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BioMarketing Insight



November 15th, 2024

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

The holidays are upon us, Thanksgiving, Christmas, Hanukkah, Kwanzaa, New Year's and all the other holidays that people observe. This is a time, to reflect, be present for your loved one in spending quality time with them and to give thanks for all the goods thanks that happened for the year.

So rather than give you more articles to read, I'm going to leave you with some inspirational thoughts for Thanksgiving and showing gratitude from Southern Living.

"Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough." –[Oprah Winfrey](#)

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"Showing gratitude is one of the simplest yet most powerful things humans can do for each other." –[Randy Pausch](#)

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them." -[John F. Kennedy](#)

"Gratitude is the inward feeling of kindness received. Thankfulness is the natural impulse to express that feeling. Thanksgiving is the following of that impulse." -[Henry Van Dyke](#)



Should you want to catch up on the newsletters you missed, last month's newsletter was on "Women's Health is Facing a Crisis! Nina Goodheart, Medtronic SVP and Structural Heart and Aortic President is Trying to Make a Difference", go to the Table of Contents and click on the article and for other past issues, click on the "previous newsletter". The next newsletter will be December 15, 2024.

For Thanksgiving, I am thankful to my devoted newsletter readers, because without you, there is no purpose in sending my newsletter. I will continue to bring you the latest news and technology in the life sciences.

Have a wonderful Thanksgiving with your family, friends and colleagues. Eat, drink, indulge and be merry.

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Photo By: Kaboompics.com

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," and ending with Celine Dion and Josh Groban with "The Prayer".

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.

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Sincerely,
Regina Au
CEO, New Product Planning/Strategic Planning
[BioMarketing Insight](#)



Table of Contents

- [Developing a Product? Commercializing a Product?](#)
- [AAPI Heritage Festival and Exhibit - May 9th - 10th, 2024](#)
- [3rd Annual International Vaccine Congress](#)
- [Inspirations](#)
- [One Biotech Executive's View on the COVID-19 Vaccine](#)
- [Women's Health is Facing a Crisis!](#)
- [Nina Goodheart, Medtronic SVP, Structural Heart and Aortic President](#)
- [Is Trying to Make a Difference](#)
- [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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AAPI Heritage Festival and Exhibit - May 9th - 10th, 2024

AAPIEC Inc. in collaboration with the Middlesex Community College (MCC) held our 2024 AAPI Heritage Festival and Exhibit on Thursday, May 9th, 2024. Thank you to MCC for hosting the Festival and we, AAPIEC Inc. displayed our "Contributions AAPIs Have Made to American History" Exhibit. The exhibit was also on display May 9th - 10th. Admission and parking was free.



We had a jammed packed schedule of speakers and performers. Here is a list of them:

To see more photos of this years Festival and Exhibit, click [here](#).

Keynote Speaker: Paul Watanabe, Director and Professor in the Department of Political Science at UMass Boston

Performers:

Blessing Dance performed by Indras Artistic Creation Group

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Fishing Dance and Coconut Dance performed by Morodok

Chinese Zither performed by Entain Lee, Kaitlyn Tat, and Callie Tat.

Music Performance by MCC's Music Club

Lion Dance performed by Calvin Chin Martial Arts Academy

EXHIBIT: We are also pleased to be able to share the history and numerous contributions of the following American ethnic groups: Everyone should be proud of their heritage.

1) Chinese American, 2) Japanese American, 3) Indonesian American, 4) Laotian American, 5) Samoan American, 6) Vietnamese American, 7) Tibetan American,

8) Asian Indian American, 9) Native Hawaiian American, 11) Cambodian American, 12) Filipino American, 13) Maori American, 14) Fijian American, 15) Saudi American

Next year there will be more American Ethnic groups added to the list.

