

[View this email in your browser](#)

March 15th, 2022

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Hope everyone is well and safe as this pandemic continues into its third year.

The pandemic has caused a ripple effect in affecting our lives. But I don't feel one can compare what is happening during a pandemic with extraordinary circumstances to a non-pandemic period.

One of these areas is unemployment. To find out "Is Unemployment Really Going Down Or Is There More to It?" and why, go to the Table of Content and click on this article.

If you missed last month newsletter on "Why Some People Get COVID, and Others

[Subscribe](#)

[Past Issues](#)

[Translate ▼](#)

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, 2022.

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](#)



Share



Tweet



Forward

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

[Developing a Product? Commercializing a Product?](#)
[Save the date: AAPI Heritage Festival - May 7th, 2022](#)
[General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine](#)
[Fresh Thinking in the Next Normal](#)
[Inspirations](#)
[One Biotech Executive's View on the COVID-19 Vaccine](#)
[Is Unemployment Really Going Down Or Is There More to It?](#)
[Closing Thoughts](#)
[Previous Newsletters](#)

[Join my mailing list](#)



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](#)

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

[Top](#)



Save the Date: AAPI Heritage Festival - Saturday, May 7th, 2022

Asian American Pacific Islander (AAPI) Heritage month is a celebration of a diverse group of ethnic heritage within the Asian community who bring a wealth of enriched culture to our society. This celebration will endeavor to build awareness and educate our community on the various cultures and contributions these different Asian ethnic groups have brought to enrich our American Story.

History you may not know:

1. 20,000 Chinese men served in the military during WWII where 40% of the men served without American citizenship due to the "Chinese Exclusion Act". They were later honored in September 2021 with the Congressional Gold Medal for their acts of patriotism, loyalty, and courage for the US.
2. 110,000 Japanese American and Japanese were relocated to prison camps during the bombing of Pearl Harbor in 1941. In 1943, Japanese Americans were finally allowed to volunteer for the all-Japanese American 442nd Regiment that fought against the Japanese. These men were awarded the Congressional Gold Medal in 2010.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Theme: [Contributions Asian American Pacific Islands Have Made to American History](#).
Admission: Free

Please consider donating to our GoFundMe page, click [here](#). To be a sponsor, please contact [me](#). Find out the benefits for sponsorship.

More information will be available on our website, click [here](#).

[Top](#)



General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine.

I am pleased to announce that I was a speaker at the Westchester Biotech Project for Consortium on Translational Research in the Microbiome on November 11th, 2021. The Topic: General Guidelines to launch and build a clinical trial using microbiome products in an era of personalized medicine. My presentation was on "How to Launch and Market a Successful Microbiome Product: Five Major Considerations". For more information on this event, click [here](#). This webinar it will be available next month, so check back here.

For more information on Westchester Biotech Project and future webinars, click [here](#).

[Top](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Fresh Thinking in the Next Normal

I am pleased to announce that I will be presenting at the Institute of Management Consultants event on "What Will the "Next Normal" Be for Productivity, Motivation and Retention of Employees? Four Things Employers Need to Consider." on July 20th, 2021 at 2 pm. For more information and to register click [here](#).

[Top](#)

Subscribe

Past Issues

Translate ▼



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

Subscribe

Past Issues

Translate ▼



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

[Top](#)



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](#).

[Top](#)



Is Unemployment Really Going Down Or Is There More to It?

There was an un-precedent number of people unemployed due to the pandemic that resulted from the lock-down particularly for those who could not work remotely. Even after the lock-down ended, people were still hesitant to go anywhere for fear of contracting COVID. Despite the fact that cases were slowly decreasing, we couldn't have known what was lurking around the corner with two new highly contagious variants, Delta and Omicron wreaking havoc upon the world.

Owner in the services industry particularly restaurants were always on the news complaining they couldn't find people to work. So naturally people in congress just assumed that everyone didn't want to go back to work and wanted to collect Pandemic Unemployment to sit at home. These same people that wanted to cut Pandemic Unemployment benefits because of this.

This is far from the truth. People want to go back to work but there are multiple reasons why they can't. Here is a list of reasons:

Restaurant Workers:

1. People were afraid of getting COVID because patrons would not have their masks once they started eating and drinking. These servers would be exposed to hundreds of people who could either have COVID or spread COVID and weren't vaccinated. This was before proof of vaccination or wearing masks were required.
2. Most restaurant workers earned less than minimum wage and don't have benefits. If they get sick or hospitalized, who's going to pay their medical bills? Or worse, they may end up dead.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

4. A restaurant manager got [stabbed multiple times](#) when a man refused to wear a mask in a "Jack-in-the Box" restaurant and was not allowed in the establishment.

Hotel/Retail workers:

1. A man [threw and hit a woman](#), a New Hampshire hotel worker in the face with a glass vase when she asked him to wear a mask.
2. Retail workers were getting harassed due to strict COVID protocols to keep patrons safe.

Airline Flight Attendants:

1. A California woman who refused to wear her mask properly unbuckled her seat belt and assaulted a Southwest Airlines flight attendant who was doing her job. [Vyvianna M. Quinonez pushed the flight attendant, punches her in the face and pulled her hair.](#) The flight attendant required treatment at a hospital with a bruised, swollen eye, a cut that required three stitches, three chipped teeth, two of which needed replacing.
2. An enormous 5,981 reports of unruly passengers were logged by the FAA for 2021 as of December 31, 2021. Of those, [4,290 -- nearly 72% -- were mask-related incidents.](#)

Office/Teachers Workers:

1. Office workers say they want to go back to work but can't because they have to take care of their husband, child, or parent who has COVID which prevents them from working (Bloomberg radio 106.1 FM).
2. They may not be able to find or afford day care for their child or children.
3. Teachers are taking early retirement because they feel the risk of contracting COVID is too high and they would rather retire than go back into the classroom (Channel 5 news).
4. There are seven million immuno-compromised people in the United States who remain highly vulnerable to COVID-19 (Boston Globe: Coronavirus next 3/8/22). There are other who have a number of co-morbidities and don't want to risk getting COVID.

In addition, due to the pandemic, many businesses have either gone out of business or have significantly consolidated and downsized people and real estate to survive resulting in less jobs available for those who are job hunting. The economy has not come back and probably won't until the pandemic end which we are now entering into year three (3).



President Biden, first lady Jill Biden, Vice President Harris and second gentleman Doug Emhoff held a moment of silence and candlelight ceremony in honor of those who have lost their lives to the coronavirus.

Source: Saul Loeb/AFP via Getty Images

On [January 19, 2021](#) President Biden lit 400 candles in honor of the 400,000 people who died at the Lincoln Memorial Reflecting Pool.

Then on [February 22, 2021](#), Biden and Harris, first lady Jill Biden and second gentleman Doug Emhoff, emerged from the White House at sundown. They stood at the foot of the South Portico, covered with 500 candles honoring the 500,000+ people who died and listened to a Marine Corps band play "Amazing Grace" as they held a moment of silence.

In one month, 100,000 died from COVID-19 and the Delta variant. For many, going back to work is too great of a risk. If one does not have their health, they can't work. Or to risk one's life because of unruly patrons, passengers or rude people who attack other people because they are angry about the pandemic and the rules they have to follow for their own safety.

To draw the conclusion that people don't want to work without investigating the facts as to why is erroneous. It's just an excuse for politicians to cut benefits to the American people.



Job Seekers Are Actively Looking and Desperate

Here is another reason that will surprise everyone in dispelling the notion that people don't want to work or unemployment is low.

The New York Times wrote an article about [Brenda Garcia](#), who works at a Chipotle in Queens, who has a problem that may sound surprising in today's tight labor market. She is a part-time employee who wants more work, but the restaurant keeps assigning her less than 20 hours a week. "It's not enough for me," Garcia told The New York Times. "They're not giving me a stable job."

Garcia is one of millions of Americans who want an established, full-time work schedule and are struggling to find it, [as Noam Scheiber explains in a Times article](#). As a result, these part-timers struggle with not only low pay but also uncertain shifts that can change at the last minute, disrupting the rest of their lives. The workers can obviously quit, but they often find that the other jobs available to them have similar problems.

