



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

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A lot of news about Fitbit this week: its most recent earnings call emphasized the company's collaboration with health insurers and commitment to expanding its corporate wellbeing platform. Despite an IDC report showing that Fitbit is still leading the wearables market worldwide, its stock is down, having lost more than 50 percent of its value since its IPO in July. Read the latest below!

Note: If you will be at HIMSS next week and are interested in the [Guidelines for Personalized Health Technologies](#), let us know – a limited number of invitations are available for our breakfast event featuring a panel discussion to launch the guidelines on March 2.

[Fitbit earnings call emphasizes healthcare applications, collaborations with insurers](#)

During Fitbit's 2015 Q4 earnings call, CEO James Park highlighted collaborations with two of the largest US health insurers on diabetes and weight management in addition to plans to invest in software that engages users in their health. Fitbit has also added 1,000 enterprise customers to its corporate wellbeing platform, including Wendy's, Marathon Petroleum, YMCA, Teach for America, and University of Kentucky. Its other customers disclosed in prior earnings calls include Geico, Sutter Health, Trans Union, and Quicken Loans. Fitbit plans to expand its corporate wellbeing programs beyond the U.S. this year.

[Fitbit remains the leader in wearables, but Xiaomi is quickly gaining](#)

According to the most recent IDC report, Fitbit shipped 21 million devices in 2015, up 93.2% over 2014's amount of 10.9 million units. Despite shipping nearly twice as many units, Fitbit still lost market share. Over the same time period, Xiaomi sales grew by nearly 1,000%. The IDC report also shows that Apple managed to gain 14.9% of the worldwide market despite the Apple Watch only debuting last April and having a selling price dramatically higher than that of its competitors.

Importance: Fitbit once held nearly three quarters of the wearables market, but is now down to about 25%. Facing competition from both the low end (Xiaomi) and high end (Apple), Fitbit is looking to other customer segments to grow its business (see story above).

[Microsoft, not Apple or Alphabet, is wearables king ... in patents](#)

According to LexInnova, a patents-consulting firm, Microsoft is the worldwide leader when it comes to patents for wearable technology. Microsoft has 757 wearables patent filings, with at least 53 filings directly related to wrist devices and another 13 related to eyewear. Netherlands-based Philips is right behind with 756 wearables patents and patent applications. Alphabet, parent of Google, has 602 and the numbers drop off from there. Apple only has 197 filings and Fitbit has 192 filings.

Importance: Although Microsoft currently sells only one internally developed wearable product (the Band 2 fitness tracker), its strong patent portfolio could keep the company competitive in the market by generating revenues through licensing deals.

Other Health Technology Headlines

[23andMe could sell its spit kits at Walgreens](#)

[Activity tracking device shipments to reach 87M in 2021](#)

[Fashion and tech: It's complicated](#)

[FlexEnable has created a screen you can wrap around your wrist](#)

[Future Wearables: Intelligent Leggings Measure Muscle Fatigue in Runners](#)

[How Fitbit's collaboration with Public School aims to cement its place in the fashion world](#)

[How mental-health apps are changing therapy](#)

[Humana's Transcend Insights launches suite of digital population health management tools](#)

[Virgin Pulse acquires two employee wellness companies](#)

[WebMD eyeing expansion into healthcare price transparency, telehealth](#)

[Why I Wonder if Wearables May Harm Our Health More Than Help](#)

[Zocdoc rebrands with 'Zee' face mascot](#)