P&G HEALTHCARE GROWTH STRATEGY

Final Report
MG-UY 3714
Katherine Li



APPROACH



MARKET RESEARCH

Wellness, self-care, and subscription health models



COMPETITION

AI tools, symptom checkers, retailers, telehealth brands, OTC players

RESEARCH SIGNALS

84% US customers consider wellness a top or important priority

+2% P&G Health Care organic sales growth in FY25 Q4

2.5M+ Hims & Hers subscribers in 2025

The opportunity is not for OTC delivery.
It is helping households move from uncertainty to action.

KEY INSIGHT: ACCESS DOES NOT EQUAL ACTION

Consumers can access health information and OTC products faster than ever, but they still struggle with the most important question:

“What should I actually do next?”

Information tools explain possibilities. **Retailers** provide access. **Symptom checkers** stop before follow-through.
Households still need help turning uncertainty into action

WHERE TO PLAY: DECISION SUPPORT IN EVERYDAY SELF-CARE



P&G should move upstream into the moment between “I feel something” to “I take action”

STRATEGY/HOW TO WIN

P&G CareGuide

Subscription-based, condition-specific self-care kits that pair trusted P&G Healthcare products with QR-enabled care paths, product instructions, recovery check-ins, and refill support



THE CAREGUIDE JOURNEY

1. Feeling Symptoms

Not sure what to do or what to take.

2. Take the Quiz

Answer a few questions about symptoms, medications, allergies, and severity.

3. Get Your Recommendation

Receive a pharmacist-reviewed recommendation with the best products for you and safety considerations.

4. Get Your Kit

Delivered to your door or pick up in-store fast and convenient.

5. Aftercare & Preparedness

Track what works, get check-ins, receive refill reminders, and stay prepared for future seasons.

Trusted P&G products + pharmacist guidance + aftercare tracking = better outcomes for households

VALUE PROP & KEY FEATURES

CareGuide turns self-care into an ongoing household support system.

For households:

Get safer product recommendations, delivery support, and reminders for what to use next.

For P&G:

Create a recurring relationship through kits, aftercare, and household preparedness.

Personalized Care Kits

Kits matched to symptoms, household needs, and common care moments.

Symptom Quiz + Care Path

A short quiz guides recommendations and in-app support.

Safe Use Guidance

Pharmacist-reviewed instructions and interaction flags.

Aftercare Tracker

Track what helped and how recovery is going.

Seasonal + Refill Tracking

Reminders for low stock, expiration, and seasonal prep.

COMPETITIVE GAP

	ChatGPT / AI Search	WebMD / Mayo	CVS / Amazon	P&G CareGuide
Explains possible symptoms	✓	✓		✓
Screens for safety / context	Limited	Limited	Limited	✓
Connects to delivery / pickup			✓	✓
Tracks what worked				✓
Learns household patterns			Limited	✓
Prepares ahead seasonally			Limited	✓

