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March 15th, 2021

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

There is light at the end of the tunnel to ending this Pandemic when people get vaccinated. However, will the pandemic end at the end of the summer when everyone who wants to get the vaccine get it? Experts say no. To find out why, click [here](#) to read "Ending this Pandemic Takes More than Just Getting the Vaccine".

If you missed last month newsletter "Should Former President Trump Be Impeached?" click on this [link](#) to read it.

For a list of activities to do with your family or for yourself over the holidays, click on this [Fun Activities](#) link to take advantage in visiting museums virtually around the world, Disney World virtual tours, the Grand Canyon and other National Parks,

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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 newsletter will be published on April 15th, 2021.

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](#)

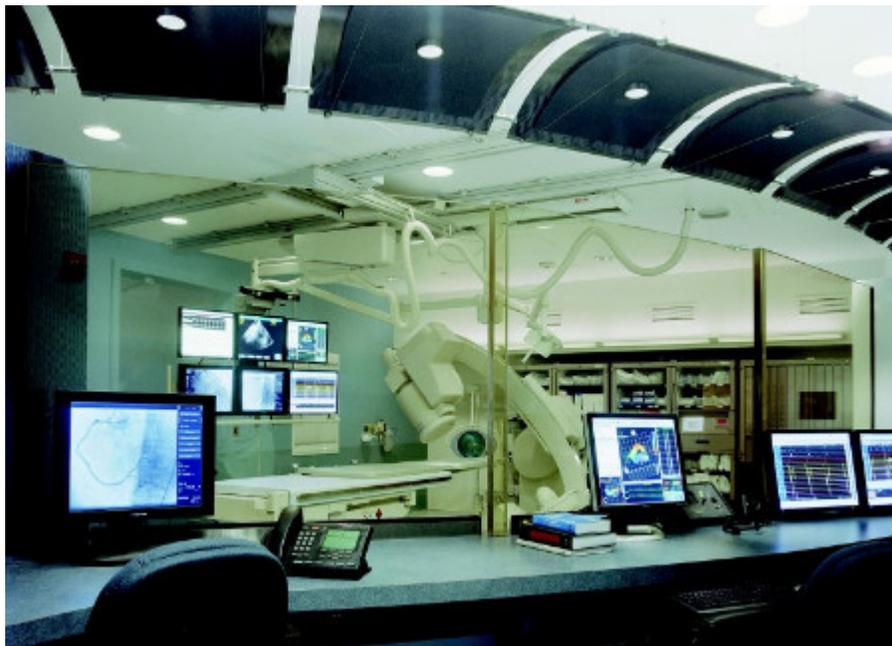


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Developing a Product? Commercializing a Product?

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](#)

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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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# INNOVATION 2021:

*Lessons Learned in the Pandemic and the Opportunities Afterward*

**FEBRUARY 20, 2021**

8:45 AM - 1:00 PM (EST) ; 9:45 PM - 2:00 AM (Beijing China Time)

<b>A G E N D A</b>	<b>8:45-9:00 AM - CBA-USA Boston Chapter Kick-off</b>
	<b>9:00-9:30 AM - Challenge &amp; Opportunity in US-China Collaboration during and post-pandemic</b>
	<b>9:30-10:00 AM - An investor's view of the life science capital market in China</b>
	<b>10:00-11:00 AM - COVID-19 testing and vaccination market insights in US</b>
	<b>11:00-11:30 AM - The overlooked high-risk group screening needs</b>
	<b>11:30-12:00 PM - FDA review insights and COVID-19 EUA applications for diagnostic products</b>
	<b>12:00-12:45 PM - Diagnostics of sales marketing strategies and organization health</b>
<b>12:45-1:00 PM - CBA-USA Boston Chapter Operation Plan for Programs and Seminars in 2021</b>	

## - S P E A K E R S -



RU ZHENG

DR. GUO-LIANG YU

DR. ALEX LI

REGINA AU

DR. JAMES HAMILTON

DR. JINJIE HU

BARBARA SPECTOR

**Scan to Register Now and Find Connections.**



**Registration Link:**  
<http://bit.ly/2NQzETN>

February 20, 2021 - Chinese BioPharmaceutical Association:  
Innovation 2021

I am pleased to announce that I will be speaking at the Chinese BioPharmaceutical

COVID-19 Testing and Vaccination Market Insights in US. For more information click on this [link](#).

