



## HealthY

Big day! Today, we launched the paid Add-on module HealthY of the Kaiser Permanente app. Here's why: 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](#). This is causing severe health conditions and tremendous Health Costs that could be prevented.

Bad lifestyle habits -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 diagnosed 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](#).

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 *reduces expenses on preventable diseases*, such as Diabetes and Diabetes type 2 (Pre-Diabetes), *increases health awareness and promotes fitness and physical activity as a healthcare provider*.

Our results are 1.89 million downloads of our 12.6 million free members in just 30 days with 630.000 million American Adults using our paid **all-in-one health platform** with HealthY to reach their desired health goals.

**HealthY** is a **Paid Subscription add-on Module** *to the existing application* to promote healthy habits, physical activities and improve customers' nutrition. It consists of three main features:

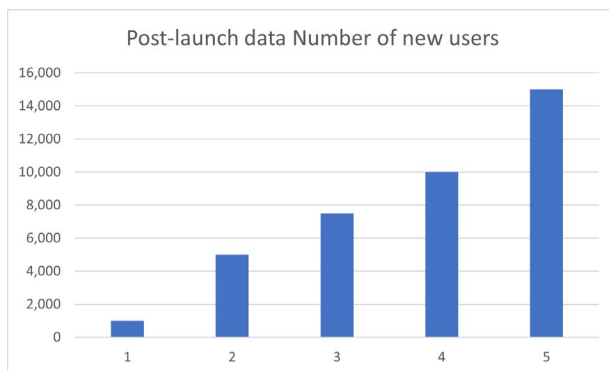
- **Key feature 1: Create a Profile**  
The user can create a profile within the Kaiser Permanente App (for HealthY Paid- Add on Subscribers only!) to store personal information, health goals, stats, and rewards in one overview screen.
- **Key feature 2: Create Goals**  
The user can enter his/her goal initially, and once the user enters the submit button, a homepage with unique HealthY goals for a HealthY pathway awaits the user.
- **Key feature 3: Health Test**  
HealthY consists of several HealthY Goals Roadmaps.  
Each HealthY pathway starts with a Health Test.

## Product Performance- Post-launch data



Source: [Udacity Product scenarios](#)

- **15K+ Downloads**
- **3.000+ Active Users**
- **4.5 Rating in APP & Google Play Store**



Source: [Udacity Product scenarios](#)

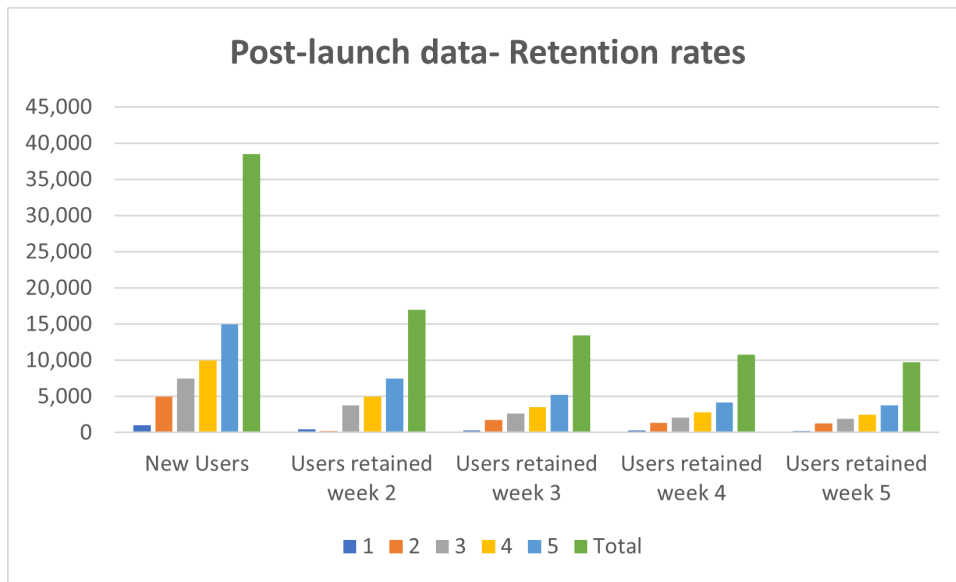
Week	Number of new users
1	1,000
2	5,000
3	7,500
4	10,000
5	15,00

## Post-launch data- Retention rates

### Post-launch data

Week Users Started	New Users	Users retained week 2	Users retained week 3	Users retained week 4	Users retained week 5
1	1,000	500	350	280	252
2	5,000	250	1,750	1,400	1,260
3	7,500	3,750	2,625	2,100	1,890
4	10,000	5,000	3,500	2,800	2,520
5	15,000	7,500	5,250	4,200	3,780
<b>Total</b>	<b>38,500</b>	<b>17,000</b>	<b>13,475</b>	<b>10,780</b>	<b>9,702</b>