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PACIFIC ISLANDERS HERITAGE MONTH CELEBRATION

4 - 4:20 P.M. WELCOME/PRESENTATION
Virak Uy, PAASA Director
Phil Sisson, President
Noreen McGinness Olson, Assistant Dean of Student Success Program
Regina Au, AAPI Exhibitor

4:20 - 4:30 P.M. KEYNOTE SPEAKER
Paul Watanabe, Asian American Historian & Scholar

4:30 - 5 P.M. BLESSING DANCE
Performed by Indras Artistic Creation Group

5 - 5:10 P.M. LAO BLESSING DANCE
Performed by MCC student Samantha Khamvanhthong

5:10 - 5:20 P.M. FISHING DANCE
Performed by Morodok Dance Group

5:20 - 5:30 P.M. CHINESE ZITHER
Played by Entain Lee, Caitlyn Tat & Callie Tat

5:30 - 5:40 P.M. VIETNAMESE PRIDE AND HERITAGE DANCE
Performed by Tuong Van Buddhist Youth Group

5:40 - 5:50 P.M. COCONUT DANCE
Performed by Morodok Dance Group

5:50 - 6:20 P.M. INTERMISSION/DINNER

6:25 - 6:35 P.M. MUSIC PERFORMANCE BY MCC'S MUSIC CLUB
Performed by Tave Olasedidum, Maddie Calcano,
Khiton Galper, Caroline Rodriguez,
Skylar Ouellett & Antony Tep

6:35 - 6:50 P.M. LION DANCE
Performed by Calvin Chin Martial Arts Academy

6:50 - 7 P.M. CLOSING REMARKS

Asian American Student Advancement Program
SUCCESS Student Program

Schedule of Events

[Top](#)

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4th Annual International Vaccine Congress (IVC 2024) Conference on October 24-26, 2024 in Baltimore, MD

I am pleased to announce that I am a Key Note Speaker and a Scientific Committee Member at the IVC 2024 Conference in Baltimore, MD on October 24 - 26, 2024. The title of my presentation is "Why Antimicrobial Resistance is a Global Threat and Its Impact On Everyone". Information on Scientific Committee members, click [here](#). For more information on the conference, click [here](#).

[Top](#)



Inspirations

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

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Practice Good Hygiene Every Day.



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](#)

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Women's Health is Facing a Crisis!
Nina Goodheart, Medtronic SVP, Structural Heart and Aortic President
Is Trying to Make a Difference

[Heart disease is the leading cause of death for women](#) in the United States, killing 310,661 women in 2021—or about 1 in every 5 female deaths.

[Only 56%](#) of women recognize that heart disease is their **number 1 killer**. [Surveys](#) have showed women tend to think they are more likely to die of cancer, particularly breast cancer than heart disease. Additionally, **about 1 in 17 women** age 20 years and older ([5.8%](#)) have **coronary artery disease**, the most common type of heart disease in the United States.

There are [significant disparities](#) in the way women experience healthcare delivery, with minority groups facing greater obstacles to having access, and receiving lower quality care. Factors that influence healthcare disparities include social, economic, environmental, and other disadvantages.

The [five leading cause of death for women](#) in order are:

1. Heart Disease
2. Cancer
3. Stroke
4. Chronic Lower Respiratory Disease
5. Alzheimer's

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understands how heart disease is different in women than men.

Almost [20% of women who get pregnant experience complications](#), such as high blood pressure, preeclampsia or gestational diabetes, that have important implications for their future heart health. These conditions are associated with a higher incidence of heart disease that often happens early in the lifespan.

“We are facing a crisis in women’s health, and it’s imperative that we use every tool at our disposal to address it,” said [Nina Goodheart](#), Medtronic SVP and Structural Heart and Aortic President .