Executives at many companies have decided that part-time work is too important to abandon just because the labor market is temporarily tight.

Waiting It Out

Part-time work allows companies to hold down labor costs in two crucial ways:

1. First, companies can reduce their benefit costs because part-time workers often do not receive health care and retirement benefits.
2. Second, companies can change staffing levels quickly, to meet demand on a given day or week, rather than having workers sit idle during slower periods.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

covers workers and the workplace in Chicago for the New York Time. “They’re incredibly reluctant to give it up, even if it means enduring labor shortages and elevated turnover in the short and intermediate term. Basically, they think it makes more economic sense to wait out the current shortages than to fundamentally change their labor model.”

That may well be a rational decision for individual businesses. The [shift toward flexible, part-time](#) and often outsourced work is a major reason that corporate profits have risen in recent decades. After-tax corporate profits have accounted for more than 7 percent of national income in recent years, up from an average of 5.6 percent from the 1950s through the 1970s, according to the Commerce Department.

If employers shift away from part-time work during a tight labor market like today’s, they worry they will be stuck with higher labor costs for years. “Employers will typically try everything else first — raising wages, offering bonuses and other financial incentives, giving part-timers more hours temporarily,” Noam explains. “All these measures are reversible, and presumably will be reversed once the labor shortages subside.”

Employer Bargaining Power

The [corporate sector has consolidated significantly](#) in the last decade, leaving the average employer with more resources and the average worker with fewer alternatives in any given industry.

A report conducted by the [Treasury Department](#), contends that employers often face little competition for their workers, allowing them to pay substantially less than they would otherwise.

Most workers are less likely to belong to a union than in the past. Union members make more money than similar nonunion workers, as [an extensive study of the U.S. economy](#) by economists at Princeton and Columbia has found. Unions effectively shift some of a company’s revenue from profits to wages. However, diminishing unions have contributed to [growing economic inequality](#).

Union representatives will negotiate for higher wages and hiring people full time — and threaten to strike if the companies refuse.

Last month, unionized workers at King Soopers, a supermarket chain owned by Kroger, and located mostly in the Denver area went on strike. They made the growth of part-time work a focal point. The union ended the strike with Kroger agreeing to a contract that would lead to adding 1,000 or more full-time jobs over the next three years. The majority of jobs at King Soopers are still part-time, but the settlement has changed the balance.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

While unions have been successful in increasing wages or hiring more full-time works, the more plausible way to gain economic equality is through government policy as long-term goals because implementing government policy takes a long time.

The House has passed [a bill called the PRO Act](#) that would make it easier for workers to form unions, with President Biden support. The bill would bar companies from requiring employees to attend anti-union meetings and would impose financial penalties on companies that fire workers for trying to organize a union.

However, the bill is stalled in the Senate, due to opposition by the Republicans. Democrats may try to pass some of the bill's provisions along party lines in coming months.



Refrigerated tractor trailers that can be used by hospitals as makeshift morgues are lined up in the Icahn Stadium parking lot on Randall's Island in New York City, on March 31, 2020.

Brendan McDermid / Reuters

Having mentioned everything above, I agree there is a labor shortage but the shortage is due mostly to COVID:

1. As of Feb. 2022, over [900,000 people have died due to COVID](#) in the US. These 900,000 people are permanently out of the workforce. Experts believe the true burden of disease to be much higher. The US Centers for Disease Control and

