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October 15th, 2020

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Last month I covered "How to Stay Fit During the Pandemic." To read this article, click here. This month with the gradual reopening of the states, I like to cover "How to Deal with Uncertainty".

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

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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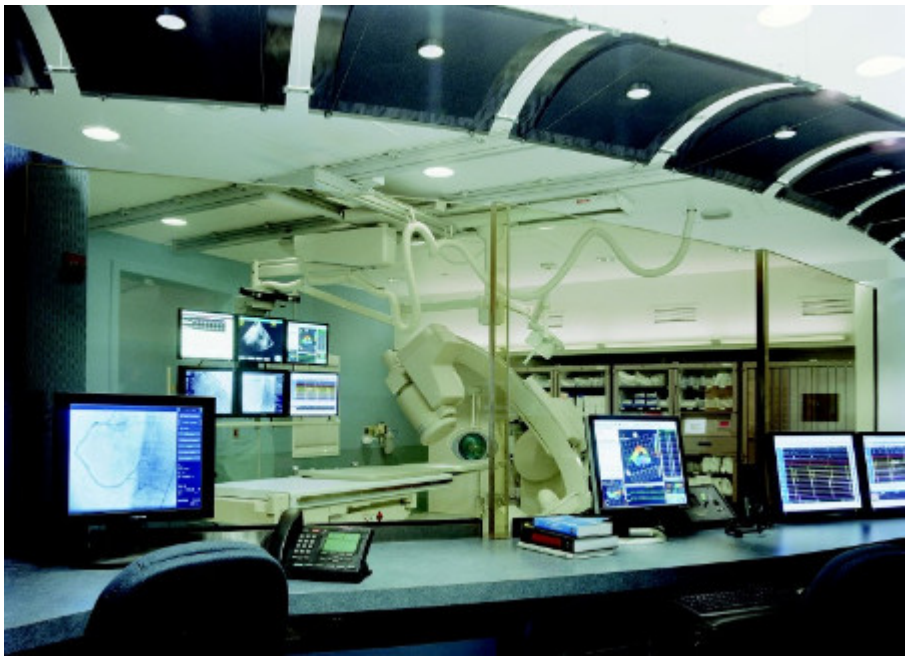

Developing a Product? Commercializing a Product?

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:

Product Development
Market Development
Marketing Strategies

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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

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.

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

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Another Crisis is Brewing

I am pleased to announce that my article "Another Crisis is Brewing" has been published in the European Biopharmaceutical Review's October 2020 issue. To read this article click

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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 delivered a presentation 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 was "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 see a list of speakers at the conference, click here.

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How to Deal with Uncertainty

2020 is the year that everyone will remember. The unrest of the pandemic, economic crash, racial injustice, and a president who has divided the country has caused anxiety, distrust, prejudice, injustice, violence and the list goes on.

Uncertainty is the one thing that everything has in common. No one likes uncertainty and

scenarios and come up with a solution for each, thus eliminating some uncertainty and anxiety.

Now more than ever, companies need to incorporate scenario planning into their strategic planning or business plan if they haven't already done it. If companies haven't, they must do it now to survive.

The uncertainty in getting the pandemic under control is devastating as we are entering a second surge nationwide with more people dying and contracting the virus.

The uncertainty with the economic crash is devastating because until the pandemic is under control, more businesses will close and more people will get laid off.

The uncertainty with racial injustice is devastating because our country is divided and people are so overwhelmed trying to deal with the pandemic and economy that racial injustice is not addressed properly.

The one word that stands out from all of this is **"TRUST"**. There is so much distrust from misinformation, fake news and outright lies, that no one knows who to trust anymore. Most of this misinformation, fake news and lies have unfortunately been for political or personal gain.

So how do we regain trust? This is a very important question that foremost deals with the pandemic which must be addressed first as all other issues will continue until the pandemic

don't "trust" that the vaccine will work or safe, we won't get 70% - 90% of the population vaccinated to achieve "herd immunity".

Scenario planning is crucial here. This pandemic is a global issue and hopefully as the world have come together to develop a vaccine, treatment and diagnostics, the world will come together to educate the public about the dangers of this virus and in trusting again.

Right now, people have become so desensitized on how dangerous this virus is. There are people who still haven't blinked an eye to the fact that there are over 200,000 deaths in the US due to the virus or has a mindset that it can't happen to me because I'm young.

The media doesn't help when they report high numbers of positive (500 - >1,000) cased a day and deaths are viewed as just another statistics and then states that the 7 day average of positive cases is only 1%. You can't look at the percentages based on how many people got tested. Any number of positive cases or death is too many because it indications that the virus is still rapidly spreading.

To achieve this, collaboration is needed worldwide. In addition to the WHO, CDC, FDA, Surgeon General, we need more people such as Key Opinion Leader (physicians and non-physicians), dignitaries, celebrities who had it or a family member and ordinary people who contracted the virus, all endorsing that the virus is deadly, and the devastating consequences of catching the virus including the detrimental long-term affect from those who recover from the virus. The more often people hear about the warning of how dangerous this virus is, the more they may believe it.

Equally important is to stop the spread of the virus by the following:

1. Get tested often,
2. Wear a mask at all times,
3. Social distancing, no gatherings of more than 4
4. Good hygiene,
5. Staying at home when sick and
6. Strict quarantine when tested positive.

On a national level, there are three phases to education:

1. Campaign now before the vaccine is out;
2. When the vaccine is released;
3. Post vaccine and data

1. Campaign now before the vaccine is out

and their subsidiaries need to collaborate in addition to consumer companies such and P&G and any other consumer based companies. Consumer based companies already have the expertise in marketing to the masses of people and through all channels of marketing media to reach their audience.

