

Marketing Guide

Background:

We live in a global, health-obsessed world. Yet not all world citizens are as active, as society demand. In fact, in daily life, many of us are *physically inactive*. Worldwide, **1 in 4 adults** (age 18+ years), *and 3 in 4 adolescents* (age 11-17 years) **do not meet the global physical activity recommendations set by the World Health Organization** [1](#),p.6. This is causing severe health conditions and tremendous Health Costs that could be prevented.

Problem statement:

Bad lifestyle habits such as a sedentary lifestyle, poor nutrition, alcohol abuse and smoking often lead to chronic diseases and premature death. The US alone spend **\$4.1 Trillion** in Annual Health Care Costs [2](#) on chronic disability such as diabetes, depression, high blood pressure and heart diseases care and premature death. **90% are spent on chronic diseases that could have been saved** creating healthier lifestyles [3](#).

Take **Diabetes**. In 2022, 133 million Americans (both children (12.2%) and adults (77.8%)) were diagnosticated Diabetes (37M) and Pre-Diabetes type 2 diabetes (96M). That year, **\$327 billion** is spent on treating diabetes, a chronic disease related to lack of physical activity and poor nutrition. In addition, **\$117 billion** is spent annually on treating diseases related to insufficient physical activity and **\$173 billion** related to poor nutrition. Leading to **Preventable Diabetes healthcare costs for adults of \$2,8 billion** [4](#), [5](#).

Product goals:

HealthY is a **Paid Subscription add-on Module** to the existing application to promote physical activities and improve customers' nutrition. With Kaiser Permanente preventive health care Fitness Application, "HealthY", we *prevent chronic diseases* by "**improving your health one step at a time**".

Our all-in-one health platform consists of the following main goals:

- 1- **Reduce expenses on preventable diseases**,
such as Diabetes and Diabetes type 2 (Pre-Diabetes).
- 2- **Increase health awareness.**
- 3- **Promote fitness and physical activity as a healthcare provider.**

Market background:

Target Audience

Our target audience consists of three market segments:

- **Free Kaiser Permanent Subscriber Patients-** Patients looking to improve their lifestyle.
- **American adults with a chronic disease-** People looking to improve their chronic disease.
- **American adults with negative lifestyle habits-** People that want to improve their lifestyle.

Target Market (size/volume)

With HealthY (Paid add-on) for the Kaiser Permanente app, American adults will be able to improve their lifestyle, decrease chronic diseases and gain healthy habits one step at a time.

The **HealthY target market**: the number of target users x purchases expected in a period, based on: demographic (population-based), psychographic (lifestyle and socio-economic-based), geographic (location-based) and behavioral (behavioral based) segmentation.

- **A1**: Free Kaiser Permanent Subscriber Patients: **+100.000M users** downloaded the app, of which **12.600M** are **active users**.
- **A2**: American adults with a chronic disease: = **155.578.631M** American Adults.
- **A3**: American adults with negative lifestyle habits: 259.3M adults-155.578.631M x 90%= **93.349.232,1**
- **Expected purchases**: 5% new customers in the first year.

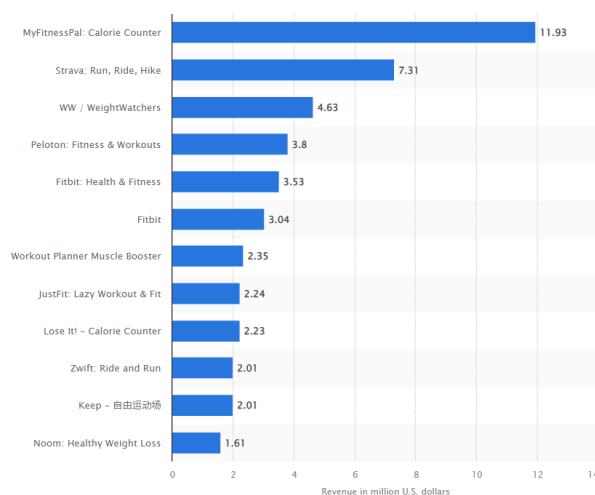
The HealthY target market: $(12.600.000 + 155.578.631 + 93.349.232,1) \times 2,5\%$ (5% of \$50 dollar/year) = $(1.101.527.863,1 \times 0.025) = \mathbf{27.538.196 \text{ million.}}$

