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December 15, 2019

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

In October, 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 Holiday greeting in December. However, since everyone receives a lot of emails especially during the holidays, I decided again to only send my Holiday 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 January 15th, 2020.

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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](#)



Home for the Holidays

The holiday season is a time to relax and enjoy doing things with your family, loved ones and friends. So gather around the fireplace, the dinner table or where ever your favorite place may be and enjoy yourself. Time waits for no one nor can you get time back.

Whether you are already home or traveling home for the holidays, I want to leave you with the lyrics to the song, "Home for the holidays" that says it all:

Oh, there's no place like home for the holidays

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For the holidays you can't beat home sweet home!

Happy Holidays and wishing you a wonderful New Year! Safe travels if you are traveling for the holidays.

Best regards,

Regina

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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.

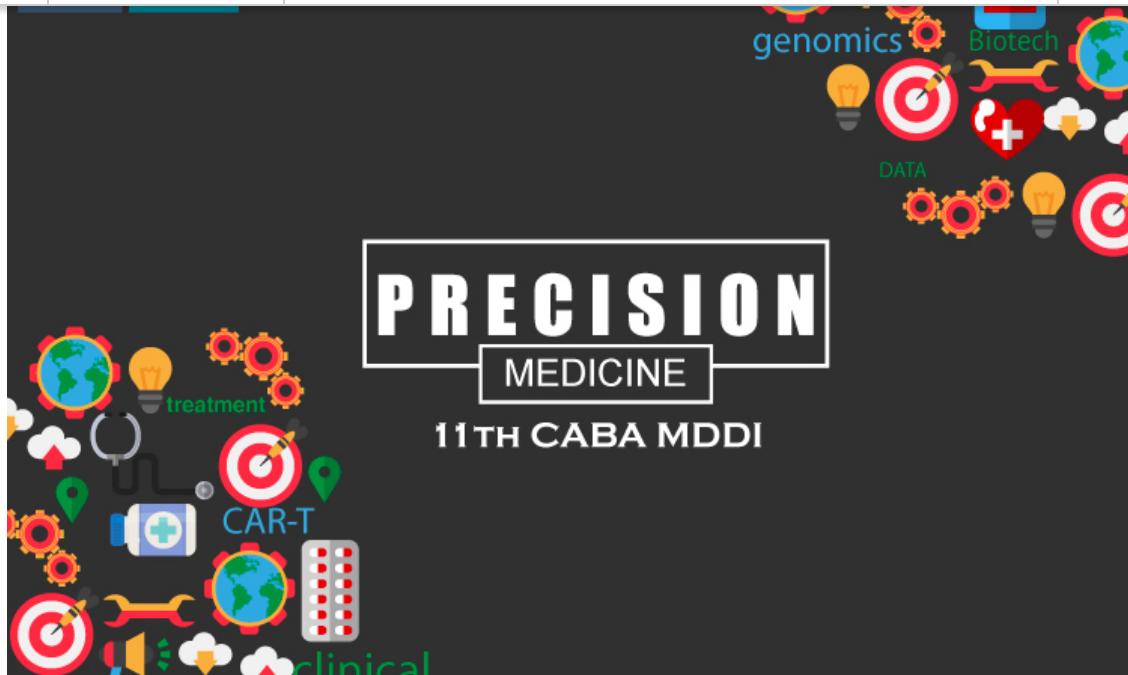
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11st CABA Medical Device and Diagnostics Innovation Symposium (MDDI)

I am pleased to announce that I am a panelist at the MDDI Symposium on Saturday, December 14, 2019 at the Conference Center at Waltham Woods, 860 Winter St, Waltham. The panel discussion is on "Precision Medicine in Medical Device." To find out more, click [here](#).

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Asian American Women in Leadership Conference

I am pleased to announce that I conducted a workshop titled "Develop Your Leadership

the conference, click [here](#).

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Microbiome Therapeutics US

Developing a Successful Microbiome Commercial Strategy

I am pleased to announce that my article entitled "Developing a Successful Microbiome 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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3D Medical Printing Potential

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.

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