTTW's** Chicago Tonight public television news programs.

Loyola University Chicago (2006-2014) Taught reporting, writing and communications to undergraduates in need of satisfying core liberal arts writing requirement. Courses teach fundamentals of journalistic writing and reporting, offering students insight into traditional newspaper and broadcast media but strong emphasis on journalistic writing toward more immediate, real-time digital venues such as the Internet, blogs and specialized news sites. Fall course focused on general news writing skills and spring semester course focused on writing/reporting about health care and science, with an emphasis on communicating medical and health issues to a mass consumer audience.

The University of Chicago. (2001-2004) “Reporting about Health Care and Science,” a course in the university’s Graham School of General Studies. Class covered journalistic writing and reporting as well as ways to communicate complex health and medical issues to a general audience. Course was part of the U of C’s Medical Editing and Writing Certificate Program.

ReachMD, XM Satellite Channel (2007- 2011) Radio talk show host and producer program interviewing health and medical leaders, policy-makers, doctors and company CEOs on 24-hour news and talk program. Weekly program with daily airings on topics ranging from stem cell research and Obama’s health care reform plan to trends in health insurance, drug marketing and retail medicine.

Modern Healthcare magazine (1993-1998) Responsible for financial coverage of the healthcare industry for leading weekly business magazine published by Chicago-based Crain Communications, Inc. for top health executives, policy makers, physicians, consultants and Wall Street firms. Responsibilities include weekly finance column and in-depth cover stories on trends that have a particular impact on the industry. Stories also have been published in other *Crain* magazines including, *Crain’s Chicago Business, Advertising Age, Crain’s New York Business, Crain’s Cleveland Business and Crain’s Detroit Business.*

The Dubuque (IA) Telegraph Herald (1989-93) – Covered local government, politics, business and health issues of county of 90,000 residents. Wrote daily news and feature stories on everything from Presidential politics and riverboat gambling to city racial tensions to the Academy Award-nominated movie: “Field of Dreams.” Also filled in as city desk editor and coordinated many in-depth Sunday ‘Showcase’ section packages with graphic and photo editors.

The Des Moines (IA) Register. (1988-89) Covered state government, police and courts beats. Wrote daily news and feature stories. Also wrote business and agribusiness features and contributed to weekly business magazine *Metro Business*, Jan.-June 1989 full-time intern. Previously wrote news, sports and feature stories part-time out of Register’s Iowa City bureau, during college, 1987-88.

The Burlington (IA) Hawk Eye (1984-88). Covered NCAA football, basketball and wrestling as well as Burlington-area high school sports and professional minor league baseball as a stringer and full-time summers, 1984-88. Full-time news intern, summer 1986.

Honors/Awards/Boards

- Masters in Strategic Communication Committee, University of Iowa School of Journalism and Mass Communication, (2023-present).
- Professional Advisory Board Emeritus. University of Iowa School of Journalism and Mass Communication
- Advisory Board member, St. Andrew School, Chicago. 2006-2011, Board president 2009-2011.
- 2010 Award of Excellence from American College of Emergency Physicians
- 2009 Peter J. Lisagor Finalist, Chicago Headline Club, “Low profit patients” series
- 2008 MORE Award, Media Orthopaedic Reporting Excellence Award.
- Peter J. Lisagor Finalist, Chicago Headline Club, for “Pharmaceutical companies feel potent effects of fakes” piece on illegal counterfeiting of drugs. Spring 2006
- National Institute for Health Care Management Research and Education Foundation Journalism Award, for “Unhealthy Hospitals” series. Presented May 2003.
- 2003 Peter J. Lisagor Award for Public Service, Chicago Headline Club, 2003, for “Unhealthy Hospitals” series. Presented April 2003.

Education

B.A. degree in Journalism and Mass Communication, The University of Iowa, Iowa City, 1988.