

[View this email in your browser](#)

April 15th, 2022

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

There are three main events that is affecting our economy:

1. The war in Ukraine that is contributing to the rising cost of gas, food and other goods.
2. Increasing COVID case with the Omicron B2 being the dominate strain in new cases according to The New York Times.
 - According to The Boston Globe dated 4/5/22, there is 6.2% increase of positive cases in Massachusetts which is causing concern with healthcare experts and the Omicron subvariant B2 now accounts for 84.3 percent of cases in New England, according to a report from the [CDC](#).

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

3. The continuing supply chain shortage contributed by the pandemic.

This month I will cover "Why Gas Cost \$4+ and How Long Will it Last?" To read this article, go to the Table of Content and click on the link.

If you missed last month newsletter on "Is Unemployment Really Going Down Or Is There More to It?", click on this [link](#) to read the article.

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 May 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](#)

Subscribe

Past Issues

Translate ▼



Share



Tweet



Forward

Table of Contents

- [Developing a Product? Commercializing a Product?](#)
- [New Info: AAPI Heritage Festival - May 7th, 2022 - Save the Date](#)
- [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](#)
- [Why Gas Cost \\$4+ and How Long Will it Last?](#)
- [Closing Thoughts](#)
- [Previous Newsletters](#)

[Join my mailing list](#)



Developing a Product? Commercializing a Product?

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

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](#)

[Marketing Strategies](#)

[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

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

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.

Join us in learning more about contributions from other ethnic groups and celebrating heritage month.

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

There will be a walk-through exhibit highlighting the contributions AAPI have made to American History.

Date: Saturday, May 7th, 2022

Time: 10 am - 4pm

Venue: Maria Hastings Elementary School - Cafeteria, 7 Crosby Road. Lexington, MA 02421

Admission: FREE

For the safety of everyone, due to rising positive COVID cases, proof of fully vaccinated or negative COVID test with in 48 hrs will be required. Mask highly recommended.

Speakers: Guest speaker [Senator Cindy Friedman](#) and others

Performers: Lion Dance, Kung Fu demonstration, Tibetan Dances and more

Exhibitors: Chinese American, Tibetan American, Cambodian American, Asian Indian American, ethnic groups to name a few.

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](#)



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

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](#)



Fresh Thinking in the Next Normal

I am pleased to announce that I was a speaker 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

[Top](#)



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](#)



Pumping gas at a Shell gas station in Houston. Source: Brandon Bell/Getty Images.

Why Gas Cost \$4+ and How Long Will it Last?

In answering this question, the New York Times newsletter dated 4/10/22 did a really nice job in explaining the various factors that contributed to the high cost of gasoline. Read the article by German Lopez below.

Why gas prices are up

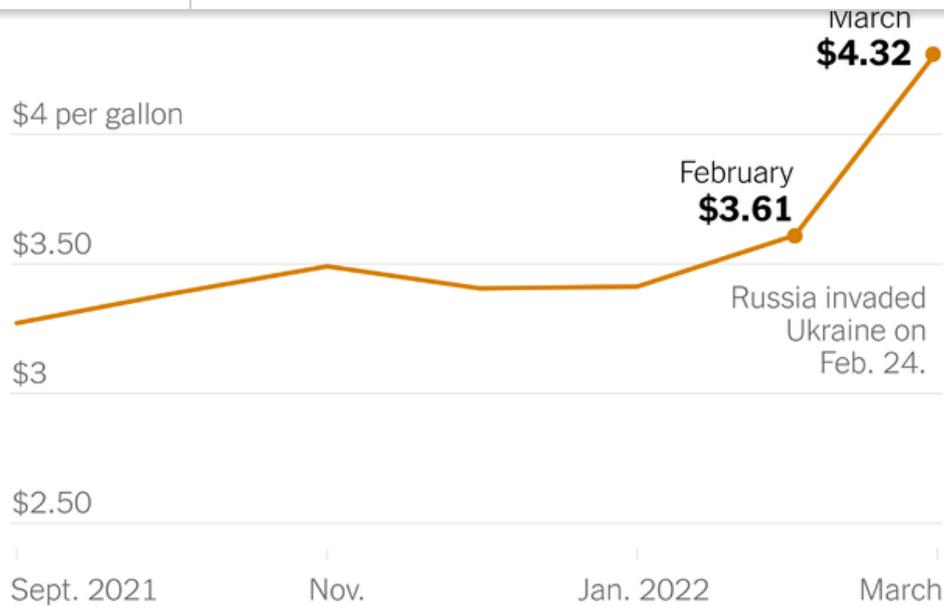
If you were hoping for much cheaper gas anytime soon, I have some bad news: Prices probably won't drop much for at least a few months.

The causes of more expensive gas will most likely be with us for a while. After driving U.S. prices to [more than \\$4 a gallon](#), Russia's war in Ukraine continues with no clear end in sight. Producers so far seem unwilling, or unable, to pump out enough supply to fill the gap caused by the war.