Competitors

The Kaiser Permanente app with “HealthY” (Paid modules) has a wide variety of competitors in the health and fitness industry, as seen in the Fitness app competitors’ figure below:

Fitness app competitors

Leading fitness and sports apps worldwide in March 2023, by revenue *(in Million U.S. dollars)*



Source: [Top fitness and sport apps by revenue 2023 | Statista](https://www.statista.com/statistics/1104442/top-fitness-and-sport-apps-by-revenue-2023/)

The **Top 3 competitors** are:



"Good health starts with what you eat."

Target audience: People that want to take back control of their health and fitness.

- [MyFitnessPal](#) - A leading fitness and sports mobile app for weight loss and fitness.

With **nearly 1 million members** helping to reach their nutrition and fitness goals every year. In March 2023, MyFitnessPal generated in-app revenues of **\$11.93 million** [6](#), [7](#).



"Run, Ride, Hike."

Target audience: People who want to become athletes and stay active.

- [Strava](#) - is the largest sports community in the world. It connects **over 100 million runners, cyclists, hikers, walkers and other active people in 195 countries** through the sports they love on our mobile app and website. In March 2023, Strava ranked second, with **\$7.31 million** in combined revenues via Google Play and Apple App Store [6](#).



"Lose weight without giving up what you love."

Target audience: People who want to lose weight.

- [Weight Watchers](#) - is the largest global weight-loss program to build healthy habits, including a nutritionist-designed food plan and support from expert coaches to help lose weight and keep it off. With **3.5 million active users** every month, of which 80% are digital-only members. In March 2023, Weight Watchers ranked second, with **\$4.63 million** in combined revenues via Google Play and Apple App Store [8,9](#).

Product Background and Positioning:

Product Value Proposition:

NOT just another fitness app. **Kaiser Permanente App is the all-in-one health app platform for Health, Sports & Nutrition & self-care.** The app encourages American adults to take care of their health one step at a time. We do this by creating additional modules "**healthY**" to make the existing Healthcare app Kaiser Permanente **actionable** and a true **all-in-one Health app platform**. With the HealthY modules, Kaiser Permanente wants to become the **leader in high-quality healthcare**.

Product goals:

We decided to create "HealthY", **Paid add-on Modules** on the existing preventive health fitness app Kaiser Permanente to promote a healthier lifestyle.

"**HealthY**" extend the knowledge and expertise of the existing app. It *goes beyond just nutrition and sport advice by providing health features that no other fitness app has:*

- Educational tips from healthcare professionals to improve health conditions.
- **Sports& Nutrition** and **Self-care** modules are part of an overall healthcare app.

- Including **full medical history data**, appointment bookings, preventive healthcare, and healthcare tips from health professionals (doctors, pharmacy, personal trainer, and nutrition).

Our main business goals:

1. Increase health awareness among US Adults.
2. Prevent chronic diseases among US Adults.
3. Reduce preventable annual healthcare costs.

Our main advantages:

1. All in one solution.
2. Easy to use.
3. Expert health coaches available within app (paid subscription).

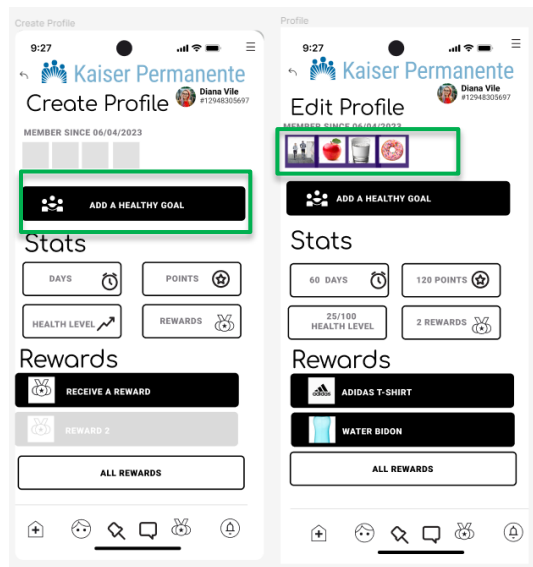
Our Kaiser Permanente preventive health care Fitness app with paid Add on subscription “HealthY” will help our users to improve their lifestyle habits, and prevent chronic diseases, like Diabetes, Type 2. **“Improve your health one step at a time”**.

