

# A health app by Kaiser Permanente

Motivating people to stay fit

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# Background

## Why Are We Here?

- An attempt to make more people fit in the United States
- As a result, it can save a lot of money to Kaiser Permanente

# Business Case

# Initial Focus

Where are we starting?

- Build a fitness app targeting diabetic people across US
- Kaiser Permanente saves 70% of the expenses on diabetes patients

# Opportunity

## What's the problem?

- Problem is 29.1 million people in the US have diabetes
- Lifetime cost of treating diabetes in US: Around \$85,000
- Goal is to reduce the number of diabetic patients in US which means lesser insurance claims
- There are other health related apps already present like - FitBit, MyfitnessPal ,S health(for Samsung), Weight Watchers and Google fit

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

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

# Proposal

## What's Our Solution?

- Help over 12 million Kaiser Permanente members to improve fitness and lifestyle.
- Educate people of all ages through an Kaiser Permanente health app with healthy eating/drinking alternatives. For example - Guiding them with the carbs and sweets intake according to their age/weight/sex
- Aim to either have the diabetes levels in control or avoid the disease

# Return On Investment

## What can we do?

- Average cost to build a fitness app = \$50,000 USD
- Lifetime cost of treating diabetes in US per person is around \$85,000. One person less diabetic can save \$85,000 to the company.
- Out of 12 million subscribers, if we can successfully train 1 million of them, we directly save  $1M \times 85000$  \$
- With one less diabetic person the ROI is 70%.

<https://medium.com/@solulab/how-much-does-it-cost-to-develop-a-fitness-trainer-app-a811c4074f04>

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

# Measurement

How will we know if we're successful?

- Educate and train people for 3 months and see if their health conditions are improving
- Monitor a subset of customers 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 to stay healthy, resulting in savings for the company.
- 125000 less diabetes patients in one year saving upto 10M



# Competitors

# [Competitor 1]

E.G. []

- FitBit - Tracks all day activities, workouts and sleep pattern, monitors heart rates.
- It doesn't give recommendation yet to improve current lifestyle or let you talk to a nutritionist.

# [Competitor 2]

E.G. []

- MyFitnessPal - a smartphone app that tracks diet and exercise. To track nutrients, users can either scan the barcodes of various food items or manually find them
- This app doesn't give recommendations to improve current lifestyle.

# Our Advantages

Why are we better?

- Recommendations to modify daily eating/workout habits
- Memberships with Gym
- Have a nutritionist/doctors assigned from Kaiser Permanente to the subscribers who they can talk to regularly depending on the subscription plans.

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- Vision is to keep the Kaiser Permanente's subscribers more healthy
- To benefit subscribers in terms of good health, less diabetes and heart disease.
- To reduce insurance claims which will result in monetary benefits for the company

# [Theme 1]

## [Subtitle]

- Assigned nutritionist consult the subscriber periodically or on demand depending on subscription they have chosen.
- Along the journey this can be also automated using machine learning/AI.

# [Theme 2]

[Subtitle]

- Recommendation to modify the lifestyle, eating, drinking and workout habits.
- Tie up with the gyms and the trainers.



# Where do we go from here?

## Widening the scope

- Build an app to record user's eating/working out/sleeping patterns
- Provide recommendations based on the user's lifestyle
- Have tie ups with Gym/trainers/Nutritionist and have the details on the app
- Resulting in healthier people, saving money to the company with around 70% of the ROI