Subscribe

Past Issues

Translate ▼



Source: U.S. Energy Information Administration

When I asked whether any good short-term solutions exist, Tom Kloza, global head of energy analysis at the Oil Price Information Service, gave a simple answer: “No.”

For Americans, the immediate effect is that life will simply cost more. We will pay more when we fill up our gas tanks or pay energy bills in the next few weeks or months. The price of many other goods will go up, because so many things — food, iPhones, PlayStations, cars — must be transported at one point or another by a truck, a boat or a plane burning fossil fuels.

Higher fuel prices have broader consequences, too. A push to drill more oil and natural gas, or to more aggressively pursue alternative energy sources, could affect climate change (in good or bad ways). A public angry over the cost of living could protest or vote out the politicians in power. People in the U.S. and other countries aiding Ukraine could begin to wonder whether their support is worth pricier gasoline and other goods.

With the Covid pandemic’s retreat, many of us wanted — and expected — some sense of relief after two awful years. Higher gas prices, and broader inflation trends, work against that, as if we are merely trading one crisis for another. And just as with the pandemic, no clear end is in sight.



A refinery in California. Bing Guan/Reuters

Producers vs. low prices

At the onset of the pandemic, demand for fuel collapsed as people stayed home. Once much of the world reopened, demand returned.

But supply has not kept pace, much like strained supply lines have raised food prices and impaired the flow of cars, electronics and other goods. By turning much of the world against a major oil and gas producer in Russia, the war in Ukraine only made supply problems worse.

Some of the supply issues are by design. OPEC Plus, a cartel of oil-producing countries that includes Russia, has worked to keep prices — and therefore profits — as high as possible by limiting supply. The cartel has held fast to its approach.

But it is not just OPEC. American oil companies have deliberately slowed production after a pair of recent fracking boom-and-bust cycles left them with a glut of supply and plummeting prices. “We’re having the third boom, and these executives don’t want to have the third bust,” Kloza said.

All of that leaves few good solutions in the short term. Even if public pressure or a strained market eventually pushes producers to drill more, new production can take months to spin up, especially given labor and supply shortages. And even if U.S. producers step up, OPEC Plus could decide to cut back — to keep prices high.

Other potential solutions that lawmakers have mentioned or enacted, like a gas tax holiday or direct cash relief, could make inflation worse by putting more money in people’s pockets and keeping demand high without necessarily increasing supply.

Meanwhile, some experts suggested that the best chance of a quick decline in gas prices is an outcome nobody wants: a new Covid variant or a recession tanking the economy and demand.

A cascading problem

Gas prices tend to get disproportionate attention compared to their actual economic impact, Furman said.

One reason for that: The cost of gas is incredibly transparent, posted on giant signs across the country. The visibility can make rising gas prices a symbol for broader inflation trends.

Rachel Ziemba, an energy expert at the Center for a New American Security, said she was worried that higher gas prices will cause social and political instability. Around the world, inflation has already prompted [protests](#) and [even riots](#). Higher gas prices in particular have historically led to [lower presidential approval ratings](#), as voters blame those in charge for inflation and bad economic conditions.

Some experts worry that higher gas prices will eventually hurt Western resolve against Russia, if Americans and Europeans start to ask whether supporting Ukraine is worth the price. Recent polls suggest the public is willing to make some sacrifices for the war effort, but polling also shows increasing discontent with inflation.

So the consequences of rising gas prices are not just to your wallet, but also possibly geopolitical.

[Top](#)



Closing Thoughts

There are two main things that are causing chaos right now. The pandemic and the human factor.

The pandemic has caused so much grief with the enormous number of deaths and people suffering beyond the course of the disease, namely long haulers. The pandemic has also caused so much economic turmoil due to enormous job loss and business closing. It has also caused many of the things that we are facing now: supply chain shortage, labor shortage and the list goes on.

The second part is the human factor, how humans react to a situation. In the beginning, everyone including the government tried to do the right thing where the government provided aid to practically everyone as the rate of unemployment sky rocketed and businesses suffering. People also worked remote if they could and observed COVID safety protocols.

However, then there are those who didn't believe the pandemic was real, didn't wear masks or observe any of the safety protocols and refused to get vaccinated which is why this pandemic is not over.

The reason? The only way for the virus to survive is to infect a host and replicate in people who have not been vaccinated. Then the virus will infect and replicate with anyone that the host comes into contact exponentially. We are also seeing that even in those who are vaccinated, there are breakthrough cases. In the meantime, viruses which have survived from before prehistoric animals will mutate so any measure that may have worked before will not work now.

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

factor. The reaction from countries including the US will determine how long the war will last and the economy fallout from this war.

In the end, everyone suffers as we are seeing with high inflation in food, goods, practically everything. It is interesting how the cause and effect is related to everything similar to a domino effect as we are a truly a global economy.

[Top](#)

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](#)