Key features:

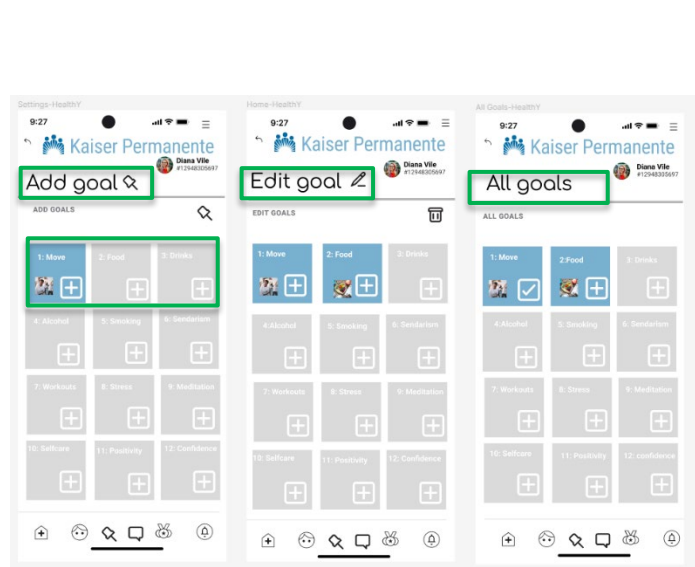
Three main features of HealthY are:

- **Create Profile** - The user can create a profile for HealthY, where all important health information is gathered and can be reviewed in a blink.
- **Create Goals** - The user can enter his/her goal initially, and once the user enters the submit button, a homepage with unique HealthY goals for a HealthY pathway awaits the user.
- **Health Test** - The HealthY pathway starts with a Health Test.

