KP Refined
PRD

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Background

During the last annual review, Kaiser Permanente reported expenditure from chronic diseases at a 40% increase. Members continue to use their premiums to care for diseases which are naturally preventable at little to no cost. Competitors such as Cigna, Mayo Clinic, Alina alongside key partnerships have begun to dive into the health and fitness space.[1] The goal of products in this space is to reinvent how people interact with their own health with the goal of enhancing life expectancy through a preventative lifestyle approach. With health and well-being as top priorities, we ideate KP refined as a solution committed to recognize the specific needs of its users and helping them make better decisions. By understanding the diverse requirements and circumstances of individuals, Kaiser Permanente's Refined offers tailored solutions that empower users to take charge of their health with a main business objective is to reduce our healthcare costs, maximize profits while simultaneously ensuring their best potential health.

Problem

According to publications by the Centers for Disease Control and Prevention, six in ten adults in the US have a chronic disease such as heart disease, cancer, and diabetes and four in ten adults have two or more. These diseases are leading drivers of the nation's $4.1 trillion in annual health care costs.[2] However, chronic diseases can be prevented by individuals making conscious efforts to eat well, be physically active, avoid tobacco and excessive drinking, and get regular health screening which has led to an increase in medical and health organization creating apps the combats this issue.[3]

To this end, Kaiser Permanente, as a medical organization, is keen on creating a personalized health, fitness and wellness product with aims to incorporate the approach of proactive prevention, early detection, and effective treatment to protect users across board.

Goals

In a bid to reach our desired metrics, our focus will be harnessing emerging technologies and leverage the vast network and innovation available at Kaiser Permanente. Our goal is to:

- offer an application that uses dietary habits, physical activity, and health assessments to enhance holistic health and wellness;
- integrate preventive lifestyle with preliminary medical care and non-medical support including fitness trainer, nutritionist, dietitian and other calls as needed by the user.

Based on the supposition that 36% of the 12.6 M Kaiser Permanente members would subscribe and an attraction of 8% of the total user in the health and fitness space, our total revenue index would see a 20% growth and expenditure cut down over 25%.

Success Metrics
- 6M+ Downloads in App store
- 2M+ subscribed users
- 3M+ daily active users
- 70% month-on-month freemium conversion rate
- >3.8 rating in App store

- 30% reduced cases of chronic disease reported in the year for the application users

Key Features and Scope

The product is such that most of its key features are required to be available before launch.

Priority	Feature	Description
P0	Sign in with Apple/Google Health	This allows users to log in with the details available on their health app. It synchronizes all details available , allowing a smooth on-boarding process.
P0	Sign in by entering details manually	This allows users to onboard and personalize their AI by entering personal details and metrics into the required fields.
P0	Diet Plan	These meal plans are important to the core function of the app.
P0	AI	This is a core feature of the app which will include a deep-learned AI that can analyze data and provide intelligent answers based on user queries.
P0	Workout Routines	This will enable users to meet their set goal themes via physical activities. These activities are curated based on the user preferred goal theme.
P1	Synchronization with KP apps	This will allow KP subscribers consolidate already existing information into the app further directing and creating a synergetic village for the user.
P1	Sign in by assessing medical records.	This will allow KP subscribers to integrate their e-medical records on the application.
P1	Telemedicine protocols including trainers and nutritionist calls and virtual healthcare.	This brings the essence of us as a medical organization to the app.
P2	Create community	This gives social interactions to the user and bestows a sense of belonging fueling goal completion.
P2	Integration with medical and workout device	This allows the app to interact directly with smart, fitness and medical devices.

Target Market

KP Refined is envisioned to cater for a wide range of health and fitness goals for both Kaiser Permanente healthcare subscribers and non-subscribers, empowering users to take control of their health, prevent chronic illnesses, and future health issues through data-driven insights that combine fitness and diet tracking with personalized healthcare guidance.

