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June 15th, 2021

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Fully vaccinated, no mask required indoor or outdoor. Things have certainly changed since the nation has started to get vaccinated to achieve herd immunity (> 70%) and get life back to normal. While many people were eager to get vaccinated, there are still too many people who refuse or are skeptical to get vaccinated in reaching our goal.

How do we convince these people to get vaccinated? This month newsletter will cover "Getting to Herd Immunity, Greater than 70% Fully Vaccinated Has Slowed: What Approaches Needs to be Taken" Click [here](#) to read my article.

If you missed last month newsletter, May was Asian American Pacific Islander

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and President Joe Biden signing an executive action condemning racism, intolerance against Asian Americans and rise in violence.

Click [here](#) to go to my article "'Stop Asian Hate" - See Something, Say Something, Do Something'

"One Biotech Executive's View on the COVID-19 Vaccine" was published in the *Lioness Magazine* for entrepreneurs. To read my article, click [here](#) to go to the Table of Content.

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 July 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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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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[Market Development](#)

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[Scenario Planning](#) - for more information, email [me](#).

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Inspirations

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

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We Will Get Through It Together



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

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One Biotech Executive's View on the COVID-19 Vaccine

I am pleased to announce that my article on the COVID-19 Vaccine was published in Lioness Magazine. To read my article click on the link [here](#).

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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)

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

- 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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Getting to Herd Immunity, Greater than 70% Fully Vaccinated Has Slowed: What Approaches Needs to be Taken

Source: Nearly a third of adults in the U.S. have gotten at least one shot of the COVID-19 vaccine so far, but researchers warn that vaccine refusal may keep the country from reaching herd immunity.

John Tlumacki/The Boston Globe via Getty Images

The best way to get the pandemic under control is to get at least 70% of the world fully vaccinated. The CDC's definition of fully vaccinated is 2 shots with the Pfizer and Moderna vaccine with 2 weeks post vaccination and one shot with the J&J vaccine with 2 weeks post vaccination.

"What most of us want is a safe return to something that looks more normal," says [Samuel Scarpino](#), who models the coronavirus outbreak at Northeastern University. "That to me means 80% to 85%, probably, vaccinated."

By the end of 2020, the goal was to get 20 million people vaccinated, but the US fell short (due to a number of logistic reasons) according to Dr. [Anthony Fauci](#). But he also said "The goal of vaccinating 100 million people in the first 100 days [of 2021] is a realistic goal," Fauci added.

As the Pfizer, Moderna and J&J vaccines became readily available, the goal was raised even higher because of the threat of emerging variants from UK, Brazil and South Africa was discovered to be more contagious. Researchers estimate the variant is 50% to 70% more contagious, said Dr. [Eric France](#), Colorado's chief medical officer. The new variant

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President Biden has an ambitious goal of getting 70% of the US population vaccinated with at least one shot by July 4th, 2021. While many residences in every state at first couldn't wait to get the vaccine, the rate of vaccination has consistently gone down.

The United States is administering fewer than 1 million shots per day, a decline of more than two-thirds from the peak of 3.4 million in April, according to The [Washington Post's](#) seven-day average, even though all adults and children over age 12 are now eligible.

From a state and federal level, companies, organization etc. are pulling out all the stops in incentivizing people to get vaccinated. Incentives from free beer, tickets to sports game, cruises and even a \$1 million has been offered to those who haven't been vaccinated to do so. In addition, to makes things more convenient for people to get the shot, no reservations are necessary, walk-ins encouraged, longer hours, more days are available, mobile van going to neighborhood for people who don't have transportation to the vaccination sites, free daycare and paid time off are all being offered.

Now, rather than having mass vaccination sites, more targeted approaches are being implemented such as being vaccinated by your PCP, local clinics, some churches, fire stations, grocery stores, retail businesses and the list goes on to get more people vaccinated. More churches need to be involved because people trust their clergyman/woman and they would their PCP, local clinics and people they know.

Even after the CDC changed their guidelines stating that fully vaccinated people are not required to wear masks outdoor or indoor except in a few cases such as on public transportation (bus, train, airplanes), government buildings and separating vaccinated from non-vaccinated people in large venues such as sport arena etc, the vaccination rate are still low.



Source: CNBC article 2021/05/14

Why?

Here are some of the reasons given:

1. There is no virus.
2. The virus is the same as the common cold or flu, it's not that bad
3. I'm not going to get COVID-19
4. [I feel like I'm healthy](#).
5. I don't know if the vaccine is safe because it was developed so fast and reports of life threatening reactions
6. I don't know the long-term affect on my child
7. People afraid of needles

Whatever the reason, people who are refusing or hesitant to get vaccinated, there is one thing they have in common. Their mindset is not rational, it's emotional. So while all the things mentioned above is great for those who want to get vaccinated or undecided because logistics prohibit them to get the vaccination, these incentives won't work with these resistant people.

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their wives, children, other family members and friends. Therefore, we need to focus and convince Republican men. What is surprising is that the number of people saying no is relatively high across racial groups, economic classes and geographic regions.

How does one convince these people?

Since we are dealing with emotions, no amount of logic, statistics or scientific methods are going to work. One has to think about how do we appeal to their emotions? Generally it is something, someone that they can related to or identify with as that person is like me or someone they trust.

What do we know?

