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November 15, 2019

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Last month, I covered "Regulatory Updates: Some Good News and Additional EU Requirements" If you missed last month's article, click [here](#) to read it.

I usually send out a newsletter and a Thanksgiving greeting in November. However, since everyone receives a lot of emails especially during the holidays, I decided to only send my Thanksgiving greeting below as we can always use a little holiday cheer to finish the year on a positive note.

Should you have a few moments while relaxing during the holiday, please read on for other current news in the Table of Content below. The next newsletter will be published on December 15th, 2019.

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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 the 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](#)



Thanksgiving is time to reflect on what we are grateful for in our lives. Sometimes we get so busy dealing with problems and situations that overwhelm us, we don't realize the good things.

So despite how chaotic and challenging life can be, there is a lot to be grateful for and I want to thank the following people:

- 1) I am grateful for all my family, friends, and colleagues who have supported me through both the good times and the challenging times.
- 2) I am grateful to all my clients as my company would not exist without you.
- 3) I am grateful for all the new people I've met and current friends and colleagues who have given me opportunities to explore for my business and personal growth.
- 4) I am grateful for all those who have gone out of their way, even those I've met for the first time to help me or extend an act of kindness. Sometimes even the smallest gesture can make someone's day.

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Developing a Product? Commercializing a Product?

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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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### Asian American Women in Leadership Conference

I am pleased to announce that I will be conducting a workshop titled "Develop Your Leadership Skills While Maintaining Your Authenticity" at the Asian American Women in Leadership Conference on Saturday, November 16th, Simmons University. For more information on the conference, click [here](#).

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## Microbiome Therapeutics US

Developing a Successful Microbiome Commercial Strategy

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Commercial Strategy" was published in the KNect365 Magazine under the heading of Next Generation Therapeutics. This is a sneak preview to my presentation on Wednesday, September 11, 2019 at the Microbiome Therapeutics conference at the Boston Convention Center. To read my article, click [here](#). To attend 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 Diligence Early in Product Development Is Important" was published in the BioProcess International Magazine. To read the article, click [here](#).

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I am pleased to announce that my article on 3D Medical Printing, Printing Potential has been published in the April 2019 issue of *Innovations in Pharmaceutical Technology* (IPT). This article reviews where 3D printing is the most beneficial and why. To read the article, click [here](#), p26-29.

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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](mailto:regina@biomarketinginsight.com).

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