Eighty-seven million people in the US use a health or fitness app monthly[4], with the average revenue per user totalling up to $34.19[5]. The mobile health apps market was valued at $47.7 billion in 2021 and projected to grow to $149 billion by 2028[6]. Our Total addressable market can be seen as shown below:

For subscribing users: 12.6 Million users x $8.75 x 12 months = $1,323 Million

For non-subscribing users: Assuming 30% of the current market size for eHealth app users and ARPU as forecast by statista.com: 30% x 87 Million users x $34.19 x 12 months = $10,708 Million

Total Addressable Market = 12 Billion USD

(Note: 70% of market size accounts for market saturation based on our analysis)

However, our target is to successfully market thirty-six percent of the available market already resident at Kaiser Permanente and eight percent of the total market size for health and fitness app. In terms of demographics, we intend to market fitness and weight management enthusiasts, young and aging adults, working and non-working class, people with concerns including nutrition and diet, chronic illness management and prevention; essentially our product is open to and available for all.

Competitors

The need for healthier lifestyles and increasing concern of one's own well-being have contributed to the industry's impressive expansion in recent years. Several products have emerged in this dynamic market, each providing distinctive solutions to assist people in keeping track of their fitness and health. For the purpose of this competitive analysis, we will examine Fitbit and MyFitnessPal applications based on their market positions.

- **Fitbit**[7] is an American consumer electronics and fitness company. The Fitness app uses data generated from fitbit wireless-enabled wearable technology allowing users to track their physical fitness and activity and monitor heart rate, quality of sleep. Fitbit has 29 million users in over 100 countries. The company was acquired by Google in January 2021 and has a total revenue of $1.42B[8].
- **MyFitnessPal**[9] is a website and mobile app for managing your dietary and physical activity routines while tracking your health and fitness. The software offers features including the option to manually enter diet data or use the Meal Scan function for the premium edition, which uses Passio Inc. 's computer vision technology to let users track meals by pointing their phones at ingredients and recipes[10]. MyFitnessPal has over 200 million registered users globally, grossing a total revenue of $247 million in 2022, primarily through subscriptions to its premium service[11].

Acquisition Channels

Undoubtedly, our app store listing and ranking will drive users to our product. However, we have identified other vital distribution channels for KP Refined, supplementing our acquisition strategy.

- **Social Media Advertising**

Our Social media advertising involves promoting KP Refined through platforms including Facebook, Instagram, Twitter, or Snapchat. Targeted ad campaigns will be created to reach users based on demographics, interests, and behaviors.

Our Social media advertising is key as it allows us to market the product directly in the target potential users space. The use of visually appealing ads and optimization of our campaign can drive user engagement with KP Refined.

- **Kaiser Permanente Website and Application Advertising**

This channel will leverage the already existing KP website and application for sensitization and promotion of the application especially to healthcare users.

This will drive promotion to users who are subscribed to Kaiser Permanente premium. The acquisition model is also almost at no cost as it leverages an already existing platform on the KP network.

- **In-app share/recommend**

There is no ad better than a positive review from a user. The share/recommend button will allow users to share the app with people and also leave an optional review.

This promotion will drive acquisition and grow the user base extensively as users tend to trust other user reviews. Hence, this strategy allows the user to influence the product. We can also drive this strategy by implementation of incentives for downloads generated from user referral links.

Marketing Guide

This guide highlights KP Refined product positioning and value proposition. It also explains a few of its key features and provides salient marketing insights.

Pricing

Our mission with KP Refined is not only to empower individuals to take proactive and preventive steps towards a healthier, more vibrant life but to address the rising healthcare expenditure and cost associated with chronic diseases on users and Kaiser Permanente as a medical organization. With this in mind, our goal is to ascertain a pricing strategy that caters to a wide range of users, while incentivizing our healthcare premium subscribers who are committed to improving their health and increasing our total revenue index by 20% and cut down expenditure by over 25%.

The Pricing Tiers for KP Refined for implementation can be viewed in the Training Guide for Sales and Customer Support.