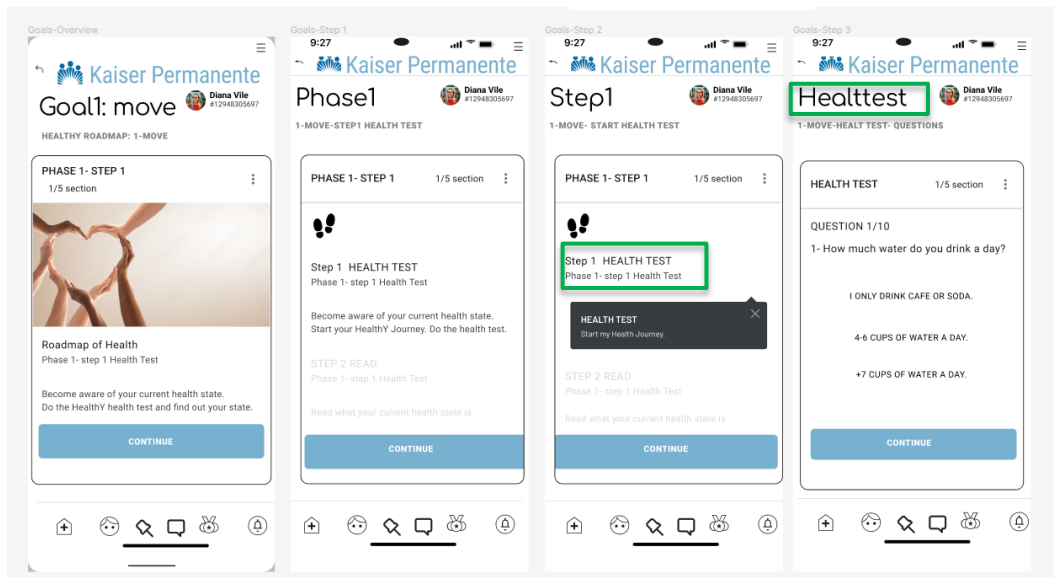
Create Profile



Create Goals



Health Test



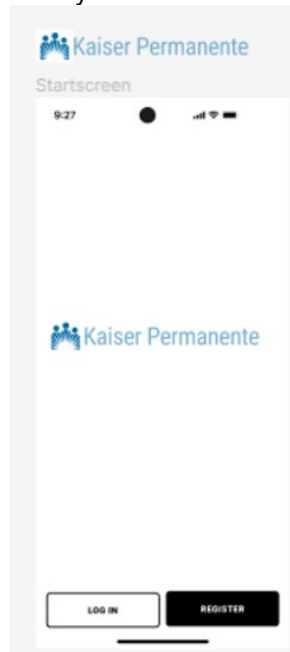
See more on Figma: [V2 Healthy](#)

Product Usage Details:

How to

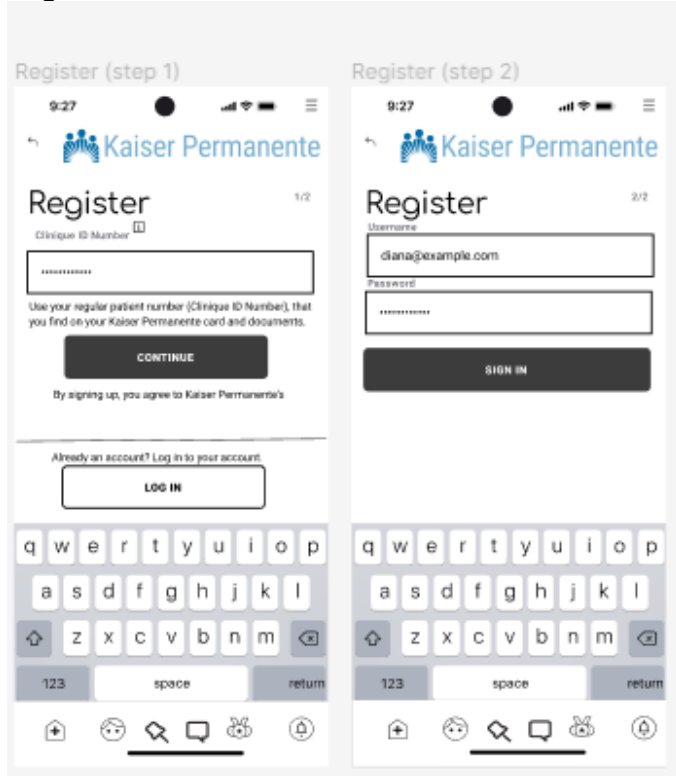
Open the app

Open the app and you will see the **Start screen** of the app: Here you can choose to either login or register.



Register for the product

Register screen



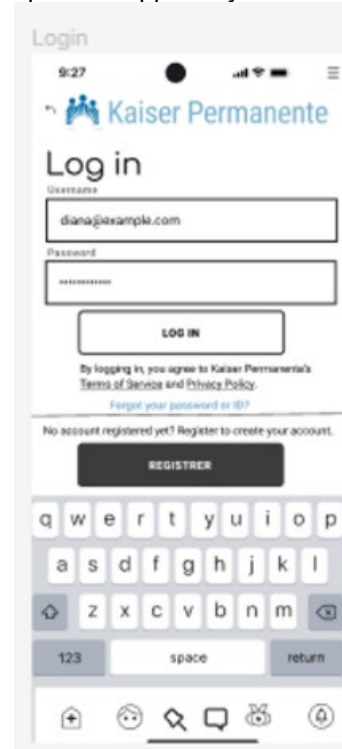
The registration process consists of two steps:

- Register (step 1):** Users enter their 'Clinique ID Number' (a 12-digit number) and tap 'CONTINUE'. A note states: 'Use your regular patient number (Clinique ID Number), that you find on your Kaiser Permanente card and documents.' Below the button, it says: 'By signing up, you agree to Kaiser Permanente's'.
- Register (step 2):** Users enter their 'Username' (e.g., diana@example.com) and 'Password' (masked with dots). They then tap 'SIGN IN'. A 'LOG IN' button is also present for existing users.

