

Kaiser Permanente

Preventive Healthcare Fitness Application
HealthY

Product Owner: Diana Vile



Background Why Are We Here?

CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

CHRONIC DISEASES IN AMERICA

6 in 10 US Adults live with a chronic disease & **4 in 10 US Adults** have more than one chronic disease[\[1\]](#).







Background

Why Are We Here?

Potential causes of Chronic diseases:

9 in 10 US Adults consume too much sodium [2].

1 in 2 US Adults gets insufficient physical activity[3].

<u>Potential causes:</u>	
<u>Poor nutrition</u>  90%	<u>Excessive alcohol use</u>  20%
<u>Physical inactivity</u>  50%	<u>Tobacco use</u> & exposure to <u>secondhand smoke</u> .  25%

1 in 5 US Adults deaths between 20-49 years of alcohol abuse [4].

1 in 4 US Adults who don't smoke [5]. are exposed to second-hand smoke [6].

**Prevent chronic diseases with “HealthY”
(Kaiser Permanente app)**

Business Case

Initial Focus

Where are we starting?

- 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**. This is causing severe health conditions and tremendous Health Costs that could be prevented.
- In **2018**, the World Health Assembly agreed on a global target to **reduce physical inactivity by 15% by 2030**.[\[7\]](#) Worldwide, **1 in 4 adults** (age 18+ years), **and 3 in 4 adolescents** (age 11-17years) **do not currently meet the global recommendations for physical activity set by the World Health Organization (WHO)** [\[8\]](#), page 6]
- **Take the US as an example:** Bad lifestyle habits such as a sedentary lifestyle, poor nutrition, alcohol abuse and smoking often lead to chronic diseases and premature death.
- “The US spend **\$4.1 Trillion** in Annual Health Care Costs [\[9\]](#) on chronic disability such as diabetes, depression, high blood pressure and heart diseases care and premature death”. **90%** of these healthcare costs **are for chronic diseases** [\[10\]](#) **that could be saved with preventive healthcare (by creating healthier lifestyle habits)**.
- Prevent chronic diseases with Kaiser Permanente preventive health care Fitness Application “HealthY”: **“Improve your health one step at a time”**.

Initial Focus-Risk Factors

Where are we starting?

- **Physical inactivity** is one of the leading risk factors for **premature death**: Insufficiently active people have a
- **20% to 30% increased risk of death** compared to sufficiently active people [3].

Risk Factors	Healthcare costs per year	People affected per year
Cigarette Smoking	\$240 billion*[10]	>16 million (=25% adults)
Physical inactivity	\$117 billion*[10]	5.7 million 10% (Age 65+)
Excessive alcohol	\$249 billion *[10, 2010]	
Poor Nutrition	\$173 billion*[11]	

*[10] [Health and Economic Costs of Chronic Diseases | CDC](#)

*[11] [Poor Nutrition | CDC](#)

Initial Focus-Chronic Diseases

Where are we starting?

- **Chronic diseases** are the leading cause of premature death and disability.
- A combination of physical inactivity, poor nutrition, alcohol abuse and smoking often leads **to chronic diseases**.^[12]

Preventable Chronic diseases	Healthcare costs per year	People affected per year
Heart disease & Stroke	\$216 billion & \$147 billion Lost productivity	
Cancer	\$240 billion ^{*[10]}	1.7 million
Diabetes, Pre Diabetes	\$327 billion	37 million (D), 96 million (preD)
Obesity	\$173 billion	42% adults, 20% children, 25% adolescents

^{*[10]} In 2030, [Health and Economic Costs of Chronic Diseases | CDC](#)

Initial Focus-Chronic Diseases

Where are we starting?

