**Amazon New Product Memo: Amazon launches “EAGO – eat to feel good”**

**Name:** Anindita Baishya

# Press release

# Amazon launches “EAGO – eat to feel good!”, personalized custom genetic digestion disorder medication course

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New personalized genetic medicine customized for curing and targeting individuals suffering from genetic digestion related infirmities in the nervous system

SEATTLE--(BUSINESS WIRE) -- April 21, 2020 -- Today, Amazon, successfully announced the release of a new personalized 100% trusted custom genetic digestion disorder medication course “EAGO – eat to feel good”, using hyper-personalized technology through Amazon healthcare program at a very affordable price.

EAGO is a customized genomic medication course for patients whose digestion disordered conditions can't be treated by any available medication in the market. It is specially for people suffering from Prader-Willi syndrome or starvation that leads to obesity or zero nutrients with no energy flow in the body, causing organ failures and severe ulcers in the intestines to mental and behavioral problems and ultimately causing death depending on one’s physical conditions.

Bringing a gene editing tool (like CRISPR) into play, Amazon Healthcare has planned a secluded biotech sedate structure EAGO for treating different digestion related infirmities. This structure will help the specialists to focus on individual genetic mutations reducing development time from years to months and saving cost from millions to thousands. The process is quite simple and easy for any individual who is a prime member of Amazon, can login at Amazon healthcare and schedule a blood sample pickup for free in their house by a nurse or a medical attendant from any nearest medical store (tied up with Amazon). Amazon will then secure patient’s demographics with their digestion disorders specifications in their in-house reliable cloud platform AWS and a trusted medical expert will provide the best suited digestion genomic medication course EAGO as per one’s health conditions in an affordable price by delivering the product at your doorstep.

In Amazon, they value people above everything. EAGO has no side effects and can be consumed daily or as prescribed by the experts depending on one’s health conditions. It is not a sensitive medication course and no extreme weather conditions, or any other environmental factors can affect it. It is FDA approved, tested and proved by experts on its cent percent revival rate. For more details on EAGO, you can visit the website: <https://amazon.care/>. You can prescribe for the medication program by enrolling yourself by simply registering at Amazon Healthcare. For any questions, EAGO’s special customer assistant is available 24 by 7 to guide and help with any further queries.

# FAQ

**What is EAGO? Can I trust it?**

EAGO is one of Amazon healthcare’s newly introduced customized genomic medication course created using hyper-personalized technology. It is for patients who has different digestion related infirmities or disordered conditions whose cure is not available in the market. EAGO has no side effects and can be consumed daily or as prescribed by the medical experts depending on one’s health conditions. It is FDA approved, tested and proved by experts on its cent percent revival rate.

**How do I use EAGO?**

EAGO is very easily consumable with either food or water. Depending on one’s health conditions a medical expert will prescribe how it should be consumed based on gene’s specifications.

**What happens if I miss to consume my EAGO course?**

If it is a 1 or a 2-day miss, there is nothing to worry about. But if it is missed by an individual for a long period, one should consult a medical expert.

**How do I get to know my gene specification?**

One does not have to worry about knowing their gene specification. Amazon will take care of it. All you have to do is log in to your Amazon healthcare account schedule a blood sample pickup for free if you are a prime member at your house by a nurse or a medical attendant from any nearest medical store (tied up with Amazon). All information and steps would be up there in the website.

**If my EAGO course gets over and I need another one will I need to send blood samples again?**

No, once your blood samples are sent. The medical expert will develop the entire EAGO course structure for an individual based on its gene specifications. And will prescribe the course in a routine till you are cured. Any new blood samples will only be required if there are any exceptions occurred.

**Does my health insurance cover the cost of EAGO?**

Yes, Amazon has tie ups with several health insurance companies who covers the cost of EAGO. But is limited to the only tie ups health insurance companies.

**How is EAGO different than any other digestion related medications available in the market?**

EAGO is a personalized genetic medication program designed for a specific individual based on its DNA (genetic) information collected from a blood sample. This medication is developed as per one’s genetic data and is not available in the market. Whereas, other digestion related medications are applicable for every individual who has similar digestion disorders.

**Can a non-prime member schedule a blood sample pickup for free?**

No, for a non-prime member a blood sample pickup is not free. It will be charged a standard fee of $10.

**How long does it take to develop EAGO by the experts?**

Since it’s a genetic medication course, it needs numerous observations and studies to come up with the best suited EAGO course for an individual to cure digestion disorders. Maximum it takes up to a month for the whole process from collecting blood samples, to developing and delivering EAGO course at your doorstep.

**Does EAGO has cent percent revival rate?**

Till now, there has been no record where EAGO has not cured an individual having digestion disorders depending on its individual gene conditions. So far it has been proven to have cent percent revival rate. And is being the most trusted genetic medication course provided using hyper-personalized technology ever by Amazon.

**Who is the medical expert that designs EAGO course for an individual having digestion related disorders?**

The medical expert is an expert physician from a hospital who has tie ups with Amazon healthcare. He/she will work with Amazon’s research scientists studying in the field of DNA, genetic mutation who with the help of CRISPR, a gene editing tool will collaborate and develop a secluded biotech sedate structure EAGO course as a team for treating different digestion related infirmities.

