Kaiser Permanente

Improve patient satisfaction and wellbeing

Product Owner: Nélio Macombo

Background

Why are We Here?

- **This project aims to develop a solution for Kaiser Permanente that helps patients increase physical activity, improve eating healthier food and prevent themselves from the top five death-causing illnesses in the United States.**

Business Case

Initial Focus

Where are we starting?

This Focus was chosen to matches the following company goals:

- Improve patient satisfaction and wellbeing;
- Reduce the cost by emphasizing improvements on health habits prior to any adverse conditions developed by the body;
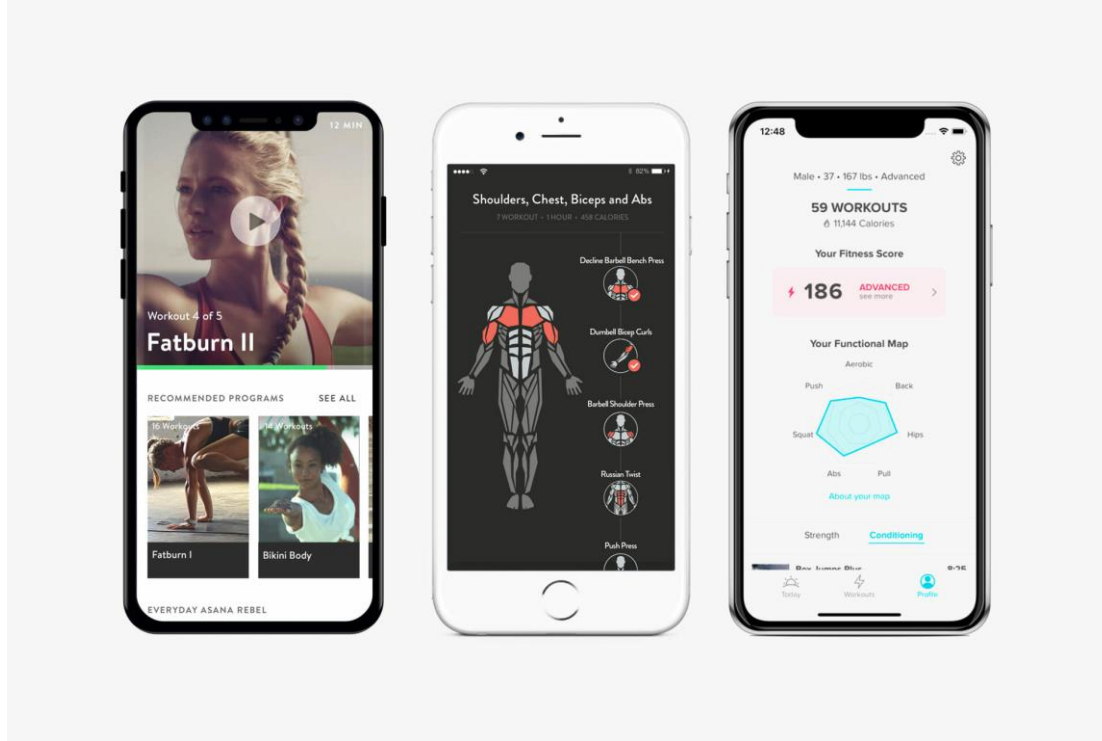
Opportunity

What's the problem?

Potentially Preventable Deaths from the Five Leading Causes of Death

United States, 2008–2010

34% DISEASES OF THE HEART

21% CANCER

39% UNINTENTIONAL INJURIES

33% CEREBROVASCULAR DISEASES (STROKE)

39% CHRONIC LOWER RESPIRATORY DISEASES

Deaths observed
Potentially preventable deaths

CDC
www.cdc.gov/mmwr

– **Each year, nearly 900,000 Americans die prematurely from the five leading causes of death – yet 20 percent to 40 percent of the deaths from each cause could be prevented by making changes in personal behaviors, according to a study from the Centers for Disease Control and Prevention;**

– **The five leading causes of death in the United States are heart disease, cancer, chronic lower respiratory diseases, stroke, and unintentional injuries;**

– **In 2018, the global wellness industry market accounted for $4.2 trillion with $595 billion in spending for fitness and mind-body products (Global Wellness Institute Survey, 2018)**

– **Over 75% of active users open their fitness apps at least two times a week.**

– **As well, 25% of the most engaged users open health or fitness apps more than 10 times a week (Flurry Analytics Survey, 2017).**

Proposal
What's Our Solution?