- **90%** of all of these chronic diseases can be prevented by adopting a healthier lifestyle [\[12\]](#):

Preventable Chronic diseases	Healthcare costs per year	People affected per year
Arthritis	\$303.5 billion *[10, 2013]	58.5 million (=25% adults)
Alzheimer	\$305 billion *[10, 2020]	5.7 million 10% (Age 65+)
Epilepsy	\$8.6 billion *[10, 2016]	3 million adults, 470,000 (0-20yrs)
Tooth decay	\$45 billion	25% adults, 1 in 6 children

*[10] [Health and Economic Costs of Chronic Diseases | CDC](#)

Opportunity

Where are we starting?

Marketing Population US Market in 2022	Total	%
Child Population (0-18yrs)	73,989.838 million children (=73.9M children).	22.2%
Adult Population (0-(18+yrs)	259.297.719 million adults (=259.3M adults).	77.8%
Total Population	333.287,557 million people [13]. (=333.2 M people in the US).	100%
Adult Population with chronic disease	155.578.631 million adults (=155.6 M adults in the US)	60%

Calculations:

- Adult Population 2022: Total population(100%) - Child population (22.2%)= 77.8% * 333.287,557 Million=**259.3M** adults.
- Adult Population with Chronic Disease 2022: Total adult population x adult population with chronic disease (6 in 10=60%) 60% * 259.3 Million=**156.6 Million adults** in the US.

Opportunity

Where are we starting?

“90% of annual healthcare costs destined to chronic diseases can be reduced with preventive healthcare”

Total Addressable Market (TAM)- US market	Total amount	%
Annual Healthcare Costs Spend	\$4.1 Trillion a year	100% (children & adults).
Adult population 2022	259.3M adults	77.8%
Adult population with chronic disease	155.578.631M adults	60%
Annual Healthcare Costs Adults with Chronic disease	\$1.9 Trillion a year.	
Total Preventable Annual Healthcare Cost Spend	\$1,72 Trillion a year.	90%

Calculations:

- Adult Population 2022: $77.8\% * 333.287,557 \text{ Million} = \mathbf{259.3M}$ adults.
- Adults with Chronic disease in the US: $60\% * 259.3 \text{ Million} = \mathbf{155.578.631M}$ adults have a chronic disease in the US.
- Annual Healthcare Costs for Adults with Chronic disease = Total Annual Healthcare Costs/ (adults chronic disease/total population): $\$4.1 \text{ Trillion a year} / (155.578.631M / 333.287,557M) = \mathbf{\$1.9 \text{ Trillion a year.}}$
- Total preventable Annual Healthcare costs spend on US adults: $90\% * \$1.9 \text{ trillion} = \mathbf{\$1,72 \text{ Trillion a year.}}$

Opportunity

What's the problem?

BUSINESS GOALS:

Promote a healthier lifestyle via “HealthY” add-on Modules on existing preventive health fitness app to:

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

Revenue stream:

- **Freemium** existing health app (=free Health app with advertisements)
- **Paid Subscription- HealthY** (=Premium, Paid Modules to be built without ads, incl. healthcare professionals.)

Proposal

What's Our Solution?

HealthY: “Improve your health one step at a time”.

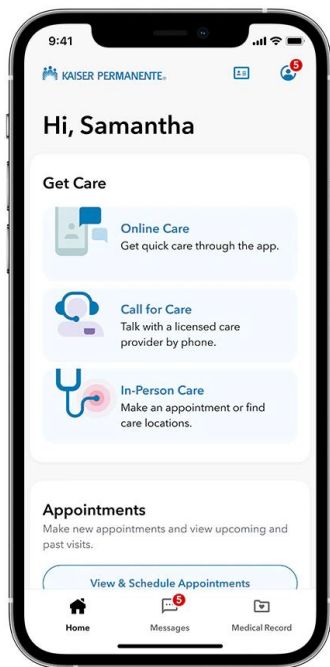
- **Kaiser Permanente** is NOT just another fitness app. It is an **all-in-one healthcare app** that encourages American adults to take care of their health one step at a time. We do this by creating additional modules “**healthY**” to make the existing Healthcare app Kaiser Permanente **actionable** and a true **all-in-one Health app platform** :

