

Training Guide For Sales And Customer Support

Kaiser Permanente

Breeze Healthy App

Marketing Guide

❖ Background:

- **Background Information:**

Kaiser Permanente is a health organization was established in 1965. Currently, **12.6 million members** across 8 states and the District of Columbia are served. The goal of Kaiser Permanente is improving the well-being of our members and the communities we serve while offering high-quality, affordable healthcare services. The company was ranked first in the nation by NCQA with 67 quality measures (National Committee for Quality Assurance).^[1]

- **Problem Statement:**

Kaiser Permanente highlights the growth of chronic diseases and the resulting risks to people's lives an example of this is type 2 diabetes, which has increased, and studies have shown that over 37 million Americans have the disease (about 1 in 10) around 90-95% of them have type 2 diabetes. Therefore, we made the decision to lend a helping hand to our dear KP patients through an application that helps them to live a healthy life at every moment of their lives.^[2]

- **Breeze Healthy App Goal:**

Our application seeks to solve the challenges of chronic diseases that lead by taking bad habits. We will solve this problem through various features and sections of the app, including increasing physical activity, daily 30-minute walks, fitness plans, and much more.

❖ Market Background:

- **Target Audience:**

Our Application Breeze Healthy target are Kaiser Permanente's members in the United States. It's especially for everyone who suffers from a chronic disease or has a high chance to have it in future or would like to live a healthy lifestyle. This application can be downloaded from the Apple Store and Android.


- **Target Market:**

Kaiser Permanente made the decision to create a highly effective app, especially for its patients. This application's objective is to increase activity and advance the health of our patients. The app is the first support for anyone looking to adopt a healthy lifestyle, including people with chronic diseases like type 2 diabetes, high blood pressure, and obesity. This application aims to change and mentor this group toward living a healthy lifestyle.

The Competitors

• Nike Training Club App


NTC is Nike's first-ever native mobile app. It made its debut in January 2009, and gained an impressive following within women's fitness.[3] to receive professional advice, exercises they can perform anywhere, and the inspiration they need to get fit. It's simple-to-follow videos walk them through each drill and include free workouts and individualized training plans, all directed by Nike Master Trainers. They can share progress with friends and the Nike+ community on Google & Apple App stores. This app loaded with over 100+ workouts, available in over 200 countries. The new Nike Training Club app has received over 21 million downloads, making it a huge success. More than 500,000 workouts are completed each week by its 1.8 million active users, who can access it in 19 different languages and 200 different countries.[4]

App	Countries	Price	Last Update	Release Date	Downloads Last Month ▾	Revenue Last Month
 Nike Training Club... ★★★★★	93 ▾	Free	49 days	1/15/2009	100k	< \$5k

[Nike training club app status & revenue] [5]

• BetterMe App

Better Me promotes a healthy and active lifestyle no fanatical weight loss or perfect body ideals. Their goal is to teach users to create happiness within. They believe that each person deserves good health. Inspired by the world around us and united by our values, we dedicate our craft to making an impact. Within 4 years, the company created a line of apps with 100+ million installs in 190+ countries. [6]

App	Countries	Price	Last Update	Release Date	Downloads Last Month ▾	Revenue Last Month
 BetterMe: Health ... ★★★★★	100 ▾	Free	3 days	8/22/2017	300k	\$500k

[BetterMe app status & revenue] [7]

❖ Product Background and Positions:

- **Some Of Our App Features:**

How to use the App? Users are required to register and enter their phone number which are registered already with KP System. After confirmation, the application will take them to home to view its features (Profile, Community, Fitness plan, nutrition plan, Medication reminder and the medical Staff) and they can set their own plan. This application can be downloaded from the Apple Store and Android.

1. **Fitness Plan:**

On the home page, there is a fitness plan feature. It includes a variety of categories to improve physical fitness, such as walking every day, lower body exercises, and ab exercises.

2. **Walking Everyday:**

The fitness plan section has a feature called "walking every day" that allows users to set their daily walking plan to become more active. This function keeps track of heart rates, calorie burn, distance, and time.

1. **Nutrition Plan:**

On the home page, there is a nutrition plan feature. This feature's purpose is to keep track of food's calories. For instance, someone wishing to lose weight has 1600 calories available, or 1400 for daily consumption. This feature also keeps track of how much fats, sugars and carbohydrates are consumed.

