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May 15th, 2022

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

This month I will cover "What's New in Robotics?" To read this article, go to the Table of Content and click on the link.

If you missed last month newsletter on "Why Gas Cost \$4+ and How Long Will it Last?", 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".

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newsletter will be published on June 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](#)



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Table of Contents

- [Developing a Product? Commercializing a Product?](#)
- [See Photos of the AAPI Heritage Festival - May 7th, 2022](#)
- [General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[One Biotech Executive's View on the COVID-19 Vaccine](#)[What's New in Robotics?](#)[Closing Thoughts](#)[Previous Newsletters](#)

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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.

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](#)

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See Photos of the 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.

Theme: Contributions Asian American Pacific Islands Have Made to American History.

A walk-through [exhibit](#) highlighting the contributions AAPI have made to American History was on display.

The Festival was a huge success with a full agenda of speakers, including State Senator Cindy Friedman and fireside chats with [Shirley Leung](#) from The Boston Globe. We also had a full agenda of performers throughout the festival. We had [Tibetan dancers](#),

In addition, we had exhibitors from the various ethnic groups displaying items representing their history and culture that complemented the contributions that AAPI have made to American History.

This is AAPI Heritage month, be sure to enjoy all the activities in your area celebrating the diverse group of ethnic heritage within the AAPI community who bring a wealth of enriched culture to our society and American History. It may surprise you the tremendous amount of people who have contributed to our society and American History.

I would like to leave you with this **one thought** "while everyone is unique in their own way, it is important to celebrate our differences and our commonalities. Every person has a vital contribution to make to society - all races, all ethnicities, all religions and all genders together form one human race.

[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](#)



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 more information and to register click [here](#).

[Top](#)



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



We Will Get Through It Together



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

[Top](#)

Lioness

FOR THE FEMALE ENTREPRENEUR

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](#)



What's New in Robotics?

When robotics entered the market, there was a lot of buzz regarding it. The technology was cool and it made surgical procedures safer for patients because the surgeon could have more precise movements and reduce fatigue in long procedures since the surgeons are sitting down. The surgeon was still in control in performing the procedure and it took a skilled surgeon to be able to operate the robot.

1. Intuitive Surgical
2. Hansen Medical
3. Diligent Robotics
4. Medrobotics
5. CMR Surgical Limited
6. Stryker
7. Corindus Vascular Robotics
8. Verb surgical
9. Zimmer Biomet Robotics
10. Myomo

These companies are not the only ones who are interested in Robotics.

