

Breeze Healthy App

Kaiser Permanente

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Background

Why Are We Here?

- **What is the product ?**

A Mobile App (Breeze Healthy) that interacts with KP patients and encourages them to adopt healthier lifestyles.

- **Whom are we designing our product for?**

For KP patients to identify any health issues before they worsen.

“We're here to help you live a healthy and fulfilling lifestyle.”

Business Case

Initial Focus

Where are we starting?

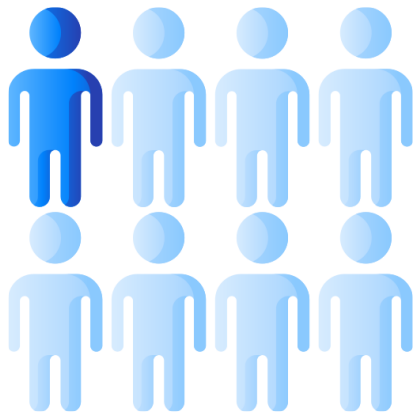
The top 5 preventable diseases:^[1]

- Heart disease.
- Cancer.
- Stroke.
- Lung Disease.
- Diabetes.



Initial Focus

Where are we starting?



Over 37 million Americans suffer with diabetes (about 1 in 10).
Around 90-95% of them have type 2 diabetes.^[2]

Diabetes Statistics:

- The seven most common cause of death in the US is diabetes.
- The #1 cause of adult blindness, lower-limb amputations, and kidney failure is Diabetes.^[3]

Initial Focus

Where are we starting?

Do chronic diseases raise the cost of medical care?

YES

Higher care volume:^[4]

- Frequent visits.
- High cost of medications.

High use of hospital inpatient services and emergency rooms:^[4]

- 4.3 million visits may have been avoided.
- The annual expense of healthcare is \$8.3 billion.

Opportunity

What's the problem?

“Kaiser Permanente posts Q2 net loss of \$1.3B” Aug. 9, 2022 ^[5]

Potential cause of this loss :

- 40,000+ members and patients with COVID-19 were Provided care.
- Effected by investment market conditions.
- **Our First goal : Financial objective is cost reduction.**
- **Our Second goal : Improve KP patient health to prevent any future illness worsening.**

Opportunity

What's the problem?

- 12.6 million members at Kaiser Permanente
- \$13 per month.
- 12 month per year.

(12.6M at KP X 13 per month X 12 month per year) = **\$1.96B TAM**

USA mHealth app market size

By Type, 2015 - 2026 (USD Billion)

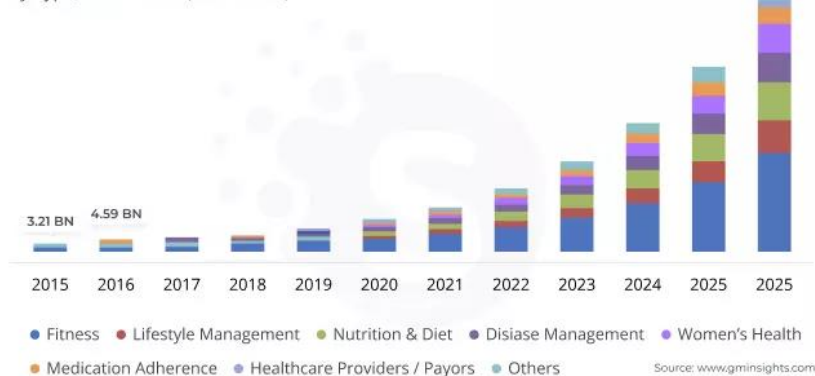


Figure1 : U.S Health mobile app market size^[6]

Proposal

What's Our Solution?

Our app offers :

- Encourage KP patient's healthy lifestyle.
- Fitness course.
- Everyday health updates to increase consciousness.
- Active health community.
- Nutrition.
- A yearly/monthly Subscription.



Gifts & coupons for **MOST outstanding** Patients for KP Healthy Lifestyle Plan.



Return On Investment

What can we do?

The revenue of our mobile app :

- Members at Kaiser Permanente : 12.6 M.
- Estimate future subscribe : 2M.
- Estimate the price per month : 13\$ per month.
- Estimate cost of our product : \$1M

Total revenue = (2M X \$13) = \$26 million per year

$$\text{ROI} = \left(\frac{\$10\text{M} - \$1\text{M}}{\$1\text{M}} \right) \times 100 = 2500\%$$

Measurement

How will we know if we're successful?

- **Keep increasing numbers in:**
 - ✓ Subscriber numbers over time.
 - ✓ Continuously rising revenue.
 - ✓ Positive reviews.
- **KP patients follow through with the plan:**
 - ✓ Fitness course monthly goal.
 - ✓ Nutrition monthly goal.
 - ✓ Communicating with the Coach, Nutritionist and Doctors.
- **App:**
 - ✓ Medical members are ready to provide service to patients.
 - ✓ Good reputation/Rating for our app among KP patients.



Competitors

Healthcare App

E.G. [C25K]

- Easy for beginners.
- Audio coaching.
- Calorie tracking.
- Easy-to-follow guides to your daily fitness plan.^[7]



Health insurance

E.G. [Aetna, iTriage]

- Patients discover details regarding their medical issues.
- Step-by-step instructions for receiving treatment that works.
- Evaluate and analyze their condition.
- Safely keeping health data. [8]



Our Advantages

Why are we better?

- ❑ An easy-to-use application.
- ❑ Application Features like Fitness/Nutrition guides.
- ❑ Distinguished with a good reputation medical team.
- ❑ A motivation and active App.
- ❑ All your needed information and plane in one place.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

What is our problem?

1. High number of people who have chronic issues.
2. chronic illnesses raise the cost of medical care

What is our goal?

1. Improve KP patient health to prevent any future illness worsening.
2. Cost reduction by using phone app.

Key Features :

1. Application creation & development.
2. KP patient Health plan.

Application creation & development

[From Q1 to Q2]

Features to be built in Q1:

- Creating easy-to-use app for All ages.
- Upload All needed information for KP patients : scans, lab results, medical reports & prescriptions etc.

Features to be built in Q2:

- Satisfying patients and listening to their suggestions or complaints.
- Active community.

KP patient Health plan

[From Q3 to Q4]

Features to be built in Q3:

- Fitness Plans depends on their condition.
- Nutrition plans depends on their condition.
- Medication/plans reminder.

Features to be built in Q4:

- Active community.
- Gifts & coupons & The star of the season.
- Daily motivational quotes.

Where do we go from here?

Widening the scope

- Expand our App members from all over the world.
- Partnership with medicine delivery companies & Monthly subscription healthy nutrition.
- The application is not only for KP patients, but Also for people interested in fitness for example; Nike run.
- Profit advertisements for health products.



THANK YOU



“you will discover that you have two hands one is for helping yourself and the other is for helping others”

-Audrey Hepburn

References

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[6] *Slava Vaniukov*, (Published April. 6, 2022) “Mobile Health App Development”: Types, Features, Costs & More :
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