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September 15th, 2020

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Last month I covered "Another Crisis is Brewing." To read this article, click [here](#). This month with the gradual reopening of the states, I like to cover "How to Stay Fit During the 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 enjoy the music from the Berklee School of Music in their song "What the World Needs Now," other inspirations and ending with Celine Dion and Josh Groban with "The Prayer".

Please read on for other current news in the Table of Content below. The next

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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
CEO, New Product Planning/Strategic Planning
[BioMarketing Insight](#)



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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:

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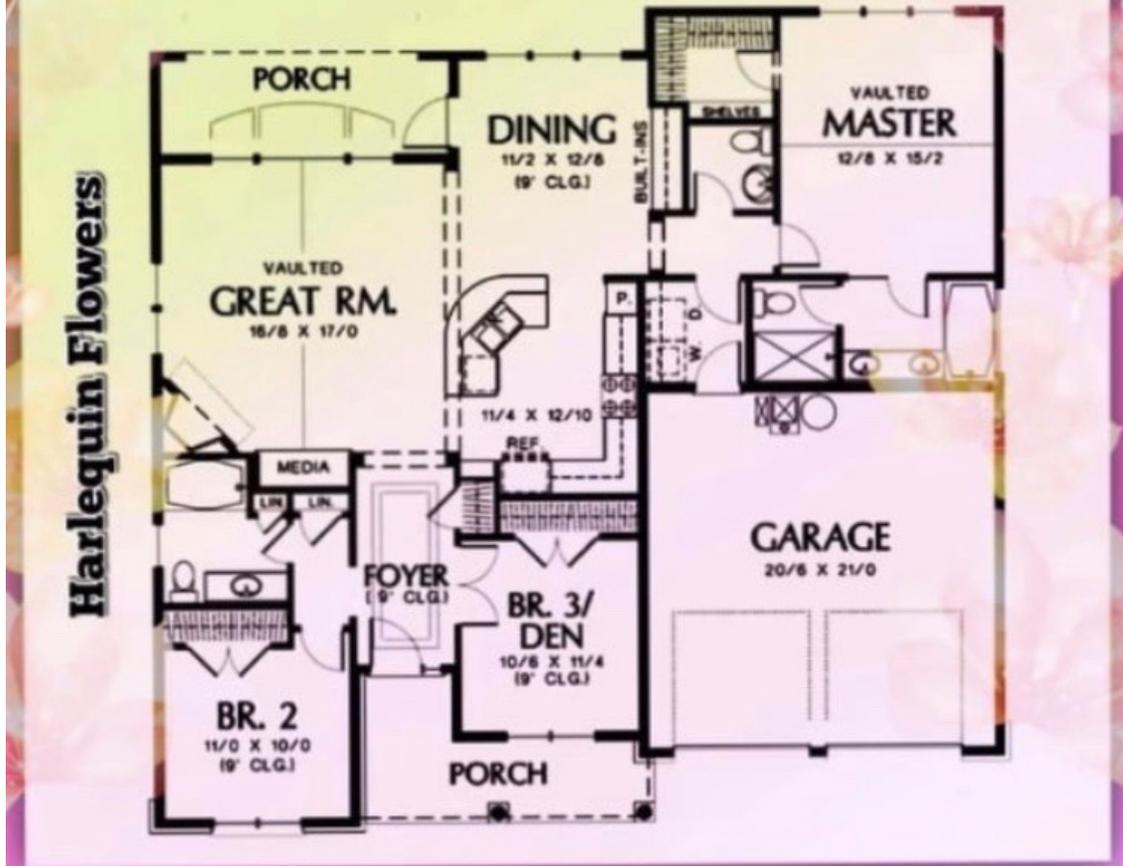
Inspirations

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



We Will Get Through It Together

Looking at the map for weekend travel ideas



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, Virtual Conference

I am pleased to announce that I will be speaking at the BioProcess International Conference on September 22, 2020 at 2:20pm under the Speed from Gene to Market Track. The title of my presentation is "Aligning the R&D and Marketing Target Product Profile (TPP) to Achieve R&D and Commercial Success". To see the full agenda, click [here](#). To register for the conference, click [here](#).

