

# KPHealth:

## Building a healthy future

A personal assistant for a healthy lifestyle

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# Background

## Why Are We Here?

- An app to help KP members stay on top of their health routine.
- Special focus on Diabetes prevention and treatment.

**Making healthy habits your best-friend!**

# Business Case



# Initial Focus

Where are we starting?

- **High risk of preventable disease**
  - 34M (10.5% of the U.S. population) have diabetes. [\[1\]](#)
  - 90-95% have Type 2 diabetes
  - 88M have prediabetes, majority uninformed [\[2\]](#)
- **High cost of healthcare**
  - **327B** expenditure on diabetes treatment. [\[4\]](#)
  - 66% of population fears that they cannot afford healthcare. [\[5\]](#)

## Mission

Kaiser Permanente exists to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.

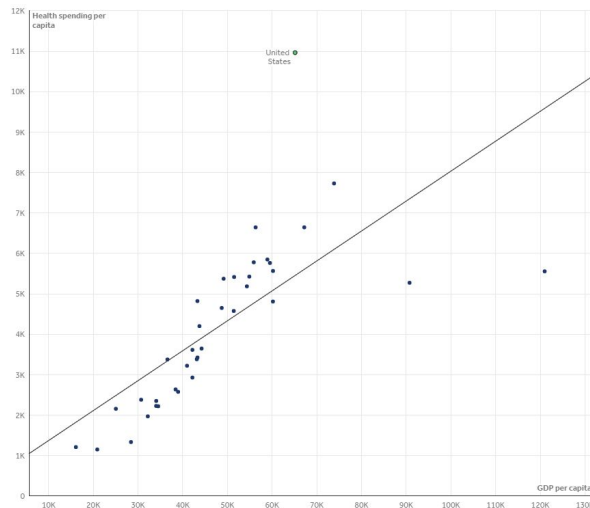
Screenshot from Kaiser's official [website](#)

- **US becoming more and more health aware**
  - Young generation is more aware about fitness [\[3\]](#)

# Opportunity

## What's the problem?

- **Total addressable market of Diabetes in USA - \$430B** [\[6\]](#)  
 $80\%(34\text{M Diabetic Americans}) * (\$16\text{K diabetes treatment expense per person}) = \$430\text{B}$
- **Health coaching market in USA \$7B**
- **Digital feasibility of consumers**
  - Ease of use
  - High impact of digital tools
  - Competitors are already investing into digitisation
- **The scope of mitigating lifestyle diseases**



Average expenditure per capita of US: \$11K [\[7\]](#)

# Proposal

## What's Our Solution?

- To help build healthy habits
- Promote health awareness
- Making consolidated medical history accessible anytime anywhere

- **Key Features**

- Daily Check Ins/ Weekly Progress
- Intelligent recommendation/ advice
- Nudging for habits
- Advice from experts

# Return On Investment

## What can we do?

|                                                                            |        |
|----------------------------------------------------------------------------|--------|
| Development cost for app in initial year (2 android, 2 IOS Developers)     | \$600k |
| Testing, support, sales and project manager                                | \$700k |
| Marketing (PR outreach, ads, SEO)                                          | \$300k |
| Product Manager                                                            | \$150k |
| Estimation of revenue (10% of members {~1.2M} buying premium at \$5/month) | \$60M  |

| Cost  | Impact | ROI  |
|-------|--------|------|
| 17.5M | 60M    | 242% |

# Measurement

How will we know if we're successful?

- **Business**

- # users buying subscription
- # users using the mobile app
- Acquisition

- **Product**

- Daily checkins/ weekly progress
- Average time to first consultation

- **Quality**

- User feedback
- Doctor/ expert rating

- **Development**

- Minimal downtime
- Frequent updates



# Competitors

# Patient Service Apps

E.G. Mayo Clinic and Change HealthCare

1. Digital services
  - Booking appointments and advice
2. On site information (recipes and tips)
3. Video consultation with doctor
4. Medical records
5. Average revenue: \$ 3.5B



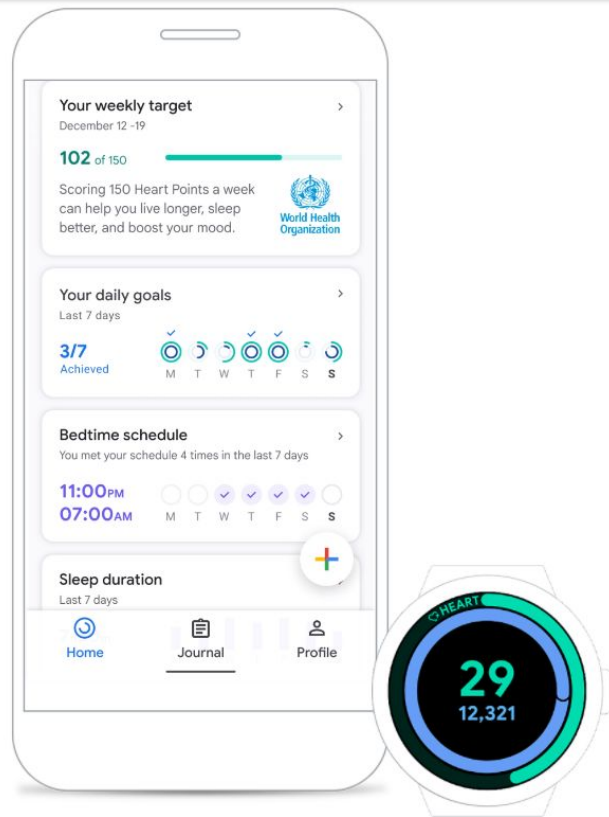
Example: Mayo Clinic App

<https://www.mayoclinic.org/apps/mayo-clinic>

# Health Tracking Apps

E.G. MyFitnessPal and GoogleFit

1. Timely notifications
2. Activities and calories tracking
3. Customisable goal setting
4. Integration with hardware for precision
5. Average revenue: \$4 Billion



Example: GoogleFit

<https://www.google.com/fit/>

# Our Advantages

## Why are we better?

1. Kaiser Permanente's already established digital products
  - Video consultation, lab results, bill payments, interaction with doctors
2. Kaiser Permanente's established **12.5M members**
3. Kaiser Permanente has access to broad network of doctors
4. #1 in Customer satisfaction. Preferred by Generation X and Baby Boomers.[\[8\]](#)

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

- **Our app focussing on preventative care**
  - Habit forming, improving quality of life
  - Cutting down medical costs by preventative measures
  - Connects users and experts for tailor made healthcare
- **Strategic pillars**
  - Personalised healthcare plans
  - Community building
  - Increasing health awareness

# Listen and Extend

## User validation and feedback

- Encouragement for healthy habits/ nudging
- Customised exercise, food plans with customisable goals
- Badges on successful completion of goals
- Enhancement after user feedback

# Increasing health awareness

Build health aware society

- Newsletter
- Curated fitness tips and recipes
- Promote mental health awareness
- Live QandA group sessions with health experts



# Onboarding on programs

Speed up and onboard

- Onboarding more preventable diseases (heart disease, PCOS, etc)
- Improved AI chatbot
- Connecting 24/7 hotline
- Partnering up with gyms, local supermarkets, ecommerce companies

# Where do we go from here?

## Widening the scope

- Enhance functionality
- Leverage use of AI
  - Develop chatbots and targeted health advice
- Integration with smartWatch, pulse oximeter (get accurate result)
- Establish a marketplace
  - Connect doctors, dieticians and coaches
- Extend for mental wellbeing