	Module	Theme	Topics	Revenue stream
EXISTING	Module 0: Healthcare	Healthcare NEW: Add educational Health tips	quit smoking, medical screenings, toothcare, family history of diseases.	Free
NEW	Module 1: Sport & Nutrition	HealthY module1: Sport & Nutrition	Regular physical activity, eat healthy, avoid too much alcohol	Paid Subscription
FUTURE BUILD	Module 2: Self-care	HealthY module2: Self-care	Sleep & relaxation, create healthy lifestyle habits, and make healthier lifestyle choices.	Paid Subscription



Module 0: Existing App-Healthcare

What's Our Solution?



Features Kaiser Permanente app- manage your health- all in one place.

Simple and secure

Email your doctor's office or Member Services with nonurgent questions

Schedule, view, and cancel routine appointments and see information about past visits

Fill or refill most prescriptions, check the status of a prescription order, and see a list of all your medications

View your medical history, including allergies and immunizations, ongoing health conditions, and most lab test results

Choose a doctor by browsing our online doctor profiles

Find facilities and pharmacies near you

Get care in a way that works for you — online, by phone, or in person

Access your digital membership card to check in for appointments, pick up prescriptions

Get personalized reminders and health information on availability

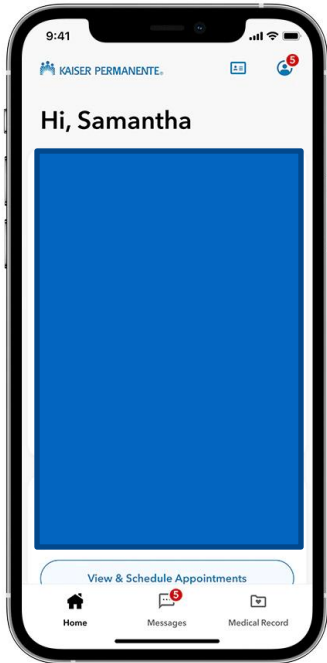
HEALTH-FEATURE1&2:

Add Educational Tips from Health Pros & In-app Feedback from Customers in real-time.



Proposal-Module1 “HealthY” Sport& Nutrition

What's Our Solution?



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Features Kaiser Permanente app- manage your health- all in one place.s

Simple and secure

NUTRITION-FEATURE 1:

Browse food suggestions in a comprehensive food database with healthy recipes and non-alcohol drinks.

NUTRITION-FEATURE 2:

Set food goals & log food entries on a daily basis.

NUTRITION-FEATURE 3:

Email Nutrition Health specialist in Chat for questions regarding healthy choices.

NUTRITION-FEATURE 4:

Schedule, view, and cancel routine appointments and see information about past visits

SPORT-FEATURE 1:

Find gym facilities near you

SPORT-FEATURE 2:

Schedule your workout routines

SPORT-FEATURE 3:

Start a 5 min workout

SPORT& NUTRITION-FEATURE 4:

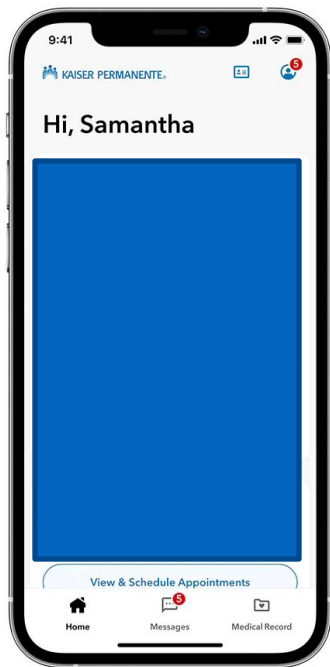
Get a REWARD* after a workout

(*Get a discount on meal plans, nutrition check ups, sports clothes, gym classes, physiotherapy, or personal trainer).



Future-Module2 “HealthY” Self-care

What’s Our Solution?



