



Wearables Weekly

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We have two exciting Vitality announcements this week: the launch of Active Rewards with Apple Watch in the US and the official release of Guidelines for Personalized Health Technology. In other headlines, the themes of consumerism and patient engagement were front and center at last week's Health Information and Management Systems Society (HIMSS) conference. Read the latest below!

Vitality motivates members to get more active with Apple Watch

US Vitality members from Amgen, DaVita HealthCare Partners, and Lockton, in addition to John Hancock policyholders, will have the opportunity to earn an Apple Watch by meeting monthly Vitality Active Rewards targets. Apple's COO commented on the partnership, "Vitality shares our conviction that being active has a powerful impact on people's lives. We are thrilled that Apple Watch will be helping Vitality members live a healthier day by being more active." The Vitality program encourages lifestyle changes that reduce health care costs, both in the short run and long term, by rewarding members for activities that address specific health issues. Since the Apple Watch initiative was introduced in South Africa in December 2015, more than 17,000 South Africans have participated.

Importance: Although there is limited evidence on the effectiveness of wearable technology in promoting behavior change, early data from the program in South Africa is promising. It shows Vitality members using Apple Watch are more physically active than participants using other fitness devices.

Guidelines for Personalized Health Technologies Released

From July to October 2015, Vitality hosted a 90-day global public consultation on draft guidelines to identify best practices for the responsible innovation of personalized health technologies and the appropriate stewardship of data from these devices. The finalized recommendations released at HIMSS16 include: 1) Build health technologies informed by science; 2) Scale affordable health technologies; