

Healthy Habits App

Help KP patients to improve on healthy habits

Product Owner: Sargam Shah



Background

Why Are We Here?

- Preventive Care based mobile application to help patients increase their physical activity, and improve healthy habits

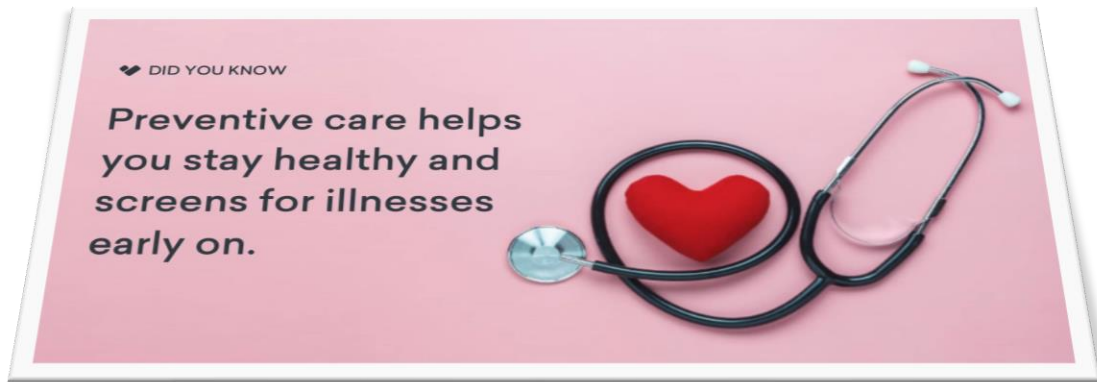
Fitter, Healthier, Happier

Business Case

Initial Focus

Where are we starting?

KP is aiming to enter into the tech and mobile app world, this year, by creating a customer centric app. Creating a preventive care centric app to improve the healthy habits by providing correct information, exercise plans, monitoring health etc. could be a great fit.



Opportunity

What's the problem?

- The financial goal is to reduce cost by emphasizing improved health prior to any adverse conditions developing. KP wants to decrease spending on conditions such as type 2 diabetes. We never had such a mobile app in the market and hence this is a great development effort.
- In 2018, an estimated 0.7 million new cases of diabetes were treated at KP. adults aged 18 years or older. Between 2012 and 2017, excess medical costs per person associated with diabetes increased from \$8,417 to \$9,601 (2017 dollars)
- Kaiser Permanente is one of the nation's largest not-for-profit health plans, serving 12.4 million members who could be benefitted by the mobile app.
- TAM = Average revenue per user X total number of potential users in the market = 5 X 12 Million = 60 Million USD for the first 3 years of app usage.



Proposal

What's Our Solution?

- Overall goal is to improve patient well being by emphasizing on improved health and preventive care.
- The app would address these by
 - monitoring the patient health statistics such as weight, blood pressure,
 - providing information on improving health by the benefits of exercising, consuming a nutrient rich diet,
 - providing means to avoid addiction,
 - improve sleeping habits etc.
- This app will be a go-to solution to the patients and act as a guide for them to improve their health.

Return On Investment

What can we do?

- It is predicted that a huge portion of our customer base will be downloading and using our app. The cost of building the app will be huge as we are starting from scratch and entering the tech world. However, this will bring a cultural change in the company which will give it a technological advantage and edge as compared to our non-tech savvy competitors. After building the framework for the app, we can use it to implement our existing solutions and products through app. Hence, the scope of the project is huge and we expect a huge ROI.
- Budget for the first year: $\$500,000 * 3 = \$15,00,000$
- Database: \$5,000 Hosting Costs: \$15,000 Development Costs: \$200,000 Marketing: \$100,000 Security: \$5,000 Legal: \$10,000 Testing Costs: \$100,000 Business Analysis: \$50,000 Others: \$10,000 per feature, There are 3 feature team.
- Developers 3, Team lead 2, Testers 3, Business Analyst 1 per team. There will be 3 feature teams. Total: 27, 1 program manager. (Salaried employees)
- Expected user base in first year will be 1 Million.
- Revenue per user is 5 USD. However, 50 percent user will have free access without subscription
- **ROI** = Net Profit / Total Investment * 100, here -> $500000 * 5 / 1500000$ percent = 166.66% (in mobile world)

Measurement

How will we know if we're successful?

We will measure the success of the application by the number of downloads and the increase in the customer base who are benefitting by using the app. The goal of the first year is to deliver a user-friendly app and get positive feedback from the patients about the app.

i.e.