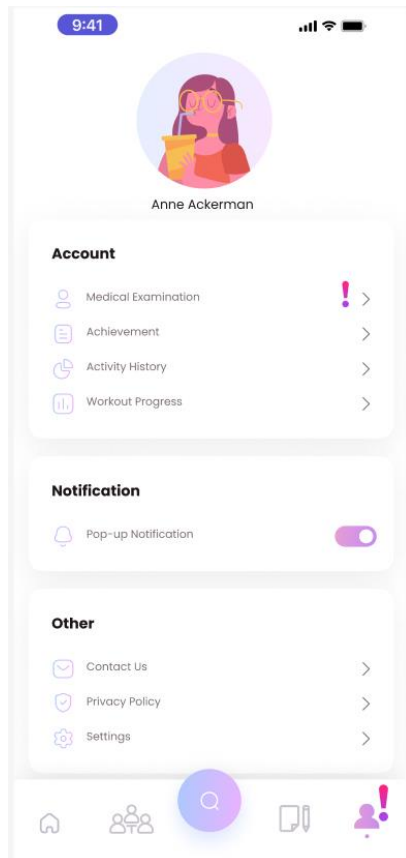
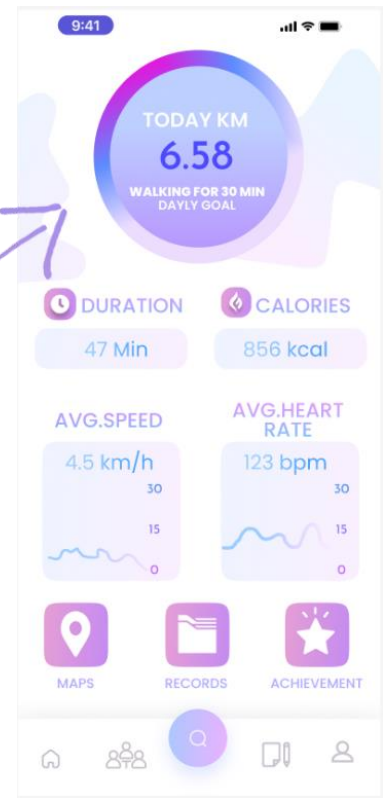
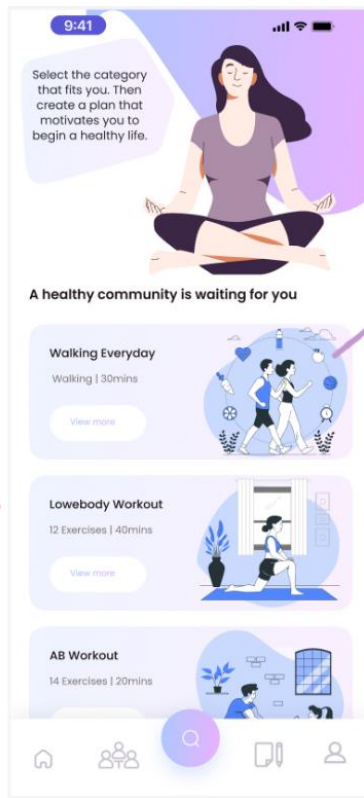
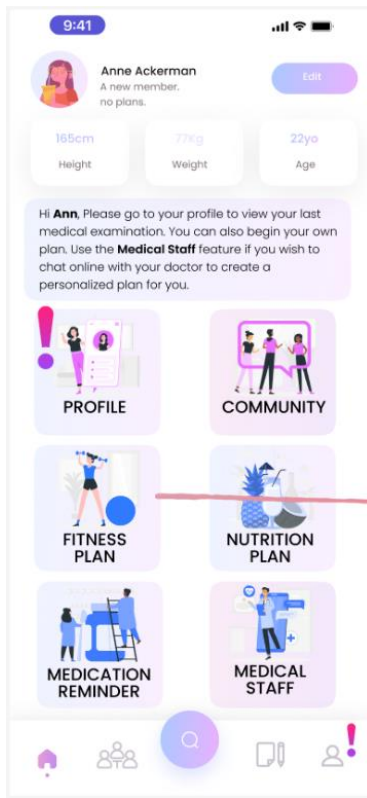
- **Where The User Can Find the App:**

This application can be downloaded from the Apple Store and Android.

- **Issues with customers:**

- As for the sales team, the user may be curious as to what makes our application unique from the other market competitors. And of course, we need to be ready to highlight the fantastic features that our application has.
- As to the customer service team, you may face customer requests something you cannot fulfill, or a feature is not supported we need a guideline for thoughtful responses to such situations.
- Also, the user should be aware that the Nutrition plan section does not contain all the nutrition data of the meals. We are still working on this feature.

● Some Of Our App Features Mocks:



❖ Pricing:

- **Pricing Packages:**

Most of our app features are free because our main goal is to provide a healthy life for our patients. However, there are premium features at a nominal price per month for the subscribers, we have 12.6M KP's members and the cost of the application for subscribers has been set at \$13. The desirable subscription numbers would be around 45%, plus 30% profit yearly from lucrative advertisements for example as fitness product or nutritional supplements. It is a great way to use the ads to get profits from our app because so many of our users are already interested in health.

- **Special Offers for Users:**

Our app aims to create an engaging environment, so when the users complete their plan, we will have rewarded them with special discounts for nutritional supplements/stores or valuable gifts like sports equipment.

References

- [1] Kaiser permanente, “who we are”:
<https://about.kaiserpermanente.org/who-we-are>
- [2] Centers for Disease Control and Prevention, (Published December. 16, 2021), “Type 2 Diabetes”: How Care Management Can Help”: <https://www.cdc.gov/diabetes/basics/type2.html>
- [3] Craig Milliken, “Nike+ Training Club”: <https://www.craigmilliken.com/work/nike-training-club-app/>
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