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July 15th, 2020

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Hope everyone is well and safe. As protesters continue to advocate for change against discrimination and police brutality, change will only happen when everyone speaks up and continue to protest until change is implemented permanently. See photo below of Black Lives Matter Plaza in DC.

Last month I covered "How to Reopen the Economy and Remain Safe." To read this article, click [here](#). This month with the gradual reopening of the states, I like to cover "What We Can Learn From the COVID-19 Pandemic."

If you need a little inspiration or something to make us laugh to get us through this difficult time, click on the "[Inspiration](#)" link to give yourself a few minutes to relax and

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"The Prayer".

Please read on for other current news in the Table of Content below. The next newsletter will be published on August 15th, 2020.

We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.

Please email [me](#), Regina Au, if you have any questions, comments, or suggestions.

Sincerely,
Regina Au
Principal, New Product Planning/
Strategic Planning Consultant
[BioMarketing Insight](#)



A street sign of Black Lives Matter Plaza is seen near St. John's Episcopal Church in DC, as the protests against the death of George Floyd while in Minneapolis police custody continue.

Source: Carlos Barria/Reuters



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Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

For more information on our services, click on the links below:

[Product Development](#)

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Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.





A Little Bit of Humor Helps Too

I like to thank Carol, Joan, Denise, and Sharon for forwarding these inspirations to me to share with you.

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Let's End with Celine Dion & Josh Groban Singing "The Prayer"

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BioProcess International

Save the Date: BioProcess International Conference:
September 21-24, 2020, Boston Convention Center

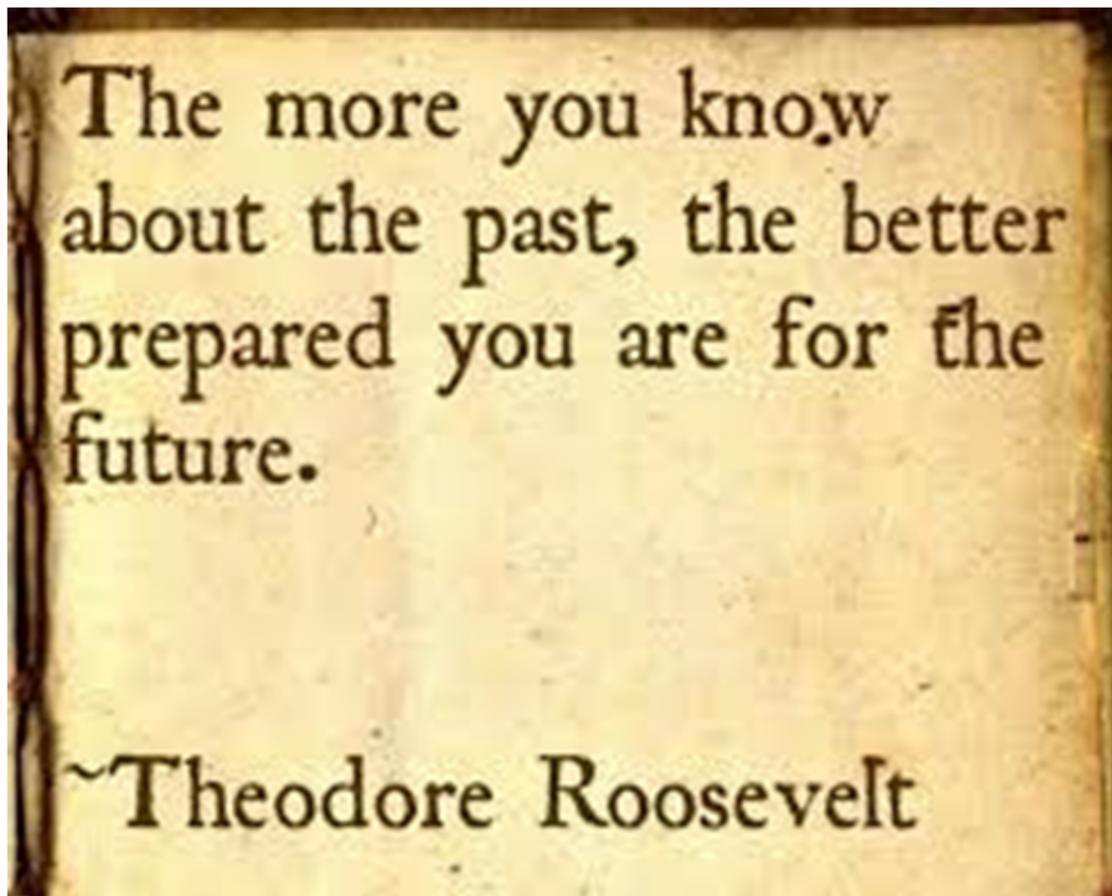
I am pleased to announce that I will be speaking at the BioProcess International Conference. More details to follow soon. For more information on the conference, click [here](#).

