

Kaiser Permanente

GetFit by KP

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Background

Why Are We Here?

We want to enter into preventive care space to help our patient base increase physical activity and improve on healthy habits.

GetFit by KP

Fitter for the Better

Business Case

Initial Focus

Where are we starting?

- An app that helps the patient base build better and healthier habits, which is the stepping stone for a fitter society. The focus is to reduce the burden on the medical system in terms of costs and resources
- Address the cause not the problem
- An app that enables people to take charge of their health even before their visit to the doctor

Opportunity

What's the problem?

- 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
- Reduction in onset of long term health problems such as Type 2 Diabetes, will reduce cost by upto 85,000 USD per person[2]
- In the case of COVID-19, nearly 90% of those hospitalized had at least one underlying condition, many of which are preventable lifestyle diseases. As such, increasing our focus on prevention is not just about saving money; it is about saving lives[3]

[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>

Proposal

What's Our Solution?

Preventive Care Awareness

Articles and Information about preventive healthcare and its benefits

Activity and Diet Suggestions

Suggest activity and diet based on users health parameters such as BMI

Show the overall progress in terms weight loss/BMI and daily activities

Digital Connect to doctors and fitness coaches

KP members can set up appointments with doctors and fitness coaches from the app itself

Return On Investment

What can we do?

Investment Estimate

- Estimated cost of developing a fitness app with extended functionality - \$250,000 USD

<https://arateg.com/blog/how-to-create-a-mobile-fitness-app-and-how-much-it-cost>

Return Estimate

- 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 $12,400 * 85,000$ USD
- <https://www.medicalnewstoday.com/articles/318472#Key-facts-about-diabetes-in-the-US>
- <https://about.kaiserpermanente.org/who-we-are/fast-facts#:~:text=Kaiser%20Permanente%20is%20one%20of,plans%2C%20serving%2012.4%20million%20members>

Measurement

How will we know if we're successful?

- General Indicators - Average users per week, Number of activities completed per user per week, Churn, Adherence to the goals based on targets
- Track people's health using indicators such as BMI and see that it is decreasing/maintained over the period of 6 months during which they are using the app
- Have at least 10% of the total KP members use the app in the first 6 months
- Assuming 10% of the users the app effectively - that's a saving of $12,400 * 85000$ for KP based on the ROI calculation(Slide 7)

Competitors

Traditional Health Service Providers

E.G. [Mayo Clinic, Highmark, Cleveland Clinic]

- Mobile applications provided are for basic user authentication and have limited information
- Wide network of hospitals and doctors for appointments and digital advice
- Detailed patient history and information available
- Do not provide customized exercise or health plans

App/Device based companies

E.G. [FitBit, Google Fit, MyFitnessPal, Fooducate]

- Collect a lot of health data
- Customized workout plans based on user preferences
- Customized diet plans based on user preferences
- Hardware(phone or other device) which collects activity and other health data

Our Advantages

Why are we better?

- Established network of hospitals and doctors
- Existing digital presence - online appointments, video consultation
- Large amount of data about each of the patient which can be used for
 - personalized diet suggestions
 - personalized activity goals
 - proactive health assessment

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

Vision: Make our subscribers lead a healthier life

- Activity tracking and diet goals based on the user's current condition
- Connect the users to the right doctors/experts

MVP

[Subtitle]

- Focus on pre-diabetes, diabetes type 2, obesity patients
 - Use the patient data to find patients who are at risk of diabetes, or are obese
 - Prepare activity plans based on their health state
 - Provide feedback on how they are following their plans and adapt the plan according to how the users are progressing

Expansion

[Subtitle]

- Subscription based plans for users
 - Access to network of doctors, nutritionists
 - Provide customized diet plans based on doctors/nutritionists consultation
 - Paid subscribers to get personalized workout plans from fitness coaches

Where do we go from here?

Widening the scope

- Build better AI/ML algorithms to better understand and proactively reach out to at-risk users
- Build better recommendation algorithms and gamification to ensure that users follow the plans
- Focus on meditation and mental well being