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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 [here](#) and go to page 16.

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# BioProcess International

Save the Date: BioProcess International Conference:  
September 21-24, 2020, Virtual Conference

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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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## Fun Activities for You and Your Family

Here is a list of activities to do with your family or for yourself during Thanksgiving. Take advantage in visiting museums virtually around the world, Disney World virtual tours, the Grand Canyon and other National Parks, Newport Mansions, MFA, Isabella Stewart Gardner Museum or a virtual tour of Greece all at your fingertips to enjoy from your home.

[Tour a National Park](#), 32 parks to choose from in the comfort of your home.

Take a 360 degree virtual tour of [Disney World](#). We are all kids at heart.

If you like museum, take a [virtual tour of museums](#) around the world.

Boston's famous virtual tour of the [Museum of Fine Arts](#).

If you haven't been to the [Newport Mansions](#), your virtual tours are here.

If you have never been to Greece, you want to click on the [Greece Virtual Tour](#).

And of course, there is the good old fashion [board games](#) to play with your family and friends virtually.

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## Ending this Pandemic Takes More than Just Getting the Vaccine

This may seem an obvious statement for those who understand the science. But for the non-scientist or for those who haven't had a chance to keep up with the science since things change by the minute, there are challenges to ending the pandemic quickly.

Since the pandemic started COVID-19 was new and scientists did not know a lot about the virus; what was true a year or even a month ago may no longer be true today. There are two main events that need to happen to stop the spread of the disease: 1) Vaccination for herd immunity and 2) Routine Testing to identify those who have contracted the virus, symptomatic and asymptomatic people and quarantine them for 14 days.



## I. Vaccination for herd immunity

In order to achieve herd immunity, Dr. Fauci stated that 80% of the world needs to be vaccinated. According to the World News, they state that we need 70-85% but the higher the percentage of people vaccinated the better. If the virus can't replicate going from host to host, the virus will naturally decay or die and can no longer infect people.

However, here are the challenges to achieve herd immunity:

### 1) Healthcare professionals refusing to take the vaccine

Many [Republican](#) or red states such as Georgia and Ohio, healthcare professionals are not getting the vaccines. If healthcare professional are not taking the vaccine, citizen will be influenced not to get the vaccine as they are looking for guidance from the healthcare professionals.

Why are they refusing to get the vaccine? In a [CDC](#) report, many long-term care workers who have been hit the hardest during the pandemic are refusing to get the vaccine. Only 37.5% of the staff were vaccinated during the first month of the federal vaccination effort in comparison to 77.8% of nursing home residents who received the vaccine.

The reason is the lack of adequate information and lack of trust in facility leadership. Many facilities are understaffed with high turnover and the vast majority of caregivers are women, of color and recent immigrants. They may be treated poorly while working long hours at low wages.

The other reason is an enormous amount of misinformation or "fake news". In the South at [Pruitt Health](#) which has more than 90 long-term care facilities in Georgia, Florida and the

"The most common thing we hear is 'Why should we be guinea pigs?'" Pruitt said.

Politics, history and religious beliefs of the region have also played into some health workers turning down the vaccine and scientific assurances of its safety.

Pruitt said some workers he spoke with [incorrectly believed](#) the Pfizer and Moderna vaccines were made with aborted fetal tissue, putting the vaccine in conflict with their religious values.

Don Williamson, President of the Alabama Hospital Association, who conducted a survey of 83 Alabama hospitals, cited no prevailing anti-vaccination sentiment. Many simply wanted to be cautious and wait for others to take it first. However, some younger staff members were said to be declining the vaccine due to fears it would decrease their fertility, a false rumor that spread through conservative social media circles in December.

"As you know, there's no data to suggest that's an issue," Williamson said.

As of 3/10/21, only [10%](#) of the US populations have been vaccinated. We have a long way to go for an 80% vaccination rate.

## **2) One can still transmit the virus even if they are vaccinated or have recovered from COVID-19**

Once a person has been vaccinated or has recovered from COVID, they will have developed antibodies (IgG and IgM - internal antibodies) that protect them from contracting the virus. However, our nose has ACE receptors which the virus attaches itself to infect the cell and therefore the host. We don't know yet whether people will develop external antibodies ([IgA](#)) to kill the virus so it can't infect another host thereby stopping the transmission of the virus or disease.