App Store Ratings

Number of new Users

Reduction in number of patient cases and correlation to app usage

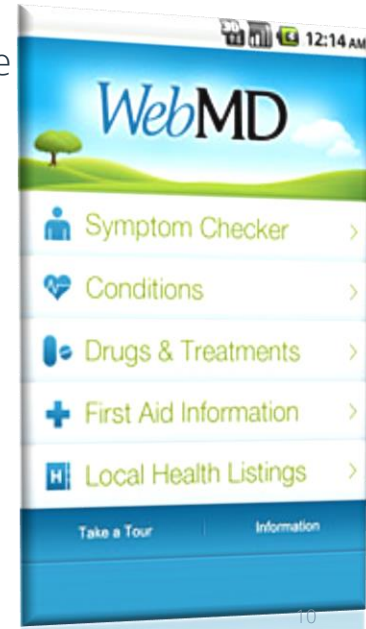
Positive Feedback for the app

Competitors

WebMD

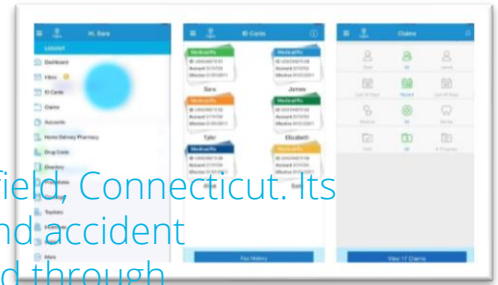
WebMD is an American corporation known primarily as an online publisher of news and information pertaining to human health and well-being. The site includes information pertaining to drugs. It is one of the top healthcare websites by unique visitors.

- Conditions – Find medically-reviewed information about conditions relevant to you and learn more about causes, treatments, and related symptoms.
- Medication Reminders – Never miss a dose. You'll receive reminders when it's time to take your medications. View daily prescription schedules and instructions, plus pill images with dosage and timing information for each drug.
- Customization and Saving Functionality – Save your conditions, drugs, doctors, hospitals, pharmacies, and healthy living articles for secure, easy access and reference.
- Symptom Checker – Choose your symptoms, learn about potential conditions or issues, and lookup treatment and care options.
- App Review 4.5, Installs 10,000,000+



Cigna Wellbeing

Cigna is an American worldwide health services organization based in Bloomfield, Connecticut. Its insurance subsidiaries are major providers of medical, dental, disability, life and accident insurance and related products and services, the majority of which are offered through employers and other groups



- Assessments -Kick off your experience with the health and well-being assessment
Choose targeted assessments such as stress, sleep and activity to find out how you stack up. Use your results to create healthy changes
- HEALTH & LIFESTYLE PROGRAMS- Recommended programs guide you in simple daily activities
Get guidance and tips from health coaches and work healthy improvements into your daily routine
- TRACKERS- Your health numbers all in one place
Monitor your progress with trackers for BMI, cholesterol, blood pressure, blood sugar, sleep info, and more. Integration with your assessment activities
- Rating is 2.3, installs 10,000+

Our Advantages

Why are we better?

- Kaiser Permanente, the provider with the second-largest market share within the health insurance industry
- This organizational structure also gives them the ability to create a “one-stop shop” for their members to receive all levels of care.
- Our content for health and medicine is unique and will help beat the competitors
- Our in-house network of doctors and nurses will help bring the app alive and cater to the patient needs and this provides an edge to our competitors

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- User Friendly app with FAQ Section to help users navigate and understand the app
- Launch the initial version of app for users in Texas and analyze their feedback on the application, followed by launch in other prioritized states in phases
- Themes :
 1. Healthy Habits
 2. Health Monitoring
 3. Predictive Analysis of Health

Healthy habits

- Healthy Videos: Patients will be benefitted with videos on healthy habits, nutrition and diet, early symptoms of the disease, exercise videos, meditation videos
- Check symptoms, find doctors, research treatments: Options to check early symptoms, schedule of screenings, immunization, lab tests, x-rays, physical exams. Chat with your personal physician through the app!

Health Monitoring

- Monitoring of vital health of you and your family: Weight, Cholesterol, Blood pressure, Blood test results, (find all reports on the app), depression, diabetes, STDs
- medication reminder & counselling: Schedule reminders for your medicines, avail counselling on alcohol abuse, improper diet, obesity, STDs,

Predictive Analysis of health

- Exercising plan, weight loss: Weight loss monitoring/logging, goal setting feature, daily exercise plan(duration, core, aerobic, hobbies, logging), gamification
- Health Assessment for preventive care: Notifications based on the predictive analysis of possible symptoms of the disease, risk of contracting heart related disease or other complications, obesity, breast cancer.

Where do we go from here?

Widening the scope

- We could provide a virtual healthcare assistant who would understand and interact with the patients via text, tap or speech and answer basic questions such as “Talk to my doctor”, “ My weight last month”, “My medication due today.”



Research links

- <https://about.kaiserpermanente.org/who-we-are/fast-facts>
- <https://bestcompany.com/health-insurance/blog/review-aetna-vs-cigna-vs-kaiser-permanente>
- https://healthy.kaiserpermanente.org/static/health/annual_reports/kp_annualreport_2018/?kp_shortcut_referrer=kp.org/annualreport
- https://my.kp.org/apria/wp-content/uploads/sites/47/2013/11/82650_2012_HCR_PrevntiveServices_Flyer_Ntl_v4a_ap_ATC_HR_ADA.pdf