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BioProcess International

Why Conducting Marketing Due Diligence Early in
Product Development Is Important

I am pleased to announce that my article entitled "Why Conducting Marketing Due

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What We Can Learn From the COVID-19 Pandemic

It is always easy to say what should have been done hind sight. What is important is being prepared and acting quickly the next time it happens. Colin Powell said, "There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

Knowing what we know now from past pandemics and being a global economy, when there is an outbreak of any type, we need to take it seriously from the beginning. We can't have the mind set of wait and see what happens.

The outline below indicated what needs to be done for 1) preparation, 2) during an outbreak, 3) during a pandemic and 4) Reopening the economy. This outline highlights the main points and is not inclusive of everything as I am sure I have inadvertently left some things out.

1) Being prepared: This pandemic has taught us that preparation is nine tenth the way to success.

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amount used for the height of the pandemic the first time and the second surge because records on usage may not be accurate since many companies and organizations have donated PPE.

- Even if there is a surplus in one hospital or state, I'm sure other hospitals, states or countries will need them as a global economy. A good example is New York City which as the epicenter of the pandemic.
- 2. Make sure there is enough diagnostic tests on hand to start testing those who are sick, may have been exposed or in contact with someone through contact tracing, in order to isolate, not self-isolation those people right away until their test comes back negative,.What we have learned in the past is that many people ignored the self-isolation recommendation.
- 3. Then make sure there is enough diagnostic tests to test everyone. Then we will know who to isolate in preventing the spread of the virus.
- 4. Have a plan to convert or set up make-shift hospitals for triage in separating COVID patients from those who are non-COVID patients when hospitals reach capacity. Otherwise, patients with serious health issues not related to COVID -19 will be afraid to go to the ER or urgent care in fear of catching COVID-19.
- 5. Have a plan to close borders as soon as possible in halting the spread of the virus from other states and countries.
- 6. Be prepared to shut down the state or country with a mandatory stay-at-home rule as quickly as possible to contain the spread of the virus.
 - Monitoring and imposed fines are crucial for those that don't obey the mandate and this needs to be reinforced. If the officials don't, people will not take the mandate seriously and do what they want as we have seen with the current pandemic.
- 7. Implement a moratorium of no evictions and a freeze on rent and mortgages so that people won't be stress out about being homeless. In addition no increase on rent for lease renewals during pandemic.
- 8. Unemployment benefits, both regular and Pandemic to cover everyone until the pandemic is over.
- 9. Adequate and less stringent loan assistance (Pandemic Protection Program (PPP) and Economic Disaster Injury Loan (EDIL)) for small business of less than 200 employees. We learned from this pandemic that many small business did not qualify for PPP and EDIL and ran out money.

2) What should be done during an outbreak:

1. Educate and keep the public updated on the science behind this outbreak and why everyone should take this outbreak seriously. Educate, means using all media platforms: TV, radio, newspapers, social media and even sending alerts to cell phones and computers for those who sign up.

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importance of wearing a mask at all times and hand sanitation.