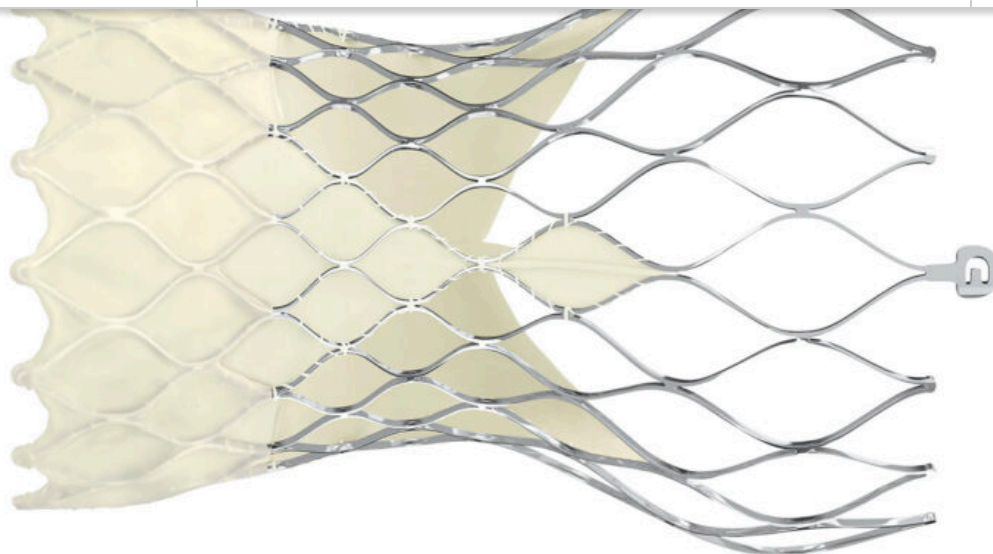
For decades women have been excluded from clinical trials which resulted in a staggering lack of data and understanding about their health. This has had profound consequences on the treatment and diagnosis of cardiovascular disease in women, said Goodheart.

It wasn’t until the 1990s that pioneering cardiologist Dr. Nanette Wenger pushed the National Institutes of Health to mandate the inclusion of women in clinical trials. The American Heart Association’s "Go Red for Women" campaign in the early 2000s further increased awareness, leading to a decrease in female cardiovascular deaths. However, recent data shows a renewed uptick in fatalities among women.

Women often present with different, less recognizable symptoms, leading to delayed diagnoses and missed opportunities for life-saving treatment. And physicians don’t take women and their symptoms as seriously as they do for male patients, Goodheart said.

“We’ve got to do better taking care of 50% of the population,” she said

Goodheart and Medtronic are trying to rectify the imbalance and save more lives. They’re using results from a clinical trial and real-world evidence (RWE) to develop gender-sensitive medical devices.

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The SMART trial: Engineering solutions for women

The Small Annuli Randomized to Evolut or Sapien ([SMART](#)) trial is different. An international study led by Medtronic, is designed to address significant gaps in cardiovascular care by comparing the performance of Medtronic's Evolut valve and Edwards' Sapien valve in women versus men.

The trial "bringing together engineers, physicians, and researchers to generate data that are inclusive of the female population." said [Goodheart](#).

"We're..looking at gender and other demographics like age, ethnicity, and lifestyle factors. This gives our engineers a deeper understanding of how to design devices that perform optimally for all patients, not just the average male." she said.

Medtronic's engineers are developing new cardiac valves and stents specifically for women, whose arteries tend to be smaller than men's and differences in tissue elasticity. This miniaturization requires meticulous precision without compromising effectiveness, is an ongoing challenge that Medtronic is actively addressing, Goodheart said.

The trial also revealed the importance of creating devices that account for women's unique hormonal fluctuations with pregnancy and pre and post-menopause, which can affect healing and integration with implants.

"Our goal is to create devices that can adjust to these changes, offering women better outcomes no matter where they are in life," Goodheart said.

"Women live longer than men on average, which means their devices need to last longer and perform reliably over time," Goodheart said. This not only reduces the need for future surgeries but also improves patient outcomes and overall healthcare costs.

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Closing Thoughts

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 617-404-8826 or regina@biomarketinginsight.com.

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