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BioProcess International

Why Conducting Marketing Due Diligence Early in
Product Development Is Important

Diligence Early in Product Development Is Important" was published in the BioProcess International Magazine. To read the article, click [here](#).

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Source: timesofindia.indiatimes.com

How to Stay Fit During the Pandemic

Since the "Stay at Home" advisory or mandate except for front line healthcare professionals, first responders and other essential personnel was implemented back in March, we all have had to make adjustments to our daily routine. We all worked from home and many continue to work from home as this pandemic continues.

Working from home has resulted to basically sitting at our computer 24/7 with back to back video conference calls, webinars or just working on your computer. Everything takes at least three times (3x) longer to get done in trying to coordinate schedules particularly with people who are in different time zones. In addition, if you have children, it makes things a little more challenging.

comfort food or take out since it is faster. One goes from healthy eating to more junk food which I'm sure the kids loves. See photo below.



Healthy foods pre-pandemic vs. Comfort food during the pandemic.

Source: <https://whole30.com/how-melissa-urban-eats-during-a-pandemic-part-2/>

While healthy eating is a personal choice which can only be controlled by each individual, there are things that one can do to help with sitting-fatigue or inactivity in keeping ones body fit. The longer we sit at our computer or sitting in general, our bodies will rebel at some point.

Take this from experience as I am now dealing with lower back pain. Even if you do all the right things with an ergonomic desk, chair, lumbar pillow etc. which all helps, the inactivity will create problems sooner or later.

In order to combat sitting-fatigue, here are some quick and easier stretches or pilates that will combat this. Start off easy and then increase your activities. It only takes 20 minutes and it's a nice break in doing something besides work to clear your mind. To see the video click [here](#).



This simple, 20-minute Pilates-inspired workout is designed to fight the negative effects of sitting, increase flexibility and circulation, and enhance overall health and vitality. They can be done standing at your desk.

In addition, Harvard Medical School has written about a number of exercises to combat working at a computer or just sitting. These exercises are to improve the following:



Four (4) Stretches to Keep Your Shoulders in Shape.
Click [here](#) to read more.



Three (3) Tips to Prevent Neck Pain.

At the computer or desk

When working at your computer or at a desk, keep your head balanced directly over your spine as much as possible. That means setting your chair height so both your feet can rest on the ground, and sitting with your buttocks far back in your chair, using a small pillow to support your lower back if needed. Properly adjusting the keyboard and monitor may be difficult or impossible with a laptop, notebook, or tablet computer. You can plug in a separate, full-size keyboard to help you achieve better positioning. If that's not an option, placing your laptop or notebook computer on a desk of standard height and propping it to about a 12% incline (a one-inch book or ring binder should do the trick) keeps your head and neck in a healthier position. The downside is that it does place slightly more stress on your wrists.

No matter how perfect your office chair posture, it's important to get up and move around every half-hour, as prolonged sitting has been linked to worsening of neck pain and other health problems. If you tend to get lost in your work, program your computer to flash a reminder, or set an alarm on your smartphone. Stretching can help, too. Shrug your shoulders up and down or lean your head to each side while pulling the opposite shoulder down.

Telephone use

If you spend a lot of time on the phone, try to avoid leaning your head to one side. This is also important when you use a cellphone and aren't sitting at your desk while you speak. A

cellphone.

Reading at home

If you are sitting in a chair, try to maintain an upright posture. Hold the book so that you don't have to lean down or forward to see it. A pillow on your lap may help. If you must read in bed, sit up straight or use a specially designed wedge pillow. Or lie on your side with your neck straight and hold the book in front of you.



Four (4) Ways to Turn Good Posture into Less Back Pain

The basics of posture

Posture is the way you hold your body while standing, sitting, or performing tasks like lifting, bending, pulling, or reaching. If your posture is good, the bones of the spine — the vertebrae — are correctly aligned.

4 steps toward improving your posture

You can improve your posture — and head off back pain — by practicing some imagery and a few easy exercises.