- The only way that this virus can survive or propagate is to replicate through a human host and human-to-human contact.
2. Close the borders to other countries where the outbreak started. Those who have traveled from the areas of outbreak or surrounding countries must be tested and isolated until they have their tests results. If negative, they can go, if positive, they will be isolated at home and monitored or isolated at a designated place set by the government or state for 14 days and monitored.
 - There are now COVID-19 diagnostic tests that give results in 15 minutes.
 - The cost of the test will be split between the organization/state and the person being tested. It would be an extra tax for planes, trains, buses similar to hotels charging an extra tax on rooms and for those traveling by car, it would be similar to paying a toll fee.
 3. Anyone traveling interstate by plane, train, bus, or car, everyone must be tested before they get on any form of transportation. If one is positive, they can't get on the plane, train or bus and must return home or isolate themselves for 14 days or at a designated place planned for this purpose and monitored.
 4. Mask are mandatory to help stop the spread of the virus particularly since asymptomatic people who don't know they have the virus can spread the virus. If people do not wear masks they are fined and these fines are reinforced. Some say this is too strict and that people can forget or is there forgiveness for first time offenders.
 - Everyone gets fined but they can appeal it. This would be similar to emission testing. One gets fined but one can appeal it and if deemed valid, the fines are dismissed.
 5. Social distancing should also be observed and if not observed, these people should be fined. If needed, curfews put into place with fines if caught out.
 6. Establishment will also be held accountable if they don't reinforce social distancing and shut down.
 7. Communication with US and worldwide agencies such as WHO in sharing information, ideas, resources, and coordinating efforts to contain the outbreak is paramount.

3) What should be done if it turns into a pandemic: similar to an outbreak but more stringent

1. Keep educating and updating the public on the science behind this outbreak and constant updates as to why everyone should take this outbreak seriously. Educate, means using all media platforms: TV, radio, newspapers, social media and even sending alerts to cell phones and computers for those who sign up.
 - In addition, TV specials, and information given to companies and organizations informing their employees about the outbreak and guidelines to

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- The only way that this virus can survive or propagate is to replicate through a human host.If there is no human host, the virus decays or dies.
- 2. Close all borders except for essential workers that are bringing in food and supplies.Have these people be tested before coming in.
 - There are now CIVOD-19 diagnostic tests that give results in 15 minutes.
 - The cost of the test will be split between the organization/state and the person being tested.It would be similar to an extra tax for planes, trains, buses the way hotels charge an extra tax on rooms and for those traveling by car, it would be similar to paying a toll fee.
- 3. Get everyone tested initially in order to know who to isolate which needs to be monitored in preventing the spread of the virus as soon as possible.
 - The Federal government will initially fund or subsidize the testing of everyone to expedite matters similar to this pandemic and then pass it on to the States.
 - State officials coordinate with insurance companies to offer testing to all regardless of whether they have a doctor's orders or symptoms.
 - If person does not have insurance, state offers free testing.
 - Public announcement on all media platforms for testing sites
- 4. Implement a mandatory not advisory "stay-at-home" order for everyone except for grocery shopping, pharmacies and take-out orders.Frontline, first responders and those working for essential businesses are exempt.Curfews and fines are incurred if one violate this order.
- 5. Implement a mandatory closing of all non-essential businesses (the definition of essential does not include gun shops, cannabis dispensaries (for medical use, they can be mailed to the customers) nor house of worship.
- 6. Mandatory wearing of mask and fined if caught not wearing one unless there is a valid health reason for not wearing one.
- 7. Social distancing need to be strictly adhered to otherwise fined or the establishment shut down if not enforcing social distancing.
- 8. The MBTA also need to enforce social distancing since many people don't have a car and depending on public transportation.
- 9. Other forms of transportation such as airlines, trains etc need to be strictly enforced with social distancing and masks otherwise they can't take off or leave.State has to reinforce it.
- 10. Constant communication with US and worldwide agencies such as WHO in sharing information, ideas, resources, and coordination efforts to contain the pandemic.
- 11. Implement a moratorium of no evictions and a freeze on rent and mortgages so that people won't be stress out about being homeless for at least a year.In addition no increase on rent for lease renewals for at least a year.
- 12. Unemployment benefits, both regular and Pandemic to cover everyone until the pandemic is over
- 13. Adequate and less stringent loan assistance (Pandemic Protection Program (PPP) and Economic Disaster Injury Loan (EDIL)) for small business of less than 200

4) Reopening the economy: This should be done in phases similar to Massachusetts plans and slowly but reopening should not begin until the following:

1. Number of confirmed and probably positive new case are below 10. This is a key indicator on whether the virus is spreading or dying out. It also prevent peak demands or overwhelming the hospitals with admissions.
2. Mandatory wearing of mask when one goes out and social distancing will still be strictly enforced until new cases are down to zero. Any violation will result in fines and reinforced.
3. Every individual and every business/organization/government should be accountable in reinforcing the rules of social distancing and wearing masks until this pandemic is eradicated.