**What is CRISPR?**

CRISPR is a simple yet powerful tool for editing genomes. It allows researchers to easily alter DNA sequences and modify gene function. It is a technology that can be used to edit genes and, as such, will likely change the world. The essence of CRISPR is simple: it's a way of finding a specific bit of DNA inside a cell. After that, the next step in CRISPR gene editing is usually to alter that piece of DNA.

**Is my gene specification stored in Amazon healthcare safe and secured?**

The gene specification of an individual is stored and can be easily accessed by a user under its user’s information section. Amazon uses its in-house storage option Amazon Web Services (AWS) platform, which is very scalable, reliable, trusted and secured from any security breaches.

**Is there any delivery fee to get EAGO delivered at the doorstep?**

For, prime members it is free. But for others some additional delivery rates may apply as per the distance.

# APPENDIX

1. **The** **initial customers** are the patients from the tie up hospitals with Amazon who are also the prime Amazon customers having digestion related infirmities. For customer acquisition, a customer survey was conducted (n = 1251; 47% male, 40% female, 13% Other). Among which 83% people felt **EAGO** was way better than they had seen and were likely to use the product if it comes to market. This percentage of customers were mostly from patients in the hospitals. The remaining 11% felt they would be more comfortable to decide until the price was unveiled and the remaining 2% said it was unacceptable and they weren’t very sure about it. This percentage of people were the usual customers of Amazon Healthcare. Upon further discussion and drilling down to the cost and premiums they felt if it was covered under their existing health insurance 100% would be more likely to try it
2. Amazon Web Service (AWS) saves Amazon’s 43% potential revenue in implementation to store genetic information and various other data as compared with other out-house options. Also, the fact that Amazon has tie ups with various insurance companies also increases their profit to approx. 35%. And lastly, the fact that they have their own delivery service called Pillpack also saves their potential cost up to 25%. **On an average if an out-house or a different organization is selling EAGO for $100 with a profit of $10,** **Amazon can still be in high profit with an undercut market selling price of EAGO for a pricing rate of $95**
3. **12months roadmap:** Divided into 4 quarters in every 4 months from Q1-Q4

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| --- | --- |
| **Q1:** Initial version of EAGO, if consumed is curing the required digestion infirmities | **Q2:** Implementing dietary plans as per genetic condition for an individual |
| **Q3:** Monitoring and collecting data of improvised genetic digestion disorders weekly to advance the course | **Q4:** Refining EAGO course, with more efficient ways using CRISPR and other gene coding tools |

1. **The key metrics of EAGO are:**

* No of payments made for EAGO medication course via Amazon Healthcare per day
* No of times a patient or a user scheduled for a blood sample pickup for DNA testing and did not turn up
* No of 3+ ratings reviews on EAGO medication course in Amazon’s website

1. **The main risk factors of EAGO are:** (<https://ghr.nlm.nih.gov/primer/precisionmedicine/challenges>)

* Cost is an issue when it comes to custom drugs. To develop such personalized drugs, by targeting a person’s genetic characteristics are likely to be quite expensive, so at times losing out on the profit margin could be a loss for the company
* Reimbursement from third-party payers like insurance companies for these custom medications is also likely to become an issue as it is very expensive
* Risks of having side effects on an individual if gene specifications not recorded and obtained efficiently could be a potential threat

1. **The operational needs of EAGO course for the next 12 months are:**

* Effective analysis of genetic specification collected from blood samples
* Storing and securing genetic information in AWS for every user in its Amazon account
* Improving customer experience by listening to customer’s feedbacks in refining the product
* Enhancing and upgrading the product for a new release in every quarter

1. **What is a hyper-personalized custom drug?** <https://www.technologyreview.com/2020/02/26/905713/dna-is-like-software-fix-the-code-personalized-medicine/>
2. **15 things to know about Amazon's healthcare strategy heading into 2020:** <https://www.beckershospitalreview.com/healthcare-information-technology/15-things-to-know-about-amazon-s-healthcare-strategy-heading-into-2020.html>
3. **Top five announcements for healthcare, life sciences, and genomics customers:** <https://aws.amazon.com/blogs/industries/aws-reinvent-2019-healthcare-and-life-sciences-industry-recap/>
4. **Prader-Willi Syndrome, rare genetic disorder related to digestion:** <https://www.mayoclinic.org/diseases-conditions/prader-willi-syndrome/symptoms-causes/syc-20355997>
5. **Amazon press release samples:** <https://press.aboutamazon.com/press-releases/aws>
6. **Geek wire 6 page summit session memo with two links below**: <https://www.geekwire.com/2017/prepared-6-page-memo-geekwire-summit-session-amazons-jeff-wilke-please-read-silently/>

https://cdn.geekwire.com/wp-content/uploads/2017/10/Jeff-Wilke-GeekWire-Summit-1.pdf

1. **Latest healthcare moves by Amazon, Google, Apple and more:** <https://www.advisory.com/daily-briefing/2019/09/12/disruptor-watch>
2. **Learning about Amazon healthcare website:** <https://aws.amazon.com/health/>
3. **The beauty of Amazon’s 6 pager:** https://www.linkedin.com/pulse/beauty-amazons-6-pager-brad-porter/