

Marketing Guide

Background:

In our country, Americans die of preventable diseases. In international comparison, the USA is the sad frontrunner. Add to that one of the most expensive healthcare systems in the world. Diabetes in particular is one of the most widespread diseases in the country. The citizens of the USA are very concerned about their health, yet many people do not know that diseases can be prevented - especially diabetes.

The digitization of the healthcare system is on the advance - we can feel this especially when we look at the competition, which is investing several millions in the transformation. In addition, customers are constantly asking for new digital solutions. At the same time, this creates the opportunity to bring tailored preventive measures closer to our customers and the citizens of the United States. The diabetes treatment market as well as the health coaching market offer us great potential.

In order to protect people from preventable diseases, to keep pace with our customers' demands, and to reduce our high level of healthcare spending through prevention, we created new technologies and digital offerings. With WeCare we establish an intelligent solution for advanced proactive care.

Market background:

Target users

People who want to prevent diabetes and people with diagnosed diabetes type 2.
Our marketing message for members: "Intelligent solution for advanced proactive care".

Target Market

The target market consists of roughly 3.2M KP members with non-diagnosed prediabetes and 1.2M members with diagnosed diabetes type 2.

Competitors

WeCare app will have two main competitors. Mayo Clinic is a strong competitor with a similar set of features within their "Mayo Clinic App". Dignity Health is a weak competitor with an essential focus on Video calls with doctors. They are both not focused on diabetes patients.

Product Background and Positioning:

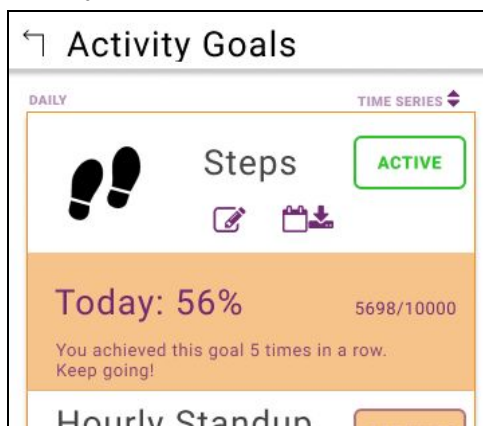
Our WeCare App is the intelligent solution for advanced proactive care. It is an essential health and wellbeing coaching app to achieve personal goals and get constant feedback with gamification and achievement.

Our Strength

- Kaiser Permanente has already established digital products - Video visits, lab results, prescription orders, bill payments, ability to exchange secure emails with doctors. WeCare seamlessly fits into that.
- Kaiser Permanente has access to a broad network of experts & doctors - We know the cutting edge treatments for diseases.

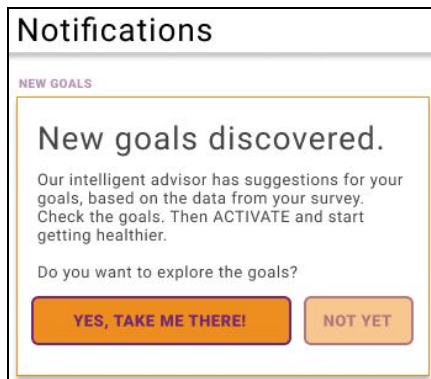
Selected product features

- Set Goals for activities, habits and nutrition
The user is able set personal goals for activities, habits and nutrition by themselves.
- Track goals and get notified
The user is able to track all goals and see in real-time what achievements he or she already made.



- Download calendar reminders
The user is able to download the time series of goal notifications to his calendar.
- Intelligent Advisor
The user is going to fill out a survey. Based on the feedback, our Artificial Intelligence will

provide the user with suggestions for useful goals, which will be linked to the profile.



- Get in contact with health & wellbeing coaches
The user can get a subscription and will be able to get in contact with KP's health and wellbeing coaches by chat or video call.

Where to find

The WeCare App will be launched in the Google Play Store and in the Apple AppStore.