Pre-Launch Checklist

Checklist/Discussion Items	Assigned Team
Ensure the app is fully developed, including all planned P0 features, AI integration, and user interfaces. Verify that the app is secure and that user data is protected from potential threats.	Engineering
Confirm that the user interface (UI) and user experience (UX) design align with the app's branding and usability goals. Confirm UI aligns on all smartphone screen sizes.	Design and UX
Draft and finalize the app's terms of service and privacy policy, ensuring compliance with all relevant laws and regulations. Verify that data collection and usage practices are transparent and compliant with data protection laws.	Legal and Compliance
Set up customer support channels, such as email, chat, or a help desk system, and train support staff using user guides and support documentation to assist users with app on-boarding and usage.	Customer Support
Conduct thorough performance testing including functional, compatibility and usability to identify and address any potential bugs or performance issues.	QA
Finalize the pricing strategy for various user segments, including free, discounted and special offers. Prepare sales collateral, presentations, and train the sales team on the app's features, benefits, and pricing plans.	Sales
Create marketing materials, including website content, app store descriptions, and promotional graphics. Implement user acquisition strategy that includes social media and KP website content marketing, campaigns, and partnerships.	Marketing
Conduct a final cross-functional review to ensure all aspects are aligned. Prepare and submit the app to app stores for review and approval.	Product

Risks and Mitigation

Risk	Mitigation
Data privacy, collection, protection and storage.	Availability of legal personnel to inform on relevant regulations and ensure the app stays data compliant.
User Adoption	On-boarding and in-app walkthroughs to help users understand how the features work and benefit them.
Sign-in authentication failure.	Alternative sign-in options.
limited access to user information from Google and Apple Health.	User consent, in partnership with google and apple for full access to user health information.
Misinterpretation of dietary data and portion count	Clear explanation and clarification of nutritional terms and dietary data.
Underlying diet-dependent health issues	Section to collect information on such health issues to enable customization and acknowledged disclaimer. Strict

	use of nutritionist's picks for users with underlying diet-dependent health issues .

Training Guide for Sales and Customer Support

The training guide elucidates the key features of the product, the benefits of KP Refined to users and consumers, how to use KP Refined and where users can find KP Refined.

User Guide

This guide will assist users to use and access key features.

Testing for Post-Launch Feedback

Field Feedback: Users are adopting our product but are not granting permissions for notifications, resulting in reduced engagement and the inability to provide timely updates and reminders.

Our Proposed Solution: Implement a feature that intelligently curates and delivers relevant notifications only.

Aim: To address the issue of low notification permissions by providing users with a more customized and less intrusive notification experience. "Personalized Notifications" will use AI to analyze user behavior and preferences to deliver notifications that are highly relevant to the user's goals and activities, such as workout reminders, personalized health and meal plan tips and 'start your day with' suggestions.

Hypothesis: Users in the variant set, who utilize the "Personalized Notifications" feature, will be more inclined to enable notification permissions compared to those in the control set. By rendering a less invasive and more customized notification experience, users will recognize the value of notifications and willingly grant permission, resulting in a significant increase in notification permission granted.

Control and Variant:

Control: 30 users who do not have the 'Personalized Notifications' feature enabled. They will continue to receive the normal app notifications.

Variant 1: 30 users who have the 'Personalized Notifications' feature enabled. They will experience the new feature, which provides more personalized and relevant notifications.

Variant 2: 30 users in a set of 15 who enable personalized notifications for the first half of testing and without personalized notifications enabled for the second half and another set of 15 users alternate the sequence of enablement in the initial scenario. This allows a diversified feedback as this variant will experience with and without 'personalized notification'.

Success Metric: Increase in the percentage of users who grant notification permissions. We aim to achieve a 50% increase in notification permission rates compared to the current 10%.

Appendix

Launch Email**:** [Launch Email](#)
Core UX Functions: [Mocks](#), [Prototype](#)