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October 15th, 2024

Dear <<First Name>>,

Welcome to BioMarketing Insight's monthly newsletter.

This month I will cover "Women's Health is Facing a Crisis! Nina Goodheart, Medtronic SVP and Structural Heart and Aortic President is Trying to Make a Difference". To find out more, go to the Table of Contents and click on the article link.

If you missed last month's newsletter on "Five Reasons Why Companies are Abandoning Cell and Gene Therapy". Click [here](#) 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," and ending with Celine Dion and Josh Groban with "The Prayer".

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newsletter will be November 15, 2024.

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.



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



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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](#).

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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

Schedule of Events

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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](#).

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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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Practice Good Hygiene Every Day.



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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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 .

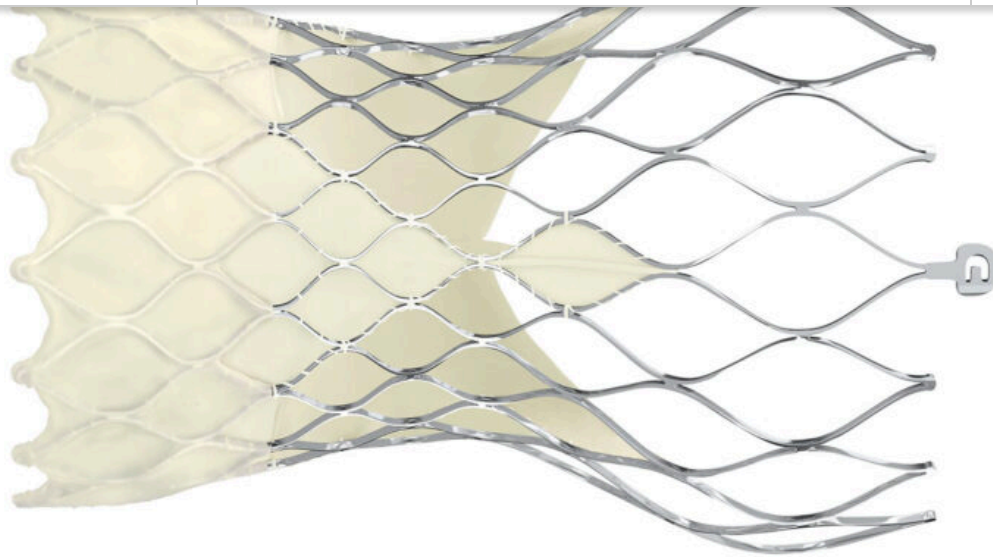
For decades women have been excluded from clinical trials which resulted in a staggering lack of data and understanding about their health. This has had profound consequences on the treatment and diagnosis of cardiovascular disease in women, said Goodheart.

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

A **BIG** shout out to Nina Goodheart. I like to commend Nina Goodheart for trying to close the healthcare disparity gap with medical devices made specifically for women which would result in better healthcare for women and ultimately reduce morbidity and mortality. Women are different from men biologically and physiologically.

As experts at Smidt Heart Institute at Cedars-Sinai have said, there's still a long way to go before medical science fully understands how heart disease is different in women than men. We need more people doing research on these differences and we need more cardiologists who are in tune to the different symptoms that women present vs. men and the way they treat women. This must also be part of the curriculum in medical school.

The only way to reduce cardiovascular risk factors and conditions is to change the mindset of healthcare professionals, not just physicians, all healthcare professionals to take women more seriously about their health issues by being completely present and listening to them without making judgments or diagnosis before the patient is finished explaining what's wrong. Particularly since women may present with different unrecognizable symptoms which healthcare professionals can often miss and give the wrong diagnosis. Either not treating or delaying treatment causes the patient to suffer and increases the cost of healthcare because the patient's disease has progressed.

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

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