KP Go Diab

Prevention is better than cure

Product Owner: Khushbu Gupta

Background

Why Are We Here?

- As per CDC (Centers of disease control and prevention) total medical cost , lost work and wages for people with **diagnosed diabetes is $327 Billion** .

- Due to **lack of awareness** of effective measures need to be taken by patients to treat diabetes at the right time, this disease is growing at pace.

- We are building a very effective **preventive solution for type 2 diabetes patients** to treat diabetes at an early stage in order to save expenses and cost as well to maintain the well being of diabetic patients.

Business Case

Initial Focus

Where are we starting?

What is our focus?

- Treatment of Type 2 Diabetic Patients at an early stage by making lifestyle changes.

Why we are doing this ?

- Save overall cost of $327 B spent on medical, lost work and wages for people with diagnosed diabetes
- Medical expense is 2x of diabetic patients in compared to patient without diabetes
- Risk of early death for adults is 60% higher than adults without diabetes.

Opportunity

What's the problem?

Problem

- Increasing rate of diabetic patients. In 2019, there were total diabetic cases of - 34.6 M which is 10.5 % of US population.

- High medical expense for diabetes patients which is total of ~$327 B within US.

Company Goal

- Our goal is to become one stop solution for digital diabetes management.

Scope

- Target type 2 diabetic patient which is approximately 95% of the market

Target Market

- 34.6 M type 2 diabetic patients (10.5% of US population)

Total addressable market

- TAM = Average revenue per user * Total market user

    = $2400 * 34.6M = **$83 B (approx.)**

Opportunity

Are there any competitors?

Globally, diabetes management apps are currently used by only 7.8 % of the diabetes patients (target group) till 2018 as per market research.

There are many mobile apps available in the market for diabetes management. Based on the **revenue and subscriber** base , we consider below apps as our top competitors:

	mySugr	ONE DROP
Revenue	$3M	$5M
Subscribers	2M+	1M+

Proposal

What's Our Solution?

Health and diet chart

Personal health coach for motivation and guidance

Personal health coach for motivation and guidance

Recommend exercise and physical activity as per patient's health condition and interests

Return On Investment

What can we do?

Budget for first year		
	Development Team Size	3
	Per hour cost of each developer	$30.00
	Total time to develop (Hours) – 6 months	960
	Development Cost	$86,400.00
	New Features (Post MVP) – 6 Months	$86,400.00
	Maintenance Cost – 6 Months	$17,280.00
	Total Cost of Platform Development	**$1,90,080.00**
	Marketing Cost (10% of estimated revenue)	**$42,000.00**
	Total Budget/Investment	**$2,32,080.00**

Revenue		
	Revenue per subscription($)	$30.00
	Target Subscription based users in first year**	14,000
	Total Revenue	**$4,20,000.00**

ROI		
	Net Profit = Total Revenue - Total Investment	$1,87,920.00
	ROI(Net Profit*100/Total Investment)	**81.0%**

**Target Subscription base : 5-7% of total user base (20% of type 2 patients of KP)

Measurement

How will we know if we're successful?

KPIs

- No of downloads
- No of active users
- Avg. session of active users
- Churn rate
- Customer feedback

GOAL

- 5-7 % of conversion rate to premium membership
- Review and ratings (4+ratings)

Competitors

MySugr

Company Profile :

- My Sugr is founded in 2012 in Vienna by team of diabetic people for diabetic people
- It is digital health company aims to improve the health of people with diabetes
- It focus on gathering diabetic data and provide optimized detailed reports
- Available in 52 countries and 13 languages

Feature:

- It enables the tracking, monitoring and reminding of blood sugar and Insulin on time
- Provide overview of data, recognize patterns and generates daily/weekly/monthly PF reports
- Collect patients daily therapy info like meals , meds, physical activities and carbs intake
  and show personalized dashboard
- Estimate HbA1c hemoglobin and basal rates for pump users

Revenue: $3M

Subscriber Base: 2M+

One Drop

Company Profile:

- One Drop is founded in 2011 in New York . It is a global digital diabetes care provider in terms of diabetes app portfolio, service offerings, performance, and strategy.
- It is using **mobile computing and data science** to transform the lives of diabetic patients by bringing affordable , accessible care through mobile app solution.
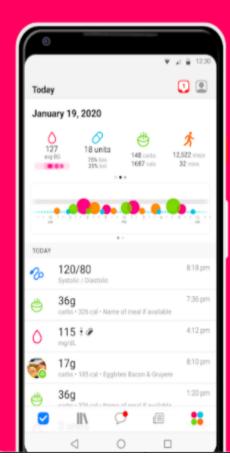
Feature:

- It provide **One Drop Chrome** FDA approved and CE-certified Bluetooth wireless **glucose monitoring system** that transmit blood glucose to cloud via One Drop | Mobile
- One Drop mobile solution which enable one touch logging for glucose, food, meds and carbs
- It provide insights and advice through AI powered technology for predicting future trends
- Integration with Apple Watch OS App to track glucose reading and view daily stats
- Provide historical data and stats views for daily , weekly and monthly reports.

Revenue: **$5M**

Subscriber Base: 1M+

Record everything
Blood sugar, weight, activity, meds, meals and more!

Our Advantages

Why are we better?

Other apps in the market are focusing on the **tracking and monitoring of the disease** but we are additionally focusing on the prevention or treatment of diabetes.

We are providing personalized one to one session with doctor and coaching session with health coaches for diabetes management

We analyze patient risk areas and work towards it to provide specialized coaching in diet / nutrition management or fitness management to prevent diabetes.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

Theme 1	Prevention of type 2 diabetes by monitoring and recommending healthy diet and physical activity.
Theme 2	One to one interaction with health coach and doctor for diabetes patients.

Theme 1

Monitoring and Recommendations

Strategy	Feature	Implementation	Timelines
Improve diet	Track and recommend personalized diet	• Implement user interface to record diet and database to save it. • Implement personalization diet chart after analyzing the data received suggested by health coaches.	3 weeks
Improve fitness	Track and recommend physical activity	• Implement user interface to record the exercise and database to save it. • Implement user interface for recommendation	3 weeks
Monitor glucose level regularly	Track blood sugar and insulin	• Implement user interface to record glucose level • Implement pdf/excel reports after data analysis	4 weeks

Theme 2

One to one sessions

Strategy	Features	Implementation	Timelines
Interaction with KP's doctor	Video session with doctor for medication or any queries	• Implement interface for booking appointments • Integrate and Implement video communication platform	4 weeks
Interacting with health coaches	Chatting platform to interact with health coaches	• Integrate messenger platform • Implement chatting platform	4 weeks

Where do we go from here?

Widening the scope

Become one stop solution provider of specialized and at-home medical services for diabetics' patients.

Provide services :

- Book appointment for various diabetes test (on-campus or at-home)
- Medical professional services like nurses , tracking equipment
- Medicines, glucose/insulin tracker to be delivered at home

References

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  - Diabetic percentage- 10.5% https://www.cdc.gov/diabetes/data/statistics/statistics-report.html
  - Medical costs of treatment- $327B https://www.diabetes.org/resources/statistics/statistics-about-diabetes
  - Type 2 diabetes spend per year- $2400 per year (https://www.healthline.com/health/cost-of-diabetes#5
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