- **Imagery.** Think of a straight line passing through your body from ceiling to floor (your ears, shoulders, hips, knees, and ankles should be even and line up vertically). Now imagine that a strong cord attached to the top of your head is pulling you upward, making you taller. Try to hold your pelvis level — don't allow the lower back to sway — and resist the urge to

than a soldier at attention.

- **Shoulder blade squeeze.** Sit up straight in a chair with your hands resting on your thighs. Keep your shoulders down and your chin level. Slowly draw your shoulders back and squeeze your shoulder blades together. Hold for a count of five; relax. Repeat three or four times.
- **Upper-body stretch.** Stand facing a corner with your arms raised, hands flat against the walls, elbows at shoulder height. Place one foot ahead of the other. Bending your forward knee, exhale as you lean your body toward the corner. Keep your back straight and your chest and head up. You should feel a nice stretch across your chest. Hold this position for 20–30 seconds. Relax.
- **Arm-across-chest stretch.** Raise your right arm to shoulder level in front of you and bend the arm at the elbow, keeping the forearm parallel to the floor. Grasp the right elbow with your left hand and gently pull it across your chest so that you feel a stretch in the upper arm and shoulder on the right side. Hold for 20 seconds; relax both arms. Repeat to the other side. Repeat three times on each side.

Practice these imagery and posture exercises throughout the day. You might try to find a good trigger to help you remember, such as doing one or more of them when you get up from your desk, or right before scheduled breaks and lunch. Soon it will become a habit.



Five (5) Exercises to Improve Hand Mobility

Range-of-motion hand mobility exercises you can do at home

your thumb without pain, for example — you may have trouble doing ordinary things like opening a jar.

These exercises move your wrist and fingers through their normal ranges of motion and require all the hand's tendons to perform their specific functions. They should be done slowly and deliberately, to avoid injury. If you feel numbness or pain during or after exercising, stop and contact your doctor.

Below are five easy-to-do range-of-motion hand mobility exercises. Hold each position for 5–10 seconds. Do 10 repetitions of each exercise at a time. Repeat three times a day.

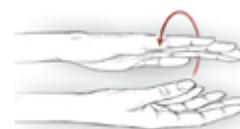
1. Wrist extension and flexion

- Place your forearm on a table on a rolled-up towel for padding with your hand hanging off the edge of the table, palm down.
- Move the hand upward until you feel a gentle stretch
- Return to the starting position.
- Repeat the same motions with the elbow bent at your side, palm facing up.



2. Wrist supination/pronation

- Stand or sit with your arm at your side with the elbow bent to 90 degrees, palm facing down.
- Rotate your forearm, so that your palm faces up and then down.



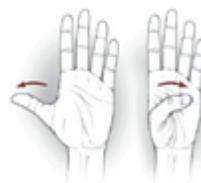
3. Wrist ulnar/radial deviation

- Support your forearm on a table on a rolled-up towel for padding or on your knee, thumb upward.
- Move the wrist up and down through its full range of motion.



4. Thumb flexion/extension

- Begin with your thumb positioned outward.
- Move the thumb across the palm and back to the starting position.



5. Hand/finger tendon glide

- Start with the fingers extended straight out.
- Make a hook fist; return to a straight hand.
- Make a full fist; return to a straight hand.
- Make a straight fist; return to a straight hand.





Six (6) Relaxation Techniques to Reduce Stress

And last but not least, to clear the mind and reduce stress, here are some relaxation techniques. Relieving stress can help to relieve tension in the whole body. Click [here](#) for six (6) tips.

Closing Thought

Like anything else, working from home has its advantages and disadvantages. But during a pandemic where we are constantly sitting more and are inactive due to the rules of social distancing, wearing masks and limiting social interaction with people except on zoom or any other software platform, we are not moving and circulating our blood throughout our bodies. Hence, problems with our backs, shoulders, neck, hands etc.

If you follow the exercises that I mentioned above, this will keep our bodies fit in avoiding pain. Just start off easy and slowly increase your activities. Do not believe the old wives tale of "no pain, no gain". Listen to your body and you will do great.

Good luck with the exercises and if for some reason, you do run into problems or experience pain, see a doctor early, don't wait until it gets really bad. It's easier to correct the situation and relieve your pain when you catch it early.

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Should you have any questions or need of assistance with your business due

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