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Closing Thoughts

The reason this pandemic got out of control twice is because not everyone took COVID-19 seriously in understanding how deadly this virus is and ignoring the rules of social distancing and wearing masks that was repeatedly recommended by the healthcare officials or experts. Education is paramount and contrary to what people may think, young adults are just as vulnerable as the elderly which is what we are now seeing with the resurge in 40 states. This virus does not discriminate against age, gender, race, and genetics.

injured.

In our current pandemic, as of July 11th, there were **134,430 deaths** and **3,215,861 positive cases** in the **US** and 561,879 deaths and 12,576,457 positive tests worldwide. The US recorded over **60,500 new cases** of COVID-19 in a single day, Thursday, July 9th, 2020. Yet people are still ignoring social distancing and wearing a mask.

In the 911 attack the enemy was visible, with the COVID-19 attack the enemy is invisible making it far more dangerous.

It doesn't help that the President is defying these rules by not wearing a mask in public. He is not implementing social distancing by holding indoor presidential rallies accommodating up to 19,000 attendees against health officials advice and not requiring his supporters to wear masks yet he has them sign a waiver that he is not responsible if they contract COVID-19.

I'm still surprised that he has supporters when he clearly doesn't care about the well being of his supporters nor anyone else. It begs the question on whether he took care of his six campaign staffers who tested positive. He probably had them sign a waiver that he is not responsible if they contract the virus.

For the 4th of July, the President again was defying the advice of healthcare official and advisors, by holding a firework celebration at Mount Rushmore that will attract enormous crowds plus fireworks that have been banned at Mount Rushmore because it is a potential fire hazard.

In lieu of Mt. Rushmore, [Trump](#) decided to hold a huge celebration in Washington that could bring tens of thousands to the National Mall while everyone else cancelled their fireworks celebration.

Everything he says, every decision he makes he is only thinking of himself and not the people of the nation which is the responsibility of the President. Unfortunately, because he is setting a bad example, others are following in dividing this country even further and creating more chaos than any president in history of or 224 years of the US.

The recommendations that I outlined may appear to be strict to some people, but because we have a President who is blatantly defying all rules to contain the virus and too many people following the President, who ordinarily may not have purposely ignored the rules. And for those people who ordinarily would defy the rules are making the excuse that it's their constitution right since Trump is doing it.

[Marc Lipsitch](#), professor of epidemiology and director of the Center for Communicable

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distancing: canceling public gatherings, closing places of worship, schools, bars and restaurants, isolating the sick and quarantining those they came in contact with. (Many cities around the world have adopted such measures in the current outbreak.) [“In my opinion, that is probably the most important single class of things to do, as quickly as possible, to slow the spread”](#) of a pandemic, Lipsitch said. [“Waiting until you can see that you have a problem is waiting too long, because there’s a delay in seeing the fruits of the measures.”](#)

By undertaking these steps early, populations can also prevent peak demands on their health care systems and flatten the pandemic curve—that is, have a gradual increase in cases over time rather than many all at once. This [slowdown](#) is especially important because it can take two or three weeks before those infected with SARS-CoV-2 are sick enough to require intensive care, so demand could spike quickly. In a 2007 *Proceedings of the National Academy of Sciences USA* [paper](#), Lipsitch and two other researchers showed that during the 1918 influenza pandemic, cities that intervened early and intensively to slow transmission through social distancing, such as St. Louis, Mo., had slower epidemics with smaller peaks, compared with those that waited longer to act, such as Philadelphia.

[Health officials](#) are also emphasizing that everyone should keep their mask on at all times. Alyssa Bilinski, a PhD student in health policy at Harvard’s graduate school of arts and sciences "emphasized that while the economy may be slowly reopening — Massachusetts entered Phase 3 Monday — people shouldn’t equate that with ditching precautions. It’s even more important to follow them." For her, if a friend’s mask slips below their nose, she’ll broach the subject by saying, “I don’t mean to be annoying but,” or crack a joke to get the point across to keep it on. Bilinski also stressed the importance of keeping an open dialogue with others, and asserting intentions off the bat.

It is important to wear a mask even with family members who have the virus or members who have been out in the public often. They could have the virus and be asymptomatic and can unknowingly spread it to other family members. The risk of contracting the virus from a family member with the virus is greater than 50%.

Until we have a vaccine and everyone is immunized to create a "herd immunity", strict measure must be taken to stop the spread of the COVID-19.

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and

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