How do we stop the transmission of the virus? This brings us to the next challenge.

## **3) We still need to wear masks, maintain social distance and wash our hands often as we continue to vaccinate people.**

Unfortunately, 16 states which include Texas Florida, Georgia have lifted mask mandates and all safety restrictions as of March 10th, 2021. [Texas Gov. Greg Abbott](#) stated that "it is time for the state to completely reopen, as COVID-19 hospitalizations are declining across the state and more people are being vaccinated against the Coronavirus." Gov. Abbott is certainly not listening to the scientists.

This is despite Drs. Fauci and Walenski urging people not to let their guard down and remove mask mandates and restrictions as they have worked so hard to decrease the

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[Dr. Anthony Fauci](#), the nation's leading expert on infectious diseases, called reopening so soon "ill-advised" on CNN.

He said restrictions shouldn't be lifted in the U.S. until new Coronavirus cases fall below 10,000 a day "and maybe even considerably less than that" across the country.

West Virginia Gov. Jim Justice said mask mandates shouldn't be lifted because doing so would be seen by some as "macho."

"I don't know really what the big rush to get rid of the masks is, because these masks have saved a lot -- a lot -- of lives," Justice said on CNN.

Justice said there's been no discussion of lifting the mask mandate in his state.

Texas can expect to see a spike in infections and hospitalizations in the near future as well as the other 15 states listed.

#### 4) Emerging variants and re-infection?

It was originally thought that if one recovered from COVID-19, that person would develop antibodies to protect them from future infection and it's rare for someone to be infected twice.

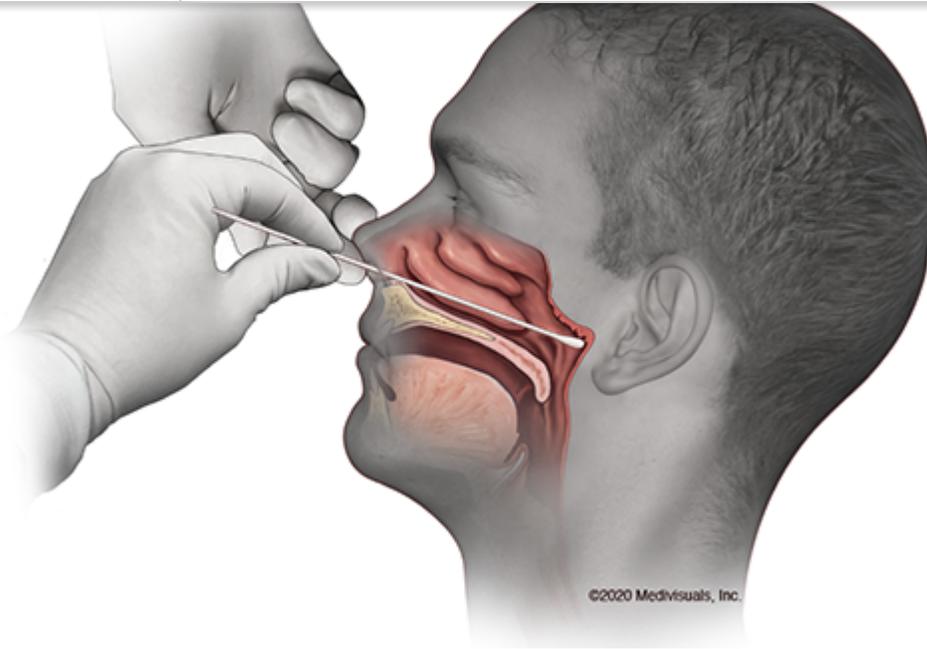
According to the World Health Organization ([WHO](#)), preliminary reports from South Africa show people who have recovered from Covid-19 have been reinfected with a new, more contagious variant (S. African but also have the UK and Brazilian variant) of the virus.

The good news, however, is that the vaccines developed to guard against the virus appear to reduce the severity of illness in those who do develop Covid-19, even if it doesn't completely protect them from infection, said the WHO's chief scientist, Dr. Soumya Swaminathan.