APP

- **Investment: Medium**
- **Ease of Use: Little Friction**
- **Market: Large**

mobile application that helps users perform exercises, healthier diet and monitors and advise with tips about their health habits;

Return On Investment

Opportunity in numbers - TAM

This Focus was chosen to matches the following company goals:

- **330 million people lives in the US;**

- **On Average 8 million people use Fitness & Health Tracker Apps in US on monthly basis (MAU – Monthly Active Users) according to [Statista](#);**

- **On Average people spend $10 on Fitness & Health Tracker Apps in USA on monthly basis (represents our revenue per user) according to My Protein;**

- **TAM = (8 million MAU of Fitness & Heath Tracker Apps) X ($10 per month) = $80.000.000 TAM**

Return On Investment

Opportunity in numbers – Development Cost, Timeline & ROI

Stage	Cost	Timeline
Design, Development, Test & Launch	$50.000 - $80.000	03 - 05 months

Members KP	Price ($)	Estimated Revenue	Cost	ROI
12,000,000	9.99	119,880,000	80,000	149750%

Measurement

How will we know if we're successful?

Key Metrics for our Success

– **Profit Growth (MOM and YOY);**

– **Revenue Generated (MOM and YOY);**

– **Subscriber Base (YOY);**

– **Churn Rate (MOM and YOY);**

– **Customer Satisfaction (NPS Score, Ratings);**

Legend:
MOM – Month on Month
YOY – Year on Year

Measurement

How will we know if we're successful?

Goals for 01st Year

- Profit Growth (MOM – 3% and YOY – 15%);

- Revenue Generated (MOM – $100 Million and YOY - $1200 Million);

- Subscriber Base (YOY - 50 Millions users);

- Decrease Churn Rate (MOM – 10%);

- Customer Satisfaction (NPS Score – 9 points, Ratings 04 stars);

Competitors

	FREELETICS	STRAVA	MYFITNESSPAL
Product Offering	Free Apps with Subscription (In App Purchase)	Free Apps with add-on subscription	Free App with Subscription
Category	Workout and exercise apps	Activity tracking apps	Nutrition Apps
Key Features	Custom Training Journeys, Digital AI coaching, Nutrition guidance,	Running & Cycling tracking	Nutrition & Activity tracking
Differentiators	AI Coaching Assistant	Social sharing	Food database
Target Customers	Athletes Fitness Enthusiasts Workouts Enthusiasts	Runners Cyclists Fitness Enthusiasts	Tracking and managing diet
Distribution Channels	App Store, Play Store	Apple Store, PlayStore	App Store
Market Penetration	31 Million Users	42 Million Users	225 Million Users
Price	$34.99 / 03 Month Subscription	$2 – 6 / months	$10/month
Revenue	$10 Millions	$1 Million	$03 Millions

Our Advantages

Why are we better?

- Users will improve and track their fitness (throw personalized exercise plan and AI personalized assistant) and also improve their eating habits;

- Our App will connect users to fitness trainers and nutritionist for personalized plan;

- Our App will allow users to share progress with friends;

- Our App will organize and allow users to access the health data via App and USSD/SMS;

- Our App will Connect health users data from application with Health and Insurance Plan in order to maintain health data integrated and accessible;

Roadmap and Vision

Roadmap Pillars

Our vision

    – *We will organize users health data and empower users to adopting fitness, eating habits and preventing them for any disease;*

· Main Themes:

    – *Manage Fitness Goals;*

    – *Manage Health Habits;*

    – *Reporting, Notification & Sharing;*

Manage Fitness Goals

- Set Up Goal of exercise/eating habit on day / week;

- Support for multiple exercise;

- Exercise Management - edit and delete existing goals (exercise or diet routine);

- Exercise prompt notification at designated time for practice;

- Exercise feedback of achievement in terms of points after exercise in performed;

Manage Health Goals

- **Set-Up Goal for healthier eating habit on day;**

- **Suggestions of menu and meals on weekly basis;**

- **Edit and delete existing goals;**

- **Prompt notifications for eating;**

- **Connect health data with medical process and insurance plan;**

Reporting, Notification and Sharing

- Weekly reports basis on the Goal;

- Personalized Summary based on Goals (exercise routine and diet habits);

- Connect and Share summary with close Friends, doctors and nutritionists;

Where do we go from here.

Widening the scope

- *Organize worlds user health data, empower humans to adopting fitness and eating habits preventing them for any disease;*