



GetFit By KP

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STATUS: **DRAFT**

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Background

In the case of COVID-19, nearly 90% of those hospitalized had at least one underlying condition, many of which are preventable lifestyle diseases. The Institute of Medicine (IOM) estimates that missed prevention opportunities cost the US \$55 billion every year and an estimate of ~30 cents on every healthcare dollar. The US spends about 3.8 trillion dollars on healthcare every year. A significant number of people are unaware that lifestyle changes can prevent or at least delay the onset of some diseases such as Type 2 diabetes.

Problem

Over the last few years, many healthcare services have been digitized. Starting from online appointments to virtual consultations. The current COVID situation forcing more and more people to use digital channels. This pandemic has reduced some of the apprehensions people had regarding virtual consultation. It has also highlighted the importance of preventive healthcare. Many of our traditional competitors have been investing millions on digital healthcare and preventive health care space.

Preventive healthcare will help improve our user's health and help them lead a healthier lifestyle. This would also help us reduce our cost and make more efficient use of healthcare services. We need to make use of digital technologies to build a proactive and preventive healthcare system.

Goals

- Build an app to increase preventive care awareness
- Activity and diet suggestions based on user's health parameters
- Digitally connect users to doctors and fitness coaches

Key Features

Priority	Feature	Description
P0	Log in with a member ID	User login to the KP app with member ID
P0	User profile creation	Once a member logs in the user profile should be pulled from the database including the profile picture and should be displayed to the user
P0	Risk Assessment	Users should be able to enter their health data and run a risk analysis
P0	Risk Profile	Based on the user health data, we should provide a risk profile that displays the risk for preventable diseases.
P1	Default activity goals	Based on the risk profile the user should have an option to set the default activity goals
P1	Update/edit activity	Once the default goals are shown, the user should be

	goals	able to edit or update the goals
P1	Default diet goals	Based on the risk profile the user should have an option to set the default diet goals
P1	Update/edit diet goals	Once the default goals are shown, the user should be able to edit or update the goals
P0	Awareness/News Page	Information and news about existing research and ways preventive healthcare works.
P1	Progress tab	The progress page should show details about the user's progress on the goals on a weekly, monthly basis
P0	Home/Goals	All the current goals set and in progress
P2	Device	Have the ability to sync a smart device to track activity goals
P2	Update Profile	Have an ability to update the profile over a profile of time

Success Metrics

- Average app store rating of 4 and above
- 10% of the overall KP members use the app
- 75% of the users complete the risk assessment
- Users spend 30mins/day on the app
- Average of 2+ goals per user
- Users achieve 50% of the goals set

Target Market

Total Addressable Market:

- According to a new report by Grand View Research, the global preventive healthcare technologies and services market size is expected to reach USD 432.4 billion by 2024[1]
- The Institute of Medicine (IOM) estimates that missed prevention opportunities cost the US \$55 billion every year, and an estimate of ~ 30 cents on every healthcare dollar[3]
- Reduction in onset of long term health problems such as Type 2 Diabetes, will reduce cost by upto 85,000 USD per person[2]

[1]<https://www.grandviewresearch.com/press-release/global-preventive-healthcare-technologies-and-services-market>

[2]<https://www.diabeteshealth.com/type-2-costs-average-85000-over-a-lifetime/>

[3]<https://www.himss.org/resources/shifting-toward-preventive-medicine-health-information-and-technology>

- Total Members of KP = 12.4M
- Diabetic population in US = ~9.4% (95% of which is type 2 diabetes) = ~1.1M prone to type 2 diabetes
- Diabetes treatment cost per person = ~85,000 USD
- Assuming even 0.1% of people use the app and use it effectively we have 12,400 people
- We can thereby delay/avoid the onset of type 2 diabetes in 12,400 people leading to cost saving of approx $12,400 * 85,000 \text{ USD} = 1.05 \text{ Billion}$

Core UX Flow (*optional*)

Links to [mock](#) and [prototype](#)

Competitors

Based on the the target audience

1. Traditional Health Service Providers - Mayo Clinic

App Downloads/Users: 1M+

Rating: 4.0(Andorid) , 3.6 (iOS)

Revenue: Not available

2. App/Device based companies - FitBit

App Downloads/Users: 50 M+

Rating: 3.6(Andorid) , 4.1 (iOS)

Revenue: \$1.13 billion

<https://www.businessofapps.com/data/fitbit-statistics/>

Marketing and Pricing Strategy

Acquisition Channel

1. KP Member hospitals and doctors

Doctors are the first point of contact in health issues. This is a very good channel since they would know about patient health and would be able to guide the member to the GetFit app by KP

2. Appstore

Need to find a way to inform the user about the GetFit App and optimize for App store/Playstore searches

3. SEO

Optimize for search around keywords such as “health”, “healthier lifestyle”, “preventable diseases” etc.

Marketing Guide

[Link to Marketing Guide](#)

Pricing Strategy

Revenue Goal:

Assuming we can get even 1% of the Market addressed above by using only the KP members for the first year, we can save cost equivalent to 10M+, i.e 1% of the 1.05B

Strategy to meet the revenue goal:

The strategy is not to generate revenue from direct pricing but from cost reduction indirectly as described above. Beyond this cost reduction we could add a freemium model to provide additional services to the KP users such as mapping to a doctor or nutritionist near by. This subscription could be charged to the users at \$10/month or \$100/year

Pre-Launch Checklist

Check with the teams for approval:

- Legal Team for Privacy concerns and other federal regulations for data
- Leadership team - ready to launch
- Marketing Team for blogs, screenshots.
- Engineering - Development complete
- Analytics - Launch metrics preparation
- QA - Approval for quality
- App store - Submit for approval

Anticipate Risks

Risk	Mitigation
Privacy for health data	Confirm all legal requirements are met for storage and usage of health data
Technical Risks	Work with Engineering and QA to ensure that all the edge cases are covered
Scale issues post launch	Be ready to scale based on the initial downloads data

Guides

Training Guide

The Training Guide for Sales and Customer Support is [linked](#)

User Guide

The User Guide for is [linked](#)

Launch Email

The internal Launch Email is [linked](#)

Post Launch Activities

Your users are adopting the app, but they are not granting you permissions for notifications (only 10% of all your users granted you notifications permissions. What can you do to improve that?

Proposed solution:

We can show a message that enabling notification helps send reminders to the users. We can show a statistic that that users whose notification has been enabled had followed the diet and were able to follow the plan 60% more than the users who had not enabled the notifications.

Metric:

% of users who give permission to enable notifications

Control:

The message with the statistic is not shown to the user

Variant:

The message with the statistic is shown to the user

Hypothesis:

Hypothesis is that by showing the statistic that the probability of following the plan is much better with the message, we expect that more than 25% of the users should give permission to notifications.