"The [vaccine] trials that have been done so far in South Africa as well as in Brazil with different candidates have shown complete protection against severe disease and hospitalization and death. There hasn't been a single case reported in any of the trials," she said.

Vaccination may also decrease the spread of new Covid variants, according to the WHO.

"There are reports now that if you have the vaccine and you get infected, the viral load is much lower. So the chances of infecting others may be lower," said Swaminathan.



## COVID-19 Nasal Tests Must Go Deep Into the Nostril To Be Accurate

### II) Routine Testing is imperative to prevent transmission

Since [40%](#) of the people infected by the virus are asymptomatic, it is imperative that people get tested with a PCR test (gold standard) to identify if they are currently infected and these individuals need to be quarantine for 14 days. It is also important to go [deep enough](#) into the nostril as pictured above to be accurate.

If the virus can't replicate from host to host, the virus will eventually decay or die.

It is very important to identify these infected individuals as quickly as possible because the viral load is at its peak during the incubation period which is 5-7 days before symptoms appear. The healthcare professional can then start contact tracing to identify others.

It is very difficult to identify individuals who are asymptomatic let alone conduct contact tracing. The only way to identify asymptomatic person is to have routine testing.

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## Closing Thoughts

March 10th, 2021 marks the one year anniversary when a State of Emergency was declared due to the pandemic. While people have pandemic fatigue, in order to end this pandemic Dr. Walenski stated, we still need to be vigilant until everyone (or at least 80%) gets vaccinated for herd immunity.

Currently, only 10% of the US population has been fully vaccinated or received their two shots or one shot if it is J&J. When the US will achieve 80% will depend on the challenges that I've outlined above. The nation started off slow with many glitches in people getting appointments or getting to the vaccination site for their vaccine. Since then things have been done to remedy this situation but it will take time.

President Biden's goal when he addressed the nation was for everyone to have access to the vaccine by May, then vaccinated in order to have some type of normalcy by the 4th of July. This is an ambitious goal because people may have access to the vaccine, but how soon everyone will be fully vaccinated which includes 2 or 3 week after their last shots to have enough antibodies to be protected by the 4th of July is another question.

When the CDC announced their new guidelines for those vaccinated, I think the CDC has to be very explicit as what people can do and not leave it up to the interpretation of the people because everyone may interpret it differently.

For example, when the CDC said that fully vaccinated people can get together with other fully vaccinated people without wearing masks or maintaining social distancing. To be more precise fully vaccinated should be further defined as those who have gotten two shots if they received the Pfizer or Moderna and one shot for J&J and have waited 3 week after the last shot (to ensure they have the antibodies) to get together with other vaccinated people.

The second recommendation is even trickier and must be spelled out. The CDC

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"low risk" is wide open for interpretation. The definition of "low risk" needs to be spelled out.

I am sure there will be vaccinated people who will gather with unvaccinated people who are not classified as "low risk" according to the CDC and of course there are those who will completely ignore the CDC guidelines and are gathering with anyone as in the 16 states that have lifted all restrictions.

I predict that we will see another surge in those 16 states and it will spread nationwide as people start traveling especially to the New England States for the summer.

We are already seeing another surge in Italy and starting Monday, March 15th health officials are shutting down schools, restaurants and many shops in most northern regions as well as the regions of Rome and Naples. People will also be restricted from leaving their homes except for work, health care visits, and emergencies. This is due to the UK variant that is more contagious and believed to be more deadly.

So while Europe is shutting down, the US is opening up and only 10% of citizens are vaccinated.

I worry about this since I have yet to be vaccinated and Massachusetts has loosen restrictions to phase 4. More people will decide not to wear masks especially if they have been vaccinated. And it is still undetermined whether a vaccinated person can transmit or spread the virus.

Although Dr. Fauci who was interview on Stephen Colbert Show did not say whether a vaccinated person can or can not transmit the virus, he did say that it appears that vaccinated people have a low viral load in their nose or nostril. I believe vaccinated people can still transmit the virus if the vaccinated person is not wearing a mask and/or is spending a good amount of time with the unvaccinated person.

The bottom line is this pandemic will not be over until 80% of the people are vaccinated. If we don't achieve 80%, this pandemic will shift into an endemic (the virus will be native to the region such as the flu or pneumonia). When it shifts into an endemic, only time and peoples' behavior will determine this.

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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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