

# Marketing Guide

## Background:

Among the most costly health care issues are diseases like Diabetes. USA has one of the most expensive healthcare systems in the world with diabetes in particular being one of the its most widespread diseases in the nation. The citizens of the USA are very concerned about their health, yet many people do not know that diseases can be prevented - especially diabetes.

Digitization of the healthcare system has been and is still on the advance. We can feel this especially when we look at the competition, which is investing several millions in innovative digital health solutions. In addition, customers are increasingly asking for digital health care solutions. This creates the opportunity to bring tailored preventive care 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 diseases which can be prevented, to keep pace with our customers' demands, and to reduce our high level of healthcare spending through preventative care, we need to create new technologies and digital offerings. We need to establish a proactive health advisor solution for advanced preventive 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 3.6M KP members with non-diagnosed prediabetes and 1.2M members with diagnosed diabetes type 2.

### Competitors

PreMCare app will have two main competitors. Mayo Clinic is a strong competitor with a similar set of features within their "Mayo Clinic App". Cleveland 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 PreMCare 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. PreMCare seamlessly fits into that.
- Kaiser Permanente has access to a broad network of experts & doctors - We know the cutting edge treatments for diseases.

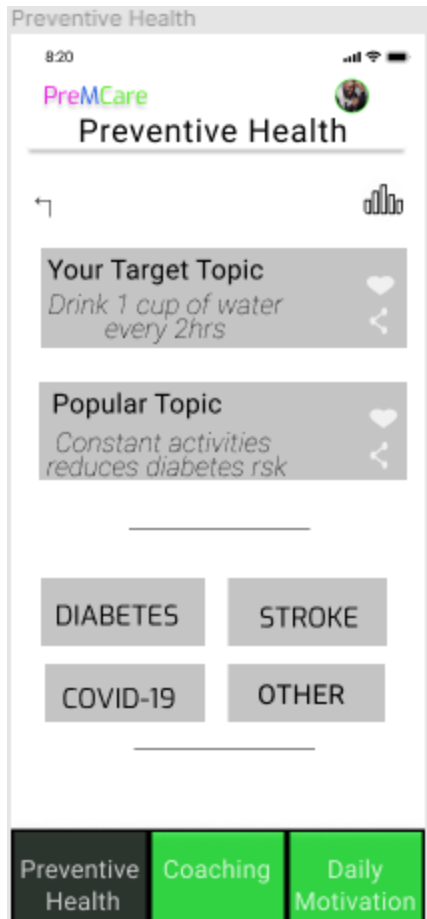
### Selected product features

- Intelligent Advisor  
The user is going to fill out a survey. Based on the feedback, our Artificial Intelligence will provide the user with precise useful goals, which will be linked to the profile.
- Daily Tips  
These goals given by our artificial intelligence algorithm will come in form of daily tips. The tips are focused on 3 main targets: Activities, Nutrients and habit change(Preventive

## Health



- Preventive Health  
Focus is given to help change the user's habit to better one. This feature focuses on that with targeted topics based on user's risk profile to help provide him/her with habits to change. General topics necessary for a health group are also given.



- Coaching  
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 PreMCare App will be launched in the Google Play Store and in the Apple AppStore.