



WellPath

PRD

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STATUS: **IN PROGRESS**

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Background

According to the CDC— Centers for Disease Control and Prevention, there is currently a high incidence of diseases that medicine classifies as preventable:

- Diabetes: 1 in 10 Americans has diabetes; 90% being type 2 diabetes
- Prediabetes: 1 in 3 Americans has prediabetes, an important risk factor for the development of type 2 diabetes.
- High blood pressure: 48% of the population already has the disease.

The high numbers translate into high costs: according to the CDC diabetes treatment costs \$413 billion annually and the average spending on high blood pressure exceeds \$130 billion.

Problem

As healthcare providers, Kaiser Permanente is directly impacted by these medical conditions. If we apply national metrics to the context of Kaiser Permanente's more than 12 million members, we can estimate that over 1 million have diabetes, 940,000 having type 2 diabetes. Estimated over 3 million have prediabetes, and possibly nearly 6 million with hypertension.

The good news is that patients can react to this situation: medicine already knows that these diseases are mainly influenced by lifestyle. They are even called lifestyle-related diseases and can be prevented, controlled, and even reversed with three main changes: physical activity, a balanced diet, and weight loss.

Goals

Kaiser Permanente enters into the preventative care space offering their patient base a lifestyle app, WellPath, that offers exercise programs, healthy meal ideas and breathing programs.

WellPath aims to encourage the adoption of a healthier lifestyle and, consequently, decrease spending on lifestyle-related diseases.

Key Features

- **Simplified sign-in:** The user can log into the app by entering the phone number. No e-mail or password is required. The user will be sent a text message with a 4-digit code. As soon as the SMS is received, the phone offers the user the option to enter the code. This means that the SMS needs to be constructed in a way that identifies it contains a code to be used in the app.

Important feature to simplify access to the application and promote use, as it does not require memorizing passwords or other information.

- **Meals/Recipes:** Users select healthy recipes for three main meals (breakfast, lunch and dinner) as well as healthy snack options. They can also search for a specific ingredient and favorite a recipe by selecting the heart icon.

Important feature as it offers suggestions to users who do not know much about healthy meals.

- **Exercise Routine:** Users can select physical exercise sequences with different levels of difficulty, demonstration videos are available.

Important feature to encourage exercise by showing simple and explanatory routines.

Success Metrics

- NPS (Net Promoter Score) of 60 or higher
- 35% to 40% of total users interacting Weekly
- Reduce the incidence of patients with preventable diseases in the long term

Target Market and TAM

Target market of the app WellPath is Kaiser Permanente's patient base (12,5 million people)

TAM: 10,6 million people

TAM is estimated according to the following collected data:

- Kaiser Permanente members: 12,5 million
(<https://about.kaiserpermanente.org/who-we-are/fast-facts>)
- 85% members with digital access

(<https://about.kaiserpermanente.org/who-we-are/annual-reports/2022-annual-report#INNOVATION>)

Competitors

1. MyFitnessPal

- **Users:** Over 200 million registered users.
- **Sales:** While there isn't an exact figure for sales, MyFitnessPal generates significant revenue through its premium version, which costs about \$19.99 per year.
- **Source:** official MyFitnessPal website and market reports ("Statista" and "Business of Apps.")

2. Noom

- **Users:** Approximately 45 million users.
- **Sales:** In 2020, Noom reported revenues of around \$400 million, with continued growth in subscriptions to its weight loss program.
- **Source:** Noom's annual financial reports and market analysis publications available on "TechCrunch."

Marketing - Acquisition Channels

1. App Store Optimization (ASO)

- **Description:** Optimizing the app's listing in the App Store and Google Play Store through keyword research, compelling descriptions, engaging screenshots, and positive user reviews.
- **Why This Channel:** ASO helps improve the app's visibility in search results within app stores, increasing organic downloads. A well-optimized listing can attract users actively searching for wellness and lifestyle apps, making it a cost-effective acquisition strategy.

2. Social Media Advertising

- **Description:** Utilizing platforms like Facebook, Instagram, and TikTok to create targeted ads promoting the WellPath app. These ads can showcase features such as exercise programs, healthy meal ideas, and breathing exercises.
- **Why This Channel:** Social media allows for precise targeting based on demographics, interests, and behaviors. This enables WellPath to reach health-conscious individuals and potential users more effectively, increasing brand awareness and user acquisition.