Former President Trump, a Republican, basically claimed that there was no virus and refused to wear a mask, refuse to observe social distancing or any safety measures. Even after he tested positive for COVID, was hospitalized and treated, right after he was discharged from the hospital, he announced that we shouldn't be afraid to the virus. Yet Trump got the vaccine and didn't mentioned it to anyone.

Here are the five things we need to implement:

1) For Republicans who refuse to get vaccinated, we need to have Republican advocates such as [Tom Mountain](#), Vice Chairman of the Massachusetts Republican Party who contracted COVID while attending a Hanukkah White House Party with no mask. Tom, his wife, son, daughter-in-law and mother-in-law all tested positive for COVID-19. Luckily he recovered but his experience was not pretty. He has spoken out about the need to wear mask and to get vaccinated.

Avoid using Republicans in Congress such as Liz Cheney who was chastised and ousted by her own party for speaking out against Trump. These people are constantly in the spot light and have more power on a federal level than at a state level which is why the Congressional Republicans are emphasizing silence on anything that is said against the Republican party.

Republican naysayers who resist getting the vaccine will only believe advocates if they hear it from fellow republicans, not democrats, not government agencies such as CDC, Surgeon General nor scientists or healthcare professionals.

Republican advocated can also eliminate/squash fake news as well. Tom Mountain believes and addresses the safety concerns regarding the safety of the vaccine and gave several reasons to support it. We need his voice to be heard across the nation and his appearance repeated on numerous TV, radio media.

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sports figures, entertainers; 2) well know people such as political figures, activists, Bill Gates and 3) regular people who are like them such as people who could be their neighbor or colleague.

Campaigns, whether it is print, TV, radio, social media should reflect these three influences for the masses since we don't know which one will influence naysayers and if the spokesperson is a Republican or the message is targeted towards Republicans even better.

When developing a campaign or image, they have found that having people take selfie can encourage some group, but it also makes other groups upset because of racial and economy disparity, and those still not on the priority lists view it as boastful and could end up inflaming people's fear of missing out (otherwise identified online as "FOMO"), journalist [Miles Howard](#) argued in the Globe column.

In addition, images of people getting shots may discourage people who have a [phobia to needles](#) should be avoided.

3) Heartfelt stories of people's tragic experiences in contracting COVID, family members losing a loved one or caring for a loved one who contract COVID or people experience long-term lingering side effects after recovery known as Long Haulers will resonate with these people more than statistics in the importance of getting the vaccine.

4) Emphasis on returning life to normal without the inconvenience of restrictions still be in place for unvaccinated people with examples should be continued to be highlights as a reward for being vaccinated and reaching herd immunity (70-80%).

5) Requirement to get vaccinated - many employers and school/college/university are requiring that employees and students must be vaccinated for employment and enrollment at their institution. Right now, not all employers are requiring mandatory vaccination and some community colleges are not requiring students to get vaccinated.

It is legal for employers to require vaccinated for employment. But employers may not require vaccination fearing they will lose employees. However, if all employers require vaccination, retention would not be a problem due to this reason.

Private colleges and university can set their own guidelines but state or public school may not unless it is a State mandate. If kids 12 years old and older are vaccinated, then we don't have to worry as much with the children who are younger. Again, herd immunity.

Easy Right?

the only way you can get this group to comply is through mandates, fines or legal repercussions.

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Closing Thoughts

Getting 80% of the world population vaccinated is a monumental task as we are witnessing this unfold right before our eyes. It will require the whole world to collaborate and coordinate from the WHO, each country to the state, local town/cities, organizations and individuals all working together to achieve herd immunity. No one can achieve this by themselves. Instead of taking a village to accomplish this, it will take the world.

No one solution will fit all situations similar to no one drug or device will work on every patient. The pandemic has also uncovered and highlighted many racial and economic disparities that must be solved. Add on language and culture/religious barriers, it becomes even more complex and complicated.

Each country must learn from each other as to what has worked or not worked for them and patterns in infections. This virus does not discriminate between gender, ethnicity, genetics, age, geography, city vs. rural areas nor country borders. From history, we learned that one of the most effective way to stop the spread of the virus is shut down the country and slowly open the country up when cases have decreased to a safe number and the spread is very low. We have seen that shutting down the economy has worked in various countries to contain the virus.

We have also seen that opening the economy too fast or eliminating mask has triggered a

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appears to be more emergent variants developing before the world can reached herd immunity. It's a race against the clock on who is going to win the race. Emergent variants vs. people.

As a marketer these are the things we deal with and take into consideration on a regular basis in creating a successful plan and strategy. In planning successful campaigns, market and customer segmentation as mentioned above is key with unique campaigns that are specific to each market and customer segment. In this case, since everyone is targeted, all approaches are needed at the same time as oppose to those with a specific disease and a specific customer profile when a drug or device is launched. Everyone is different and the message that will convince these people to get the vaccine will be different.

This is one of the reason marketing a product cost so much more than what the average person may think marketing should cost. Having separate campaigns for each market and customer segment increases the cost dramatically.

However, for a pandemic, cost should not be an issue if we are to achieve our goal and basically save the world. There will be no economy if more people die (can't spend money) or can't work thus creating a labor shortage and sustained high unemployment rate. The healthcare system will continue to bleed as the cost to care and treating people continues particularly the "Long Haulers". The list goes on, it's a domino effect as we are currently witnessing.

If you haven't gotten vaccinated, get vaccinated. If you know people who haven't gotten vaccinated, please convince them to get vaccinate so that we can all return to a somewhat normal life.

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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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