Features Kaiser Permanente app- manage your health- all in one place.

Simple and secure

SELF-CARE-FEATURE1:

Set your self-care goals: stop smoking, become physically active, eat healthy, get energized, think positive,

SELF-CARE-FEATURE2:

Create and schedule your morning and evening routines (relaxation & getting enough sleep)

SELF-CARE-FEATURE3:

Create healthy lifestyle habits: stop smoking, become physically active, eat healthy, get energized, think positive,

SELF-CARE-FEATURE4:

Schedule your self-care routines

SELF-CARE-FEATURE5:

Start a 5 min routine (morning routine, evening routine,

SELF-CARE-FEATURE6:

Log your efforts in a daily habit tracker

SELF-CARE-FEATURE7:

Get your Reward: Gain points to treat yourself to a sauna, massage, flowers, healthy dinner, coffee with a friend, and walk in the park, among others.

Return On Investment

What can we do?

Kaiser Permanente KP

- Downloads: **100M** members Kaiser Permanente App*[14]
- Users: **12.6M** [15, 16, 17].
- Paid Subscription plan: **50\$ per year.**
- Estimated costs: **\$280,000.**

*[14] Kaiser Permanente App I Google App Store.

*[15] Kaiser Permanente App I Fierce Healthcare. 9 million users in 2012

*[16] Kaiser Permanente App I FastCompany. 12 million users in 2022.

*[17] Kaiser Permanente App I Statista. **12.6 million** users in 2022.

Return On Investment

What can we do?

Kaiser Permanente KP

- Estimated Sign-up rate for paid subscription plan: **5%** in the first year.
- Paid subscription users for the first year: $5\% * 12M =$ **600,000 paid subscription users** in the first year.
- Estimated revenue (amount gained): $5\% \times 12M \times \$50 =$ **\$30,000.000**

Return On Investment (ROI): (estimated revenue-estimated costs/estimated costs)=

$\$30,000.000 - \$280,000 / \$280,000 = \$30,000.000 =$ **106,14.**

Measurement

How will we know if we're successful?

BUSINESS

The most important KPI metrics are:

KPI 1: **Sign-up rate for paid customers:** 5% of new customers in the first year.

KPI 2: **Usage rate of customers:** 10% of existing customers in the first year.

Measurement

How will we know if we're successful?

Other important metrics might be:

Quality

- Download +10% for free customers
- Customer recommendation on Google Play Store and Apple Play Store (App Store Rating, nr of App downloads)
- In-app Rating: Trainer rating Doctor rating, Nutritionist rating.

Business Growth

- Customer growth rate: 8% increase from historical growth in year two.