3. Content Marketing (Blogging and SEO)

- **Description:** Creating a blog with valuable content related to fitness, nutrition, and mental well-being. This can include articles, tips, and success stories that not only promote WellPath but also optimize for search engines to attract organic traffic.
- **Why This Channel:** Content marketing helps establish WellPath as a thought leader in the wellness space. By providing useful information, it builds trust with potential users and improves visibility on search engines, leading to long-term user acquisition.

Marketing Guide

A Marketing Guidance is linked to this PRD – [Marketing Guidance of WellPath](#).

Pricing

The **revenue goal** for the app is **US\$1,1mi/semester – US\$10 monthly subscription**.

WellPath is a new app and needs to gain the trust of users who can see the economic and additional advantage of being offered by a healthcare provider.

This goal was set based on the following numbers and estimations:

- **85%** member with **digital access**
- Download 5%: **620,000** members
- Conversion rate 3%: **18.750** subscribers

Free Trial Offer is also a pricing strategy to meet the revenue goal once enables a free trial for the premium subscription to entice users to experience the app's full capabilities. This can significantly increase conversion rates from free to paid users.

Pre-Launch Checklist

Partner Teams We Need to Work With:

- Legal and Privacy: approval from legal and privacy team related to the privacy compliance.
- Marketing: preparation of the marketing material and time to do campaigns to present the app for the user.
- Engineering: approval of tests and bugs correction from engineers.
- Sales: responsible for selling the product; PM prepares and share training guide for Sales team.
- Customer Support: takes care of all customer complaints; PM prepares and share training guide for Customer Support.
- Leadership: approval for launch.

Risk Factor

The risk factors for Kaiser Permanente app consider three areas:

- 1) **Market Competition:** the health and wellness app market are highly competitive, with established players like MyFitnessPal and Noom. WellPath may struggle to differentiate itself and attract users.

Mitigation Plan:

- Personalized wellness plans or community engagement features, to stand out in the market.
- Emphasize Kaiser Permanente's expertise as a healthcare provider.
- Integration with Kaiser Permanente's system (access to personal medical history)

- 2) **User Adoption and Retention:** users may download the app but fail to engage with it regularly, leading to low retention rates and subscription cancellations.

Mitigation Plan:

- Develop easy onboarding process.
- Utilize push notifications and personalized content to keep users engaged and remind them of their wellness goals.
- Regularly gather user feedback and iterate on features based on user preferences to enhance satisfaction and retention.

- 3) **Technical Issues and App Performance:** Technical problems such as bugs, crashes, or slow performance can lead to negative user experiences and harm the app's reputation.

Mitigation Plan:

- Establish a robust customer support system to quickly address user concerns and provide assistance.
- Monitor app performance post-launch and be prepared to roll out updates and improvements based on user feedback and technical metrics.

Training Guide

A Training Guide is linked to this PRD – [Training Guide of WellPath](#).

User Guide

A User Guide is linked to this PRD – [User Guide of WellPath](#).

Post-Launch Feedback

Your users are adopting the app, but they are not granting you permissions for notifications (only 10% of all your users granted you notifications permissions).

Proposed Solution: Improved In-App Permission Prompt

Description: Instead of the standard request, implement a more engaging and informative pop-up that clearly explains the benefits of enabling notifications, such as personalized reminders for workouts, meal suggestions, and motivational messages. This prompt will appear at a strategic point during the onboarding process, ideally after users have interacted with key app features.

Explanation: A more informative and engaging prompt can increase user understanding of the value notifications provide, thus encouraging more users to opt in. By highlighting specific benefits tailored to their health and wellness goals, users may feel more inclined to enable notifications, resulting in better engagement with the app.

Success Metric for the Test:

- **Success Metric:** Increase in the percentage of users granting notification permissions from 10% to at least 30% within the first month after implementing the revised prompt.

Control and Variant:

- **Control:** The current in-app notification permission prompt, which is generic and lacks detailed benefits.
- **Variant:** The new, enhanced in-app notification prompt that includes specific benefits and engaging language to encourage users to enable notifications.

Hypothesis:

If we implement the revised notification permission prompt, we hypothesize that the percentage of users granting notification permissions will significantly increase from 10% to at least 30%. Additionally, we expect that increased permissions will lead to higher

engagement levels, as users receive timely reminders and motivation through notifications, ultimately enhancing their overall experience with the WellPath app.

Launch e-mail

A launch e-mail is linked to this PRD – [Launch e-mail of WellPath](#).