

Launch Email

Kaiser Permanente

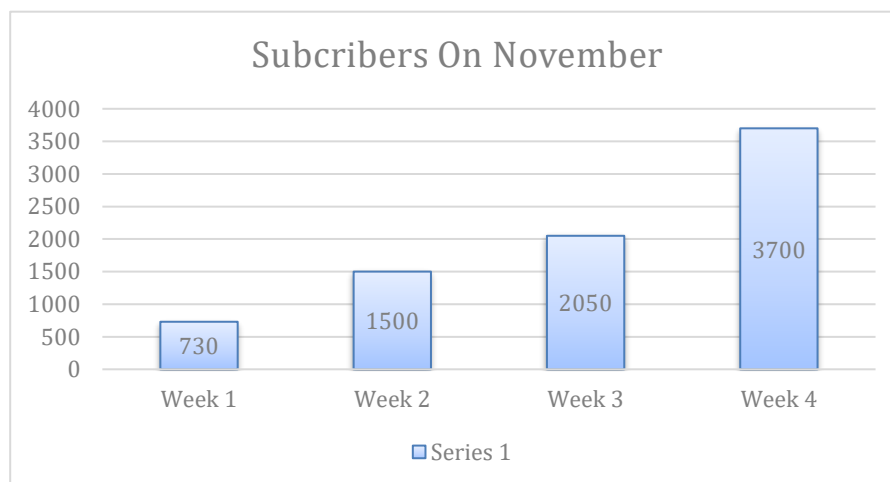
Breeze Healthy App



Following the first successful launch of the Breeze Healthy application, which was well-received by users and their excitement to commitment to the health plan. We intend to reduce the high number of people who have chronic diseases that keep continuing to increase such as type 2 diabetes and heart disease because of being inactive and eating unhealthy food. We need to spread knowledge and support to our KP patients' healthy lifestyle choices. Moreover, we create this app to raise our company's profits after the year's second quarter net loss brought on by the Corona pandemic and the current investment market conditions.

The application contains sections that contribute to helping the patient to adopt a healthy lifestyle. The patient can set a plan for physical fitness, nutrition, and medication reminders. The application also contains an integrated medical staff to help our patients with their health status. We do not forget the discount coupons and gifts that contribute to helping patients to continue with the plan.

We are overjoyed to see our hard work results, So I am sharing with you a graph of the increase in subscribers on November 2022. The number of Premium subscribers increased from the first to the fourth week by 2970 people! This proves that users are interested in using our premium features. The profit rate increased by 6% in November because of the increase in the number of subscribers, and we anticipate further profits. These are the results of the first version, in the upcoming updates, we must collaborate to achieve the desired outcomes.



To reach a successful landing, we must now consider what we can be developed through user available data, feedback, and suggestions as a group that seeks to the continued success of our application. We'll make sure the upcoming updates are more interesting and meet user expectations. Additionally, we'll work on creating the features that were covered in the user guide. To all teams who participated in our App, without your determination we would not have gotten this far. I am amazed by all the teams' creative thinking and hard work— all of you are outstanding teams!

Thanks to all teams, **Engineering Team, Data Analysis Team, QA Team, Sale Team, Customer Service Team, Leaderships and PM.**

Best regards,
PM Arwa Almashjari,