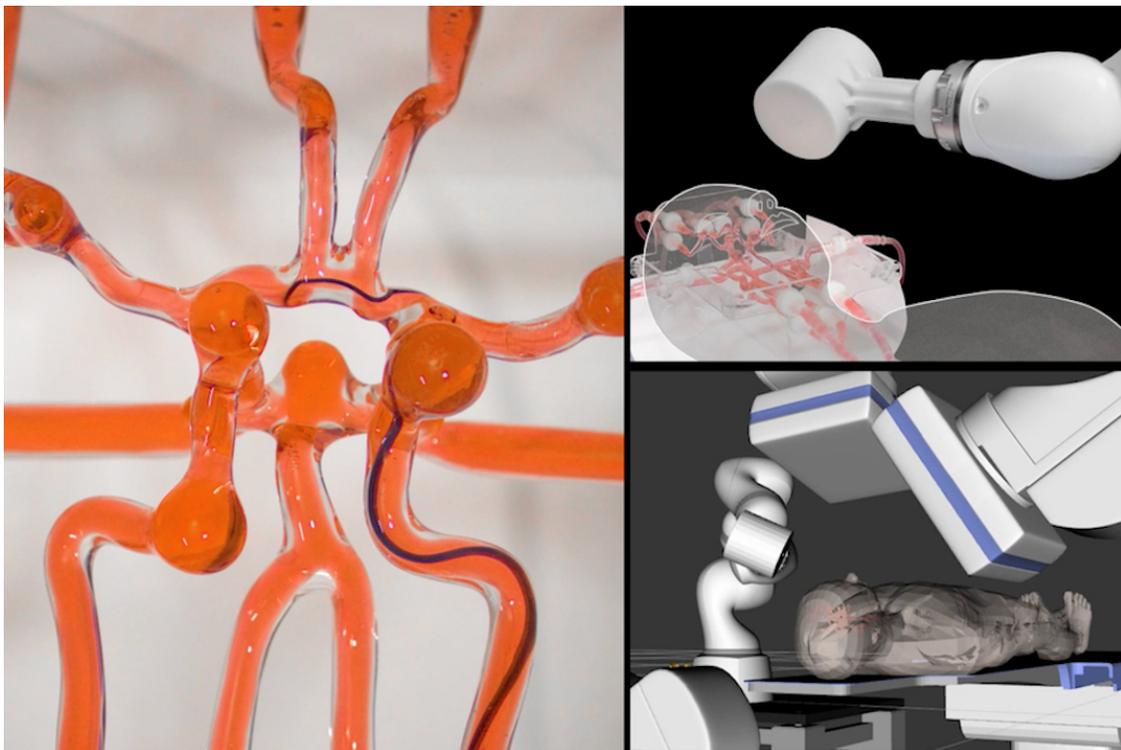
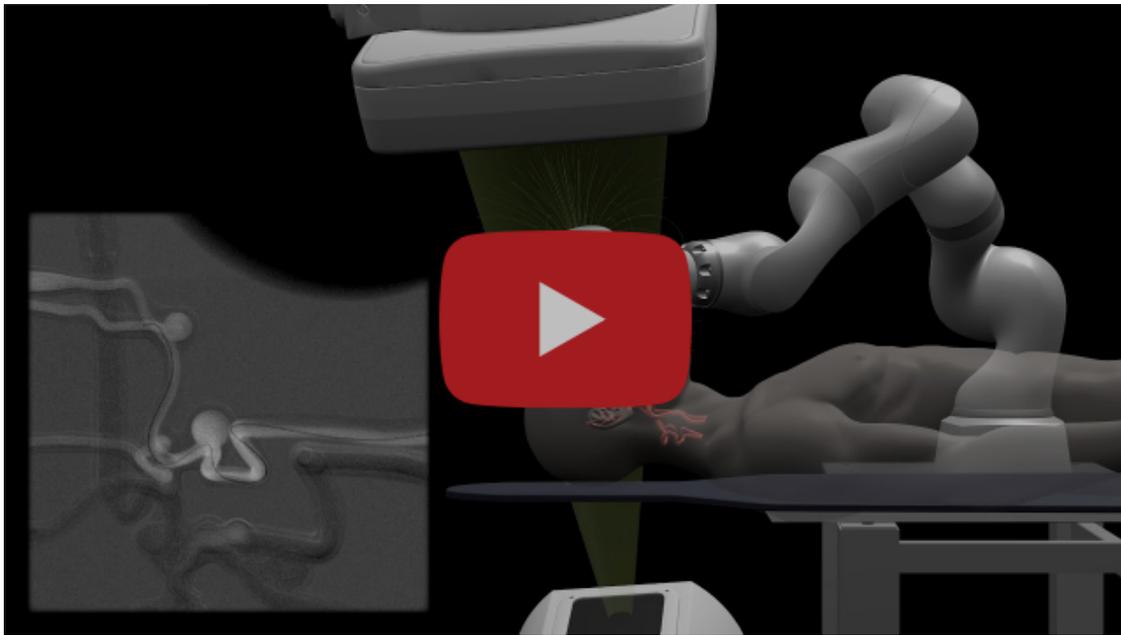


Image by Massachusetts Institute of Technology

1) Researchers from MIT are developing a [Surgical Robot](#) that can treat stroke patients remotely.

With stroke patients, time is of essence in getting a patient to the hospital for treatment as well as determining whether it's an ischemic stroke or a hemorrhagic stroke which requires two very different treatment. One that could kill a patient if not diagnosed correctly. The stroke patients that the MIT researchers are referring to is an ischemic stroke where there is a blood clot that is preventing blood/oxygen to the brain. Hemorrhagic stroke is when an aneurysm or what looks like a balloon burst and blood is bleeding in the brain.

surgeon to perform a minimally invasive procedure from another location using magnets in navigating the catheter. The device that is used may look like a joy stick used in a game but it is much more sophisticated.



Telerobotic Neurovascular Interventions with Magnetic Manipulation

The system has proven to work in silicone models, but has a long way to go before it can be performed in humans. But it is a good model for surgeons to practice on as it would take a very skilled surgeon to perform this procedure.

When this catheter system does come to market, it could save a lot of lives for the patients who live in rural areas and can't get to a major hospital in that critical window of survival for a positive outcome and have a skilled surgeon on hand.

But before this product can be successful in allowing surgeons to perform the procedure remotely, the MIT researchers have to think about the commercial/marketing aspects to see if it is a viable option in these rural areas.

What do I mean by this?

1. The rural area needs to have the robotic catheter system on hand.
 - o Who is going to pay for the robotic catheter system? The system would be categorized as capital equipment which means it will be expensive and most rural hospitals may not have the money to pay for a system like this.
2. Who is going to train the healthcare professional on how to set-up and operate the system at the rural hospital?

4. This requires extra personnel which the hospital may or may not have the funds to hire more people.

These are just few of the things that Marketing looks at and addresses to ensure there is market access to this product otherwise it won't be successful.

