

Anti Diabetes App

Kaiser Permanente product pitch

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Background

Why Are We Here?

- We can reduce the risk from diabetes to millions of people by helping them live healthier with an mobile app

Say NO to Diabetes

Business Case

Initial Focus

Where are we starting?

- Reduce risk from type 2 diabetes respectively medical cost as well
- Growing problem among worldwide and specifically US citizens which cause significant cost on Kaiser Permanente

Opportunity

What's the problem?

- Recent statistics shows that ~10% of the US population have diabetes
- Kaiser Permanente serves ~12.6 million people so Kaiser Permanente serves ~1.26 million people who have diabetes
- People diagnosed with diabetes incur on average \$16,750 annually in medical expense which is ~2.3 times the medical expenses of a person without diabetes

The above means that KP members spent **~\$12 billions annually*** more due to diabetes

*\$16,750-(\$16,750/2.3)*1.26 mil = \$11.9 billions

Opportunity

What's the problem?

Recent researches shows that:

- 30 min physical activity per day reduce risk from diabetes 40-70%
- 30 min physical activity per day reduce risk from diabetes 58% while medical treatment with 31%

Proposal

What's Our Solution?

- Mobile app for supporting people with diabetes or helping others to avoid diabetes by encouraging healthier way of living (both eating and physical activity)

Return On Investment

What can we do?

Estimated Costs:

- In house development would cost ~1 million USD to bring up the mobile app to acceptable level for both Android and Apple but would add additional costs for operational support afterwards
- It is possible to do outsourced development which would probably speed up development and cost a bit less on a long term
- It is possible to invest in existing apps through strategic partnerships

Expected ROI:

- So, by encouraging people to do ~30 min physical activity per day, KP can save **~50% from medical costs for diabetes** or **~\$6 billions annually**

Measurement

How will we know if we're successful?

- Collect data from end users as rating and feedback of the application
- Collect health data related to diabetes from end users of the app (sugar level, weight, activity) and compare with the data from 1 year back
- Reduction of medical costs spent on diabetes medicins compare to estimated costs

Competitors

MySugr

Diabetes Tracker log

- One of the recommended apps on the market with **Apple** Rating: 4.7 stars **Android** Rating: 4.6. Sources:
 - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6475849/>
 - <https://www.everydayhealth.com/hs/type-2-diabetes-care/diabetes-apps/>
- Key features:
 - Automated blood sugar logging and graphs
 - Carbs tracker
 - Motivational challenges to improve health
 - Syncs with the Apple Health app to collect physical activity and step data points

Glucose Buddy

The most comprehensive diabetes management app

- One of the recommended apps on the market with **Apple** Rating: 4.8 **Android** Rating: 4.0. Sources:
 - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6475849/>
 - <https://www.everydayhealth.com/hs/type-2-diabetes-care/diabetes-apps/>
- Key features:
 - Blood sugar tracker
 - Carbs tracker
 - Syncs with the Apple Health app to collect physical activity and step data points

Our Advantages

Why are we better?

- We have huge database with millions of members and potential users
- We are respectful health organisation which adds more trust on our advices on the app
- We can provide more specific activity and cabs plan to each individual based on the medical records and health data we have

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- Help millions of people to improve their health and avoid type 2 diabetes
- Big themes:
 - Theme 1: Little but regular physical activity can improve your health
 - Theme 2: Personalized advices lead to success
 - Theme 3: Easy to use app for every age, nationality and gender

Little but regular physical activity can improve your health

- Feature 1: Connect with existing apps and gadgets (i.e. smart watch) to collect physical activity data
- Feature 2: Encourage every day activity by setting milestones and targets and connecting with health conditions and blood sugar/weight improvements

Personalized advices lead to success

- Feature 1: Collect habits and location data (eat habits, physical activity habits, sleep habits, location information) and visualise it
- Feature 2: Use collected data to propose improvements:
 - different meals
 - sleep habits
 - activity in nearby locations such as parks

Easy to use app for every age, nationality and gender

- Feature 1: Work on both Android and Apple platform
- Feature 2: Easy to use UI based on UX research and users feedback/rating
- Feature 3: Support multiple languages, chosen based on the database of KP members and potential users

Where do we go from here?

- Decide on development team:
 - Research possible strategic partnership with existing apps to minimize dev cost and operational support cost
 - Research setting up internal team
- Create MVP product with Feature 1 from each theme
- Active gathering of feedback and data for medical costs of users to verify assumptions in this product pitch
- Keep adding features and collect ideas through feedbacks for improvements
- Apply same approach to other diseases which can improve people health and medical costs

Sources of research:

- Financial burden and KP members:
 - <https://about.kaiserpermanente.org/our-story/news/public-policy-perspectives/integrated-care>
 - <https://www.cdc.gov/diabetes/library/spotlights/diabetes-facts-stats.html>
 - <https://type2diabetes.com/living/the-financial-burden>
 - <https://diabetes.org/about-us/statistics/cost-diabetes>
 - <https://khn.org/news/diabetes-cost-ft/>
- Physical activity impact on diabetes:
 - <https://diabetesjournals.org/care/article/39/11/2065/37249/Physical-Activity-Exercise-and-Diabetes-A-Position>
 - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1120973/>
 - <https://www.cdc.gov/diabetes/managing/active.html>
- Existing apps:
 - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6475849/>
 - <https://www.everydayhealth.com/hs/type-2-diabetes-care/diabetes-apps/>
 - <https://www.byramhealthcare.com/blogs/The-Best-Diabetes-Apps-of-2021>
- Estimate cost of development:
 - <https://www.thedroidsonroids.com/blog/mobile-app-development-cost-in-2022>
 - Offshore vs inhouse <https://www.applicoinc.com/blog/much-cost-build-app/>
 - <https://www.collectiveray.com/how-much-does-it-cost-to-outsource-app-development>