

Kaiser Permanente's health app - PRD

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Background

Kaiser Permanente which is an American integrated managed care consortium. Kaiser Permanente has over 12 million subscribers in the United States of America. This health app is designed for the subscribers/patients of Kaiser Permanente. Looking at their health related data, the app would give recommendations about workouts and which food the user should include in their daily routine in order to lead a healthy lifestyle. The users will also have an option to get an appointment and talk to the health care givers, discuss their progress and get advice from them.

Problem

The problem is 29.1 million people in the US have diabetes and the lifetime cost of treating diabetes in the US per person is around \$85,000. The goal is to reduce the number of diabetic patients in the US which would eventually lead to lesser insurance claims and healthier people. There are competitors like FitBit and MyFitnessPal. FitBit tracks all day activities, workouts and sleep patterns, monitoring heart rates. MyFitnessPal is a smart phone app that tracks diet and exercise. Both of them do not give recommendations to change the user's workout and eating habits.

Goals

Goal is to have fewer diabetes or sick patients, keeping the levels in control for the patients who are already diabetic and helping the KP subscribers to lead a happy and healthy life.

Success Metrics

We will educate and train people for 3 months and see if their health conditions are improving. Also we will monitor a subset of subscribers over the period of 6 months to measure improvement in their health. The goal for the first year is to have 500000 app subscribers and have at least 25% of them stay healthy which will result in huge savings for the company. 125000 less diabetes patients in one year would save upto 10 million dollars.

Success Metrics to be measured

- Increase in number of users
- Session length
- Session interval
- Time in app
- Acquisition
- Retention

Key Features & Scope

We are building a health app for Kaiser Permanente subscribers which would facilitate them with workout and food intake recommendations based on their health data.

We are not building an app to track user's daily activities.

Priority	Feature	Description
P0	Sign up	A login page for the subscribers
P1	Health Data	Users should be able to connect to their health data
P2	Suggested Workouts	Depending on the user's health report suggested workouts, in addition one section of easy workouts for beginners
P3	Suggested Food	List of the food items user should include in their diet as per their personalized plan
P4	Talk to the nutritionist	Having an online or personal meeting with nutritionist to discuss the goals and the progress
P5	Rewards, Subscriptions	I would suggest to have a

		page to include Rewards, Subscriptions, Refer a friend and Tie up to a Gym
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Breaking down the features

Feature	Description	Process
P1 - Getting the health data	Health data is fetched from the personal records of the patients	A database is maintained to have the personal data records of the patients
P2	Workout suggestion	This is divided in three sections as - Beginner level, intermediate level and advanced level workouts. When the user clicks on any of them it will lead them to a page listed with exercise as per the levels
P3	Recommendation on Food	This section will also have choices. For example it will give the options as Vegan, Vegetarian and Non-Vegetarian. It will also include the healthy recipes.
P5	Rewards, Subscriptions	Lets have tie ups with Gym where users can enrol and avail some discount. Include an option to refer a friend or family member. Rewards for patients who have improved their health following the recommendations.

Core UX Flow

Link to prototype -

<https://www.figma.com/proto/lcJWRInpgXQzXXXyqlfCJq/Prototype-2?node-id=7%3A56&scaling=min-zoom>

Target Market

Kaiser Permanente has 12 million subscribers in the United States which is the target market here.

Total Addressable market -

- Number of Kaiser Permanente subscribers are 12 Million
- If each subscriber pays 10/month for the app, TAM is $12M \times 10 \times 12$ which is 12.5 Billion Dollars

(<https://www.healthline.com/health/type-2-diabetes/statistics#1>)

(<https://www.medscape.com/viewarticle/809547>)

Competitors -

FitBit -

According to an IDC report published on March 10, 2020, Fitbit is considered the fifth largest wearable company in shipments as of 2019 with an 14.8% over year growth, Fitbit reports to have sold more than 100 million devices and have 28 million users.

([Fitbit](#))

Samsung Health App

14.9 million users for Samsung health with a revenue of US\$208.5 billion (2018)

[Samsung](#)

Marketing and Pricing Strategy -

Acquisition channels

- Appstore - A product is easily accessible through app store
- Influencer - As this is a health app i think it will be a good idea to get in touch with an Influencer with expertise who can reach the target market
- Search Engine Optimization - By increasing the search engine rankings of a website by optimizing its content and structure, we can reach our target market
- Notify KP subscribers by email about the app's availability.

Marketing user guide

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The revenue goal and explanation -

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A pricing strategy to meet the revenue goal

We have decided to go ahead with the freemium model where users will have to subscribe for 10\$ a month for consulting a nutritionist and a membership with Gym.

Preparing for launch

Develop the Pre-Launch Checklist

Check with the following teams and get their approval-

1. Legal - Privacy Issues
2. Marketing - Blog post, release notes & screenshots
3. Engineering - Tested everything and ready to launch
4. Leadership - Inform leadership that we are ready for launch
5. Define Metrics - Downloads, stability, usage, retention
6. App Store - Submit the app for review

Anticipate and plan for risks

- Risk for security breach - To avoid this we have made sure that the product's data security is in place and given high priority
- Neglecting a plan for post launch - To avoid this we will have a post launch plan where we can observe and improve our product.
- Technical risks - Technical glitches may occur when users start using the app, to avoid this we have tested the app multiple times and post launch action will be included in the plan

Guide for Sales and Customer Support Teams

[Guide for Sales and Customer Support Teams](#)

A user guide

[User Guide](#)

Post Launch Activities

Post Launch it was observed that the users are adopting the app, but they are not granting you permissions for notifications (only 10% of all your users granted you notifications permissions. What can you do to improve that?

Proposed solution to this problem -

- We can give a reason to the user so that they say yes to notifications. For example, we can have food recipes added and let them know that if they give permission for notification, we will send them a notification every time a new recipe is added to the list of recipes.

Success metric for the test

- Have more users giving permission to the notification request at the app

A description of the control and variant

- Control is our current product

- Variant is given to a few randomly selected users to see their response when a new feature is added.

To solve our problem we can make the technical changes to the Variant and deploy to a limited number of users and measure the results.

A hypothesis about what will happen -

Our hypothesis is that once we add this feature to KP health app, more users will be interested in receiving notifications about a recipe leading to more engagement and retention.

Launch Email to the organization

[Launch Email](#)