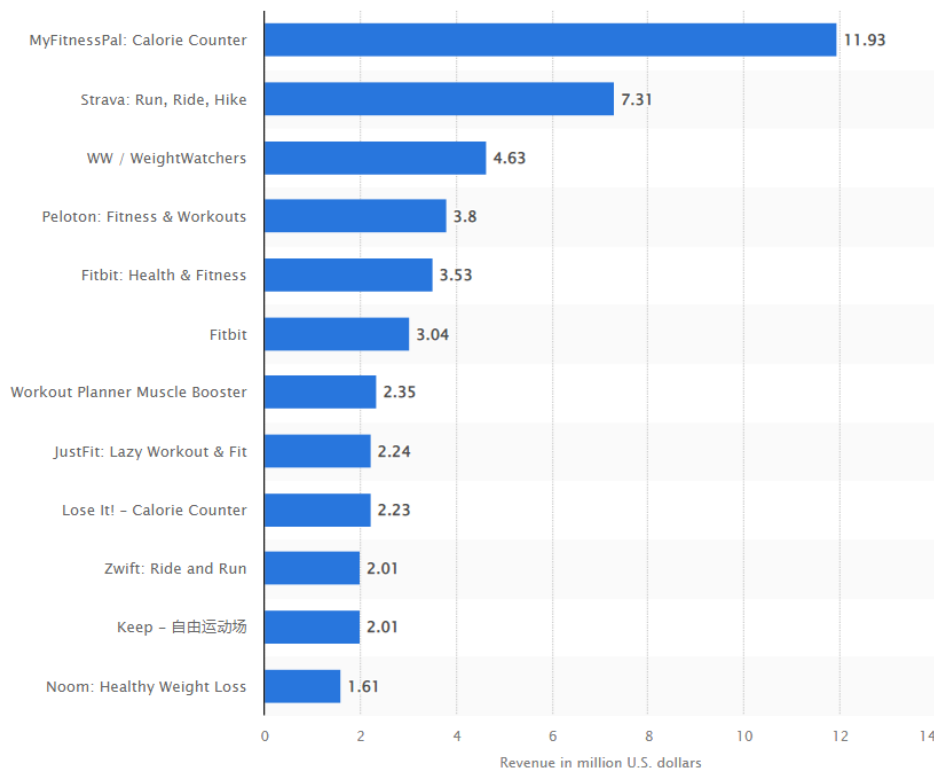
App Development

- On-time delivery of features, the loading time of the app, and Average time of release on Google Play Store (Android) & Apple Play Store (ios).

Competitors

Fitness app competitors

Leading fitness and sport apps worldwide in March 2023, by revenue *(in million U.S. dollars)* ^[18]



MyFitnesspal: caloriecounter

Acquired by UnderArmour in 2015, sold to Francisco Partners 20200



MyFitnessPal [19] is a weight loss and fitness app. It helps nearly 1 million members reach their nutrition and fitness goals every year. In March 2023, MyFitnessPal was the leading fitness and sports mobile app, generating in-app revenues of **\$11.93 million**[18].

Target audience: People that are looking to take back control of their health and fitness

Benefits
Free calorie counter app Optional features on subscription
Easy to use
Large database of foods and exercises
Aligned with UnderArmour (incl. shopping deals)

Features
Calories tracker
Calorie counter to log food
App food database with 24 million foods
Short workout videos for daily workout routine
Workout timer Track calories burned

[18] [Leading fitness and sport apps worldwide in March 2023, by revenue Statista](#)

[19] [MyFitnessPal Revenue and User Statistics \(2022\) \(mobilemarketingreads.com\)](#)

Strava: Run, ride, hike



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 [18].

Target audience: Every effort counts on Strava. People who want to become athletes and stay active.

Benefits
Including routes and trails
Add safety contacts
In collaborating with existing Sport clubs
The social network for athletes

Features
Track & Analyse sport activities
Measure performance
Share & Connect with friend & athletes
Explore new routes & Compete with community
Realtime GPS

[18] [Leading fitness and sport apps worldwide in March 2023, by revenue. Statista](#)

Our Advantages



Why are we better?

“HealthY: Improve your health one step at a time.”

The Preventive Healthcare Fitness App **Kaiser Permanente [20]** is more than just another fitness app. It is an **all-in-one health app platform for Health, Sports & Nutrition & Self-care** for both iOS and Android devices. Our **paid subscription add-on “HealtY” modules** extend the knowledge and expertise of the existing app. It provides health features that no other fitness app has and goes beyond just nutrition and sport advice. Sports & Nutrition and Self-care modules are part of an overall healthcare app with full medical history data, appointment bookings, preventive healthcare, and healthcare tips from health professionals (doctors, pharmacy, personal trainer, and nutrition).

Benefits
Improve health, sport & nutrition and self-care
Reward active users via gamification
Increase physical activity
Create healthy lifestyle habits
Prevent chronic diseases
Maintain a healthy body weight
Reduce preventable healthcare expenses.

Features
Preventive health care
Personalized coaching program
Book an appointment with Personal Nutritionist
Health Tips (food, fitness & self-care).
Aligned with a health service provider.
Reward system.
Immediate results in customer health.
Expertise and trust in our recommendations on Google Store App and Apple Store App.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

“With every life we touch, we’re contributing to the growth of a healthier, more vibrant world.”