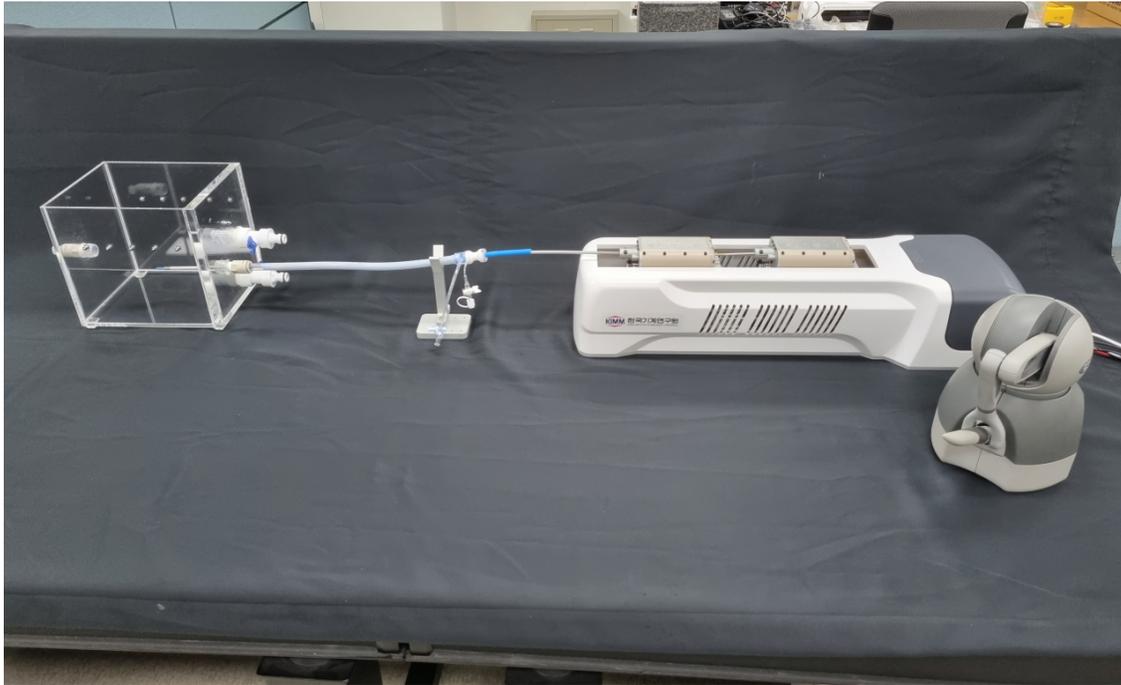


Image of newly-developed robotic catheter (Korea Institute of Machinery and Materials)

2) Korean Researchers are also developing the country's first robotic catheter system that can be inserted into human organs to perform interventional therapies (minimally invasive), according to the Korea Institute of Machinery and Materials ([KIMM](#)).

The new robotic catheter system, developed and led by Kim Ki-young and his research team at KIMM, is a [curved guiding catheter that can be bent in two directions](#) whereas the existing models could only be bent in one way. The purpose of a guiding catheter is to lead another catheter for treatment to its surgical location for deep insertion without damaging organ tissues.

The KIMM said the new system has two guiding catheters -- an outer catheter that stabilizes movement and an inner catheter that is flexible in positioning the device to its desired spot -- allowing for an easier and simpler control.

The new robotic catheter prevents tissue damages as it uses a more flexible tube, unlike the conventional foreign products that use springs, said KIMM. The new system also has the advantage of reducing radiation exposure to the medical staff during the arrhythmia

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While this technology sounds very promising, from a marketing perspective in de-risking either the product development process in defining the marketing target product profile or developing a marketing strategy to achieve product adoptions. Not knowing the complete details of the catheter system here are a couple of things that immediately come to mind in accessing product adoption.

What do I mean by this?

1. Going from a one catheter system to a two catheter system is a departure from the norm and the surgeon will have to readjust to a two catheter system which could take longer to train and perform the procedure. The longer the patient is under anesthesia the higher the risk to the patients.
2. Having a two catheter system, the surgeon may have to be concern with two systems which takes greater coordination at the same time and could mean that there could potentially be a higher risk of errors.

In developing a new technology, one has to think about how is this technology going to affect all the stakeholders involved and is it in favor or against the success of the products. There are many things to consider but far too many things to discuss for the scope of this newsletter.

If you would like to de-risk the product development process and/or develop marketing strategies for a success launch and growth of your product, you can contact me by clicking [here](#) or you can give me a call at 781-935-1462. Look forward to hearing from you.

[Top](#)



Closing Thoughts

There are two important things that makes a product successful: 1) a technology that solves a critical unmet need and 2) the business/marketing acumen to achieve product adoption that leads to market access resulting in achieving the company's sales goals of your product.

What do I mean by this?

1) One can have the best technology in the world, but if it doesn't solve a problem, people will not use/buy it.

- If the technology doesn't solve a critical unmet need according to your customer, few people will use/buy.
- The reason I state solve a critical unmet need is because the stakeholder/customer is already in "pain" and probably has tried very thing. They are ready now to use/buy the product, one doesn't have to convince them to use/buy the product

2) Product adoption and market access are key to the success of a product from a business/marketing perspective.

- Product adoption is where the stakeholder/customer uses the product readily because there is benefits to them.
- Market access is where the stakeholders/customers make it available to the patient or physician who wants to use it. A good example is insurances companies paying for the product or being on the Hospital Formulary which allow physicians to prescribe the product.

All these things need to happen before the product is used/bought. If one aspect of this process is blocked, the product will not be available.

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[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.

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