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

- The number of deaths are still continuing to climb every day and again these people are permanently out of the workforce.
 - Even though a percentage may be the elderly, mostly in the nursing home, if we subtract 25% for the elderly, that leaves 675,000 people permanently out of the workforce.
2. [COVID Long-haulers](#) are estimated to affect **10 to 30 percent** of people who catch the coronavirus. Clinics treating Long Haulers say they're seeing mostly middle-class white women patients, not the poor people and people of color who bore a disproportionate share of the pandemic.
- COVID Long-haulers can have [multiple organ systems affected](#). Lingering symptoms can include shortness of breath, cough, fever, fatigue, depression, anxiety, joint and muscle pain, headache and brain fog.
 - A recent study found more than [one in three patients](#) had at least one symptom three to six months afterward. These symptom can be debilitating where they can't work which takes these people out of the workforce.
3. Quarantine for those who test positive. The CDC guidelines stated that a person who has or been exposed to COVID to quarantine for 10 days prior to their revised guidelines. Because of the labor shortage, I think the CDC revised their guidelines to 5 days with political pressure.
- Due to the delta and omicron surge, a lot of people were out leading to a short-term labor shortage.
 - Many people felt this shortage with the airline industry where numerous flights were cancelled especially during the holidays.
 - If the nation keeps having these surges and people get infected , we will have a prolong labor shortage.
-



Closing Thoughts

There is a labor shortage but not because people don't want to work. That is far from the truth, people want to work, but they can't because of the numerous reasons I just mentioned in this article. There are exceptions to the rules, but I think this population is a small minority.

People are still suffering from both health and economics. If people can't work due to their health or health of others, they can't pay their bills or put food on the table. So politicians saying people would rather collect unemployment than work is erroneous. This is the only rational they are quoting to justify cutting or not continuing unemployment benefits to those who are in desperate need for unemployment benefits.

Unemployment has a cap on the number of weeks one is qualified for, after a person exhausts that period, they are on their own. Therefore, they are not included in the number of people filing for unemployment because they can't. So when I hear that the unemployment claims are down, it is not reflecting the whole picture.

In order to file for unemployment, you need to be working for a company, so gig works, solo practitioner or part-time works and the list goes on don't qualify for unemployment. People who quit their jobs due to personal reason for example taking care of a COVID member of the family don't qualify for unemployment.

In order to qualify for unemployment, people have to be fired or layoff by the company and the company has to agree to pay for the employees unemployment benefits which the company pays into.

I know everyone is tired of living in this pandemic and many have been rebellious. But this is a pandemic health crisis and we are at **war** with the virus. If people view this pandemic as a war, people would have more patience and their mindset would not be rebellious.

Having said that, I believe cancelling the mandate to get vaccinated and wearing a mask is too soon. If we look at history, every time we let our guard down, the virus will sneak up on us by mutating as we have seen with the delta and omicron variant causing more havoc, hospitalization and deaths.

Even those who have been vaccinated, have had a number of break through cases. Being vaccinated only means it protected us from being hospitalized and/or dying. It does not prevent people from contracting COVID.

Following the COVID safety measures (vaccinated, masks, hand washing, social distancing) do help in preventing the spread of the virus. According to a new CDC study of Arkansas schools, school districts that required masks in the fall of 2021 saw [significantly fewer COVID cases](#) than in districts where masks were optional.

[COVID-19 may cause greater loss of gray matter](#) and tissue damage in the brain than naturally occurs in people who haven't had the virus, a study found.

We know getting flu shots and wearing a mask, helps to stop the spread of colds and flu. No one has an issue getting a flu shot, why should they have a problem getting the COVID vaccine? The CDC estimates that the flu has resulted in 9 million – 41 million illnesses, 140,000 – 710,000 hospitalizations and [12,000 – 52,000 deaths annually](#) between 2010 and 2020. People dying from the flu every year also contributes to the labor shortage.

Wearing a mask is not part of our culture, but I think it should be in these extraordinary times. In Japan people wear a mask whenever they are sick and part of their culture. So it can be done, it's changing the mind set of people which unfortunately is not easy. But it shouldn't stop us from trying.

I am still double masking, keeping social distance, frequent hand washing and not attending large in-person events until the number of positive cases comes down to the low hundreds or double digits consistently for 6 months, not just for one day (this data also needs to be analyzed), hospitalization to double digits and 0- single digit death, will I feel comfortable abandoning these COVID safety measures.

I may be a little over cautious, but for those that may not agree with my viewpoint, answer these two questions:

Subscribe

Past Issues

Translate ▼

2. Who will pay my bills while I recover from COVID and can't work?

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.

Copyright © 2022 BioMarketing Insight, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