- Kaiser Permanente, 2023.

Kaiser Permanente App is the all-in-one health app platform for Health, Sports & Nutrition & self-care.

With the HealthY modules, Kaiser Permanente wants to become the **leader in high-quality healthcare.**

We do this by adding:

- **Module 0 (FREE):** HEALTHCARE- add educational tips from healthcare pros to improve health conditions.
- **Module 1 (PAID):** SPORT & NUTRITION- to control weight, combat health conditions & diseases & boost energy.
- **FUTURE Module 2 (PAID):** SELF-CARE- to gain healthy lifestyle habits and routines and improve mood.

Theme 1: Healthcare tips and Tricks

Learn why chronic health conditions & diseases occur and how to prevent them via educational content from health Pros.

HEALTH-FEATURE1: **Add Educational Tips from Health Pros**

- Add a database of educational tips from health professionals on
 - Health conditions
 - Chronic diseases
 - Causes of chronic diseases
- How to reduce caused with health, sport & nutrition & self-care

HEALTH-FEATURE2: **Allow customer additions and feedback in real-time**

- Add customer comments and feedback on health education tips in real-time

Theme 2: HealthY module1: Sport & Nutrition

Put in practice- Create a healthier version of yourself one step at a time

- NUTRITION-FEATURE1: **Browse healthy food suggestions in the database**

Browse food suggestions in a comprehensive food database with healthy recipes and non-alcohol drinks.

- NUTRITION-FEATURE2: **Set food goals & log food entries daily.**

Create food goals and create daily food log entries to discuss with the Nutrition health specialist.

- NUTRITION-FEATURE3: **Email the Nutrition Health Specialist**

Chat in real-time with available Nutrition Health specialists for questions regarding healthy choices.

- SPORT-FEATURE1: **Find gym facilities near you**

Connect Google Maps connection to find gym facilities near you.

- SPORT-FEATURE2: **Schedule your workout routines**

Add a calendar feature to add and schedule existing workout routines from a sport & exercise database.

- SPORT-FEATURE3: **Start a 5 min workout**

Upload all Videos to YouTube (unlisted) to start the workout video directly from the app.

3: Reward system

Get rewarded- small rewards to make people come back on a daily basis

HEALTH-FEATURE3: **NOW**

- Create easy-to-track HEALTH & SPORT & NUTRITION goals
- Provide points
- Get a reward: collect points to get a free healthcare check-up with a specialist.
- Get access to premium features on completing your goals.

SPORT& NUTRITION-FEATURE4:**NOW**

- Create easy-to-track HEALTH & SPORT & NUTRITION goals
- Exercise 4 times a day 5 min work out, 5 times a week.
- Provide points when meeting goals.
- Get a reward: discount for meal plans, nutrition tips, sports clothes, gym classes, physiotherapy, or personal trainer).

Where do we go from here?

Widening the scope

In order to let “**Kaiser Permanente App**” with paid subscription modules “**HealtY**” **become the “all-in-one health app platform for Health, Sports & Nutrition & Self-care”**, in the near future, we will focus on:

- **Build Module 2- SELF-CARE module** (see **Future slide 15**).
- **Add premium features:** Personal consulting with doctors, nutrition, and fitness trainers).
- **Create partnerships** with gyms, sports brands, health professionals and health-& self-care-related companies.
- **Create a growth marketing plan** to grow the customer base of paid subscriptions.

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Video

VIDEO1: Introduction, Background, Focus, Opportunity, ROI & Measurement
<https://share.vidyard.com/watch/QBSe6KNL8HesXk5MsEZ13A?>

VIDEO2: Competitors, Advantages, Roadmap, Vision
& Strategy
<https://share.vidyard.com/watch/sgz3JFSrWv8XCh3MQhCXe8?>

Thank you