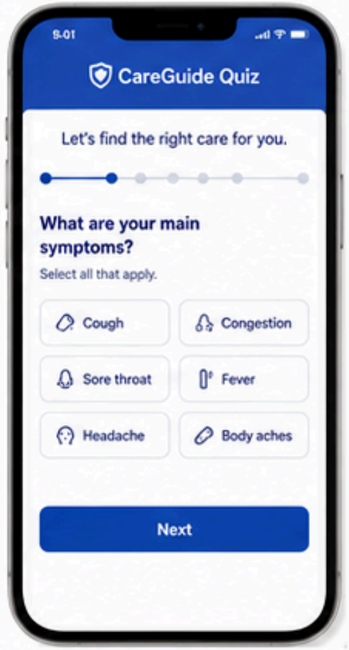
PROTOTYPE

1 Feeling symptoms



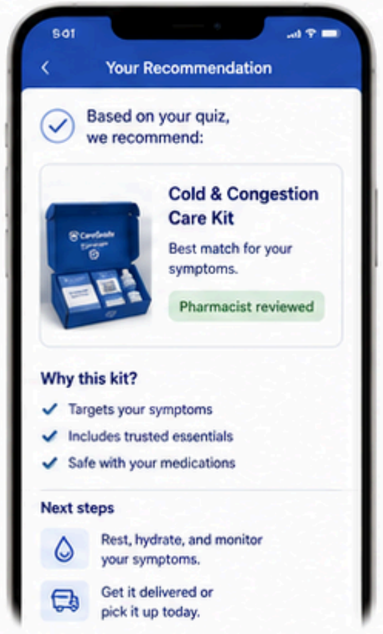
“I don’t know what to buy.”

2 Take the CareGuide Quiz



Symptoms, meds, allergies, severity.

3 Get a pharmacist-reviewed recommendation



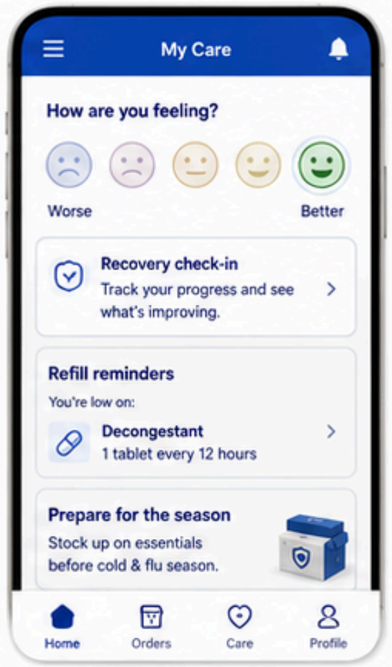
Safe product guidance and next steps.

4 Delivery or pickup



Get the right kit quickly.

5 Aftercare + prepare ahead



Track what worked and stay prepared.

BUSINESS MODEL & VIABILITY

CareGuide's business model is driven by memberships, personalized care kits, and replenishment.

How it makes money

- Monthly CareGuide membership
- Personalized care kits
- Seasonal preparedness kits
- Auto-refill subscriptions
- Premium household plan

Starter Plan:	**$8/month**
Family Plan:	**$15/month**
Care Kits:	**product-based add-ons**

Break-even Analysis

Fixed Costs ÷ (Price – Variable Cost) = Break-even subscribers

First-year pilot fixed costs:	**$4.0M**
Price:	**$96/year**
Variable cost:	**$20/year**
Contribution margin:	**$76/year**

Break-even: ~52,632 subscribers

Illustrative pilot assumptions.

Fund P&G CareGuide Kits as P&G's first step towards a self-care platform

Addresses a real uncertainty gap

Empowers consumers in the critical "What should I do?" moment

More than a symptom checker

Actionable, guided kits with clarity, and not just information

Uses existing strengths

Leverages trusted brands, R&D, safety standards, and global scale

Creates subscription and refill revenue

Starts with kits. Builds into repeat usage, refills, and loyalty

"P&G should not only be the brand people reach for when they are sick. It should become the system that helps them know what to do next."

Thank you! Questions?

CITATIONS

Hims & Hers Health, Inc. “Hims & Hers Health, Inc. Reports Fourth Quarter and Full Year 2025 Financial Results.” Hims & Hers Investor Relations, 23 Feb. 2026.

Mayo Clinic Staff. “Symptom Checker.” Mayo Clinic, Mayo Foundation for Medical Education and Research, 2026.

McKinsey & Company. “A Turning Point amid Tailwinds for Fitness and Wellness.” McKinsey & Company, 16 June 2025.

Procter & Gamble. “P&G Announces Fourth Quarter and Fiscal Year 2025 Results.” Procter & Gamble, 29 July 2025.

Procter & Gamble. “Brands.” Procter & Gamble, 2026.

WebMD Editorial Contributors. “Symptom Checker with Body Map.” WebMD, WebMD, 2026.