Requirement: valid e-mail address & safe password

Log-in for the product

Open the app and you will see the **Log-In screen** of the app:



The login screen displays the following elements:

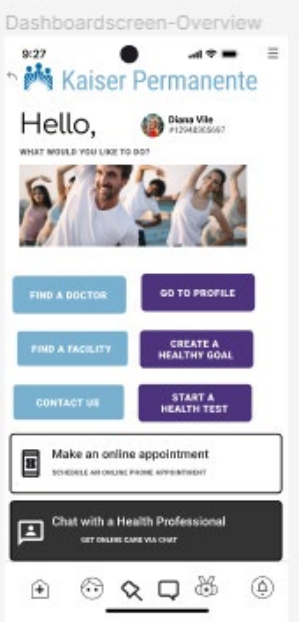
- Log in:** The main heading for the login section.
- Username:** A text field containing 'diana@example.com'.
- Password:** A text field with masked characters.
- LOG IN:** A button to submit the login credentials.
- By logging in, you agree to Kaiser Permanente's Terms of Service and Privacy Policy.** A line of text with a link to 'Forgot your password or ID?'.
- No account registered yet? Register to create your account.** A line of text with a 'REGISTER' button.

Requirement: valid e-mail address & safe password

How to

View the main options on the dashboard screen.

Now you are directed to the **Dashboard screen**:

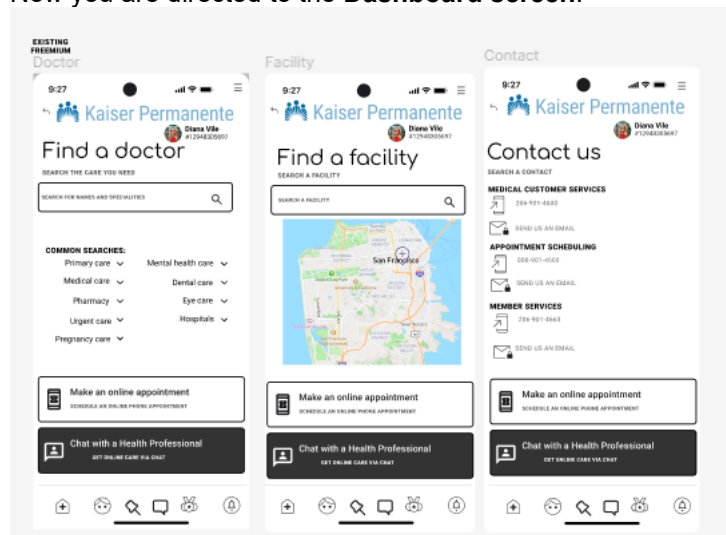


In here you find all the options of the app, including both the **freemium options** and the **paid option**.

How to

View the freemium options on the **dashboard screen**.

Now you are directed to the **Dashboard screen**:

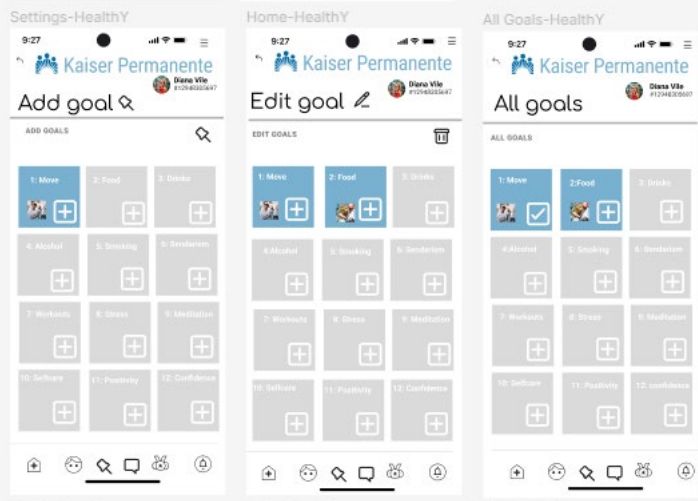
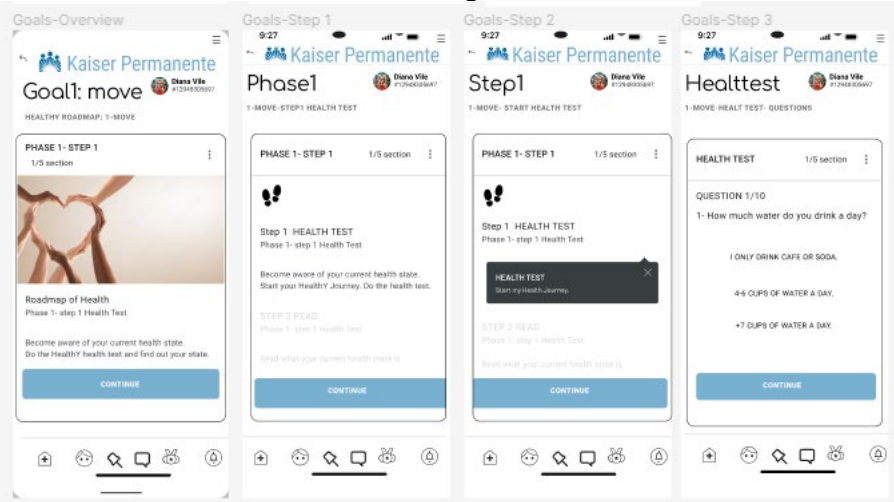


In here you find all the free options of the app, including:

- **Find a doctor.**
- **Find a facility.**
- **Contact us.**

How to

<p>Access the paid options.</p>	<p>On the dashboard screen, you will find the freemium options on the left (as stated above) and the paid options on the right.</p>  <p>In here you find all paid options of the app, including:</p> <ul style="list-style-type: none"> - Create a Profile. - Create a HealthY Goal. - Start a Health Test.
<p>Create a profile</p>	<p>Open the app and create a profile. Follow the instructions on the screen:</p>  <p>Requirement: Click on blue “Go to Profile” button. An empty Profile will open.</p>

	<p>Add the following information to create your account:</p> <ul style="list-style-type: none"> - Name - Picture - Goals (in Home Page) will be available here) - Friends - Stats (The number of days, health level, health points and rewards will automatically appear here after you start using the app). - Rewards (The overview of your rewards will automatically appear here after you start using the app. You will be informed by a notification when you gained a reward.)
<p>Create a goal</p>	<p>Requirement: Click on the blue “Create a HealthY Goal” button.</p>  <p>Follow the instructions on the screen, to add, edit and see all goals. Goals are preterminated healthy roadmaps you can choose from.</p> <ol style="list-style-type: none"> 1- Click on the black + sign below to create a new goal. A new blue box (max 12) will appear in the home screen. 2- Click on Goals to write and log your health goal. The goal will automatically be available here and as a small icon on your profile page.
<p>Do the Health Test</p>	<p>Requirement: from the dashboard screen, click on the blue “Start a Health Test” button.</p> <p>Follow the instructions on the screen to get started.</p> 

	<ol style="list-style-type: none">1- Each goal follows a fixed HealthY Roadmap path with several sections.2- You must follow the steps on the screen to follow the Healthy Roadmap.3- The Health Test is the first step in each HealthY Roadmap.
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FUTURE BUILD FEATURE:

- 4- At the end of the Health Test, you will see your **results** on the screen:
 - **RED**: negative: much improvement possible.
 - **ORANGE**: neutral: improve to optimize your health.
 - **GREEN**: positive: you have reached your goal.

Download the app from the:

1. Kaiser Permanente | Apple- App Store [\[18\]](#).
2. Kaiser Permanente Washington | Google Play Store [\[19\]](#),