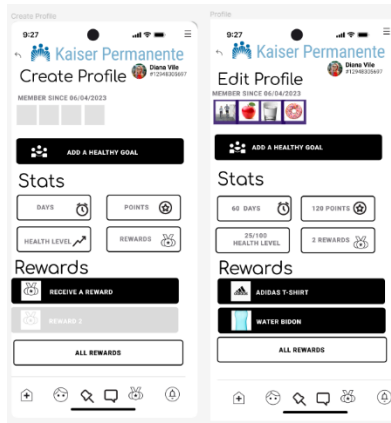
Source: [Udacity Product scenarios](#)



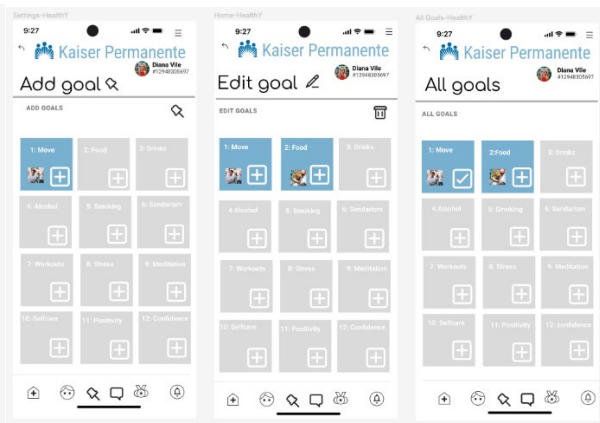
Source: [Udacity Product scenarios](#)

## MAIN FEATURES CURRENT BUILD-PHASE 1:

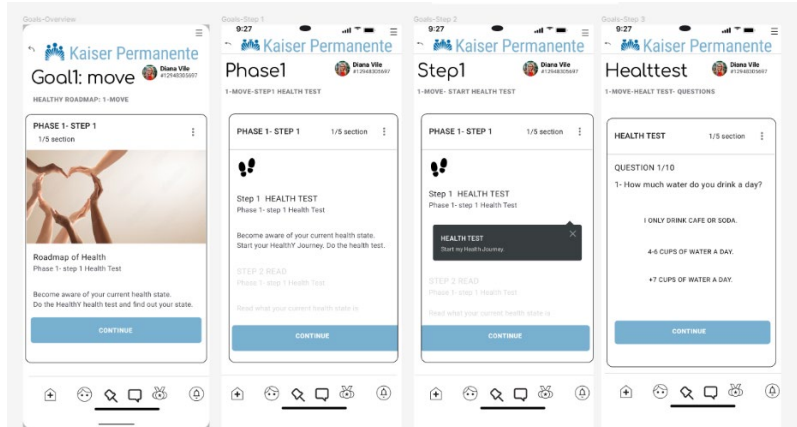
### FEATURE 1: Create Profile



### FEATURE 2: Choose a Healthy Goal



### FEATURE 3: Do a Health Test



See: [V2- Healthy- A Kaiser Permanente all-in-one-health-app](#)

### **Next steps- Key elements of our future features include:**

Stay tuned, as we are going to add more features in the future based on our customer reviews.

#### **FUTURE BUILD-PHASE 2:**

- **Key feature 3 (continue): Health Test Results**  
HealthY consists of several HealthY Goals Roadmaps.  
Each HealthY pathway starts with a Health Test.  
After taking the Health Test, the user will get the results inside his/her app.
- **Key feature 4 Tips & Tricks Notifications for Health and Fitness**  
To facilitate healthy habits, American adults will receive daily tips and tricks from healthcare professionals via mobile notifications within the applications, to improve their health and fitness conditions.
- **Key feature 5: Daily Health Professional consult**  
What: American adults can send an email with doubts regarding their lifestyles.  
Who: A **doctor** (specialist healthcare professional).  
Response time: respond within 2 hours.
- **Key feature 6: Daily Nutrition consult**  
What: American adults can get help to control their weight via daily nutrition consults.  
Who: A **nutritionist** (Nutrition healthcare professional).  
Response time: respond within 2 hours.
- **Key feature 7: Daily Sports consult**  
What: American adults can get help to combat health conditions & diseases and boost energy via daily sports consults.  
Who: A **personal trainer** (sports healthcare professional).  
Response time: respond within 2 hours.

#### **FUTURE BUILD-PHASE 3:**

- **Key feature 8: Daily Self-care consult**  
What: American adults can get live help to gain healthy lifestyle habits and routines and improve mood via daily self-care consults.  
Who: A **psychologist/psychiatrist** (Mental healthcare professional).  
Response time: respond within 1 hours.

### **Diana Vile**

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On behalf of all the team members who make this dream a fully functional product.