Marketing campaigns typically will be divided into customer segments because what appeals to one person may not appeal to another. For example, the three basic market segments out of a number of other segments:

1. Those customers that respond to scientific data.These are the customers that believe Key Opinion Leaders from prestigious medical institutions.
2. Those customers that respond to celebrities.These are the customers that believe movie stars, sports starts, famous musicians etc.
3. Those customers that respond to your average Joe/Jill.These are the customers that are more likely believe someone like themselves or a neighbor.

Working with consumer companies or the consumer division of a large company like J&J, they will create the content, message and deliver it through channels such as TV, ads, social media outlets, email marketing etc.

While you are planning these marketing campaigns collaboratively, you must not forget foremost in educating your own company first. You can't assume that just because you run a life science company that everyone in your company feels that getting a vaccine is safe.

I talked to a person working in the life science and he stated that he was going to wait to get the vaccine because he didn't want to die from it. We had a discussion to mitigate his fears.

When everyone in your company is convinced, there is a trickle down effect because then his/her family will take it and they in return will convinces others in their network of people.

Transparency also means sharing interim data more often than what is required by the FDA for clinical trials. The side effect profile is crucial. The more data you have on safety and tolerability, the more comfortable or confident people will feel about taking the vaccine.

The pharma/biotech companies must also commit to launching a vaccine only if they feel confident about the safety in taking it themselves. This is also important because of the sheer volume of people that need to be recruited for clinical trials in getting approval.

Efficacy is very important but with the rush to get a vaccine approved, there has been some confusion as to the primary end point in terms of efficacy. First it was 50% efficacy then 70% efficacy. Companies need to make a commitment with the FDA to strive for a minimum of 75% efficacy rate for approval. The higher the efficacy the more comfortable

In order to accomplish this 75% efficacy rate, companies need to if they haven't already with the FDA take an adaptive clinical trial approach with more interim data being available. Of course it depends on the technology to achieve this. But this will save a lot of time in lieu of going back to the beginning.

These are the primary goals in gaining **TRUST**. Companies also need to apply scenario planning should things go array.

In addition to campaigns on a national level, one must consider campaigns at a state and city/town level if you are not achieving your goal. One campaign at a state level is educating people who come in for testing about the virus and the vaccine. We can't assume that just because a person is getting tested, they believe that the vaccine is safe and plan to get vaccinated.

2. When the vaccine is released

The campaign plan mentioned above will continue, but more data from the clinical trials will reinforce the safety and efficacy of the trial.

3. Post vaccine and data

The campaign will continue as above to reinforce the safety and efficacy of the trial and continue to encourage more people to get the vaccine. By this time, hopefully at least 70% of the populations have gotten the vaccine.

There is a lot to consider with scenario planning. I have not touched on half of the things due to the brevity of this newsletter. Should you need help with scenario planning, feel free to email me at regina@biomarketinginsight.com, click here, or call me at 781-935-1462. Just a reminder, you need to start now before more uncertainty unfolds.

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Closing Thoughts

While we try to eliminate uncertainty, if this pandemic gets out of control again, this nation will not survive. Hopefully this won't happen, but if it does, the President will have no choice but to shut the whole nation down like other countries have around the world.

I know a lot of people are trying to avoid a shut down, but it is the only thing that makes sense. We need to shut the nation down for three weeks and let the virus die out on its own. If the virus can't replicate by jumping from host to host, it will die. In a household with the virus, they still have to take precautions as usual since we don't know if or how long a person who had the virus has immunity to the virus. Getting tested, wearing mask etc. is still needed.

The only people who are allowed out are frontline workers such as hospital personnel, firefighters, EMTs etc. All business will be shut down including essential business such as grocery stores, banks, car repair shops, Day Care, marijuana shops, guns shops will be closed. A few Day Cares will be open for the frontline workers and a few designated repair shops as well. Pharmacies will be limited to prescriptions that are mailed to customers.

This shut down also needs to be reinforced with penalties up to $1,000 for not obeying the stay-at-home order. Otherwise the people who disobey the order will not take it seriously. Fines are a way of enforcing this order. If people still disobey this order because they think they are above the law, they will be under house arrest with a police officer outside their home.

People will be given time, a week in order for them to stock up on food etc. while limiting quantities in avoiding a shortage. All fees and penalties associated with this time period

Recent findings have shown that the virus can last up to 28 days on non-porous surfaces. This means before the nation can open up again, everything needs to be cleaned first and then disinfected to prevent the virus from spreading again. This is another area where education is imperative. Not all business and their employees have been educated on the difference between cleaning and disinfecting. Most workers are taught to just use a disinfectant and they are done. They must clean, then disinfect to get rid of the virus. These new guidelines must be implemented and businesses can only reopen if they comply and adhere to the guidelines.

It may seem harsh to advocate for another shut down but what we've tried for months is not working. It would seem foolish to keep going in the same direction resulting in more people dying, more people getting infected and more businesses failing.

Once the virus is under control, then we can start to rebuild our nation, the economy and humanity. Otherwise any money that is or was earmarked for business will be wasted as businesses will go out of business the longer this pandemic last in our current situation.

A three week shut down is nothing compared to the 6 months of lingering agony which basically is a partial shutdown as people continue to work from home.

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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 economic value of your product for reimbursement, feel free to contact me at 781-935-1462 or regina@biomarketinginsight.com.

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