

Kaiser Permanente Product Vision

A mobile application that facilitates preventive care

Product Owner: Diana Chepkirui



Background

Why Are We Here?

- Developing a mobile application for Kaiser Permanente's patients
- Our objective is to emphasize on improved health before adverse conditions develop.

Your Wellness Hub: A Journey to healthy-fit

Business Case

Initial Focus

Where are we starting?

- It is estimated that we spend US \$730.4 billion on preventable diseases like type 2 diabetes that could be saved. See [source](#).
- Kaiser Permanente, currently serving about 12.7 million people, is interested in improved patient satisfaction and wellness through healthy habits and fitness.

Opportunity

What's the problem?

- According to American Journal of Lifestyle Medicine, Diabetes affects 28 million individuals and prediabetes 86 million in the United States. Type 2 diabetes makes up 95% of all diabetes cases.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6125024>

- According to WHO(World Health Organization), in 2019, diabetes was the direct cause of 1.5 million deaths and 48% of all deaths due to diabetes occurred before the age of 70 years.

<https://www.who.int/news-room/fact-sheets/detail/diabetes>

Opportunity

Market Validation



- As of January 2023, US population is approximately 334 million people.
<https://www.census.gov/newsroom/stories/new-years-day.html>
- In 2020, approximately 77.9 % of US population are adults.
<https://www.census.gov/library/stories/2021/08/united-states-adult-population-grew-faster-than-nations-total-population-from-2010-to-2020.html>
- In 2020, approximately 24.2% of adults in USA met the physical activity guidelines. <https://www.cdc.gov/nchs/data/databriefs/db443.pdf>

Opportunity

Total Addressable Market



- Assuming 40% of US adult population adopt our mobile app, that will be:
 - Population= $0.4 * 334 \text{ million} = 133.6 \text{ million}$
 - Adult population= $0.779 * 133.6 \text{ million} = 104.07 \text{ million people}$ approximately
 - Assuming we price our subscription price per month as US \$5 per month
 - $104.07 \text{ million people} * \$5 = \text{US } \$520.35 \text{ million}$
 - $(520.35 \text{ USD} * 12)$
 - **Total Addressable Market = US \$6.244 billion**

Proposal

What's Our Solution?



- Adults from 18 to 70 years can track their physical activity (fitness) and lifestyles through a mobile application.
- The App should send reminders and notifications on milestones attained.
- The App to connect the users with a specialist e.g nutrition specialist.

Proposal

How it works?



- The App offers tailored content to different user personas/categories.
- The App sends reminders and notifications on milestones attained.
- The App to connect the users with a specialist e.g nutrition specialist.



Proposal

Expenditure

- We are looking for an investment of 2.12 million dollars which will be used in the following way for one year.

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Payroll	\$180k	\$180k	\$180k	\$180k
Designing	\$200k	\$50k	N/A	N/A
Marketing	N/A	\$100k	\$150	\$150
Servers	\$200	\$200	\$200	\$200

Return On Investment

Revenue model: Subscription



- 40% adult US population paying US \$60 per year
 - 104.07 million people * \$60 = \$6,244,200,000 million
 - ROI => **$((6,244,200,000 - 2,120,000) / 2,120,000 \text{ million} * 100\%) = 294\text{k}\%$**

Measurement

How will we know if we're successful?

- **5.1M+** daily active users.
- **10M+** subscribed adults.
- **>3.7** rating in App store/ Play store.
- **4.5M+** downloads from both App store and Play store.
- **>10%** app downtimes for active users.

Competitors

Competitor 1

CVS health

- Enhanced omnichannel experiences (in-home, in-store and virtual care).
- Driving a digital-first approach incorporating Artificial Intelligence
- Diversifying growth by embracing digital age
- Wider geographical reach- all US states
- Approximately USD \$322.467B

Competitor 2

United Health Group

- They focus on innovation: dedicated R&D team
- Emphasis on quality: established Quality Management System to build trustworthiness.
- Dedicated customer service readily available to answer questions and support clients.
- Broad geographical reach ensuring a large customer base
- Approximately USD \$324.2 billion

Our Advantages

Why are we better?

- Business partnerships for wider geographic reach.
- Tailored content for different age groups and different preventable diseases.
- Tailored data analytics and insights.

Our Advantages

Who can we partner with?

- Wearable device manufacturers.
- Fitness Class Providers and Challenge Platforms.
- Health Data Aggregators.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Building a healthier world through prevention rather than treatment.
- Initial focus:
 - Exercising regularly to keep fit
 - Eating healthy

Regular Exercising

Exercises reduces blood glucose levels

- Personalized exercise routines
- Tracking metrics
- Integration with wearable and non-wearable devices

Eating Healthy

Being concious of what we eat

- Tailored low-calorie eating plan/Diet tuning
- Calorie counter

Go-To Market

How do we get to the market?

- Marketing Channels
- Content Strategy
- User Personas pain points addressed
- User characteristics to look out for:
 - Engagement
 - Diverse demographics

Where do we go from here?

Widening the scope

- Expand to continental reach (North America) and finally to global reach.
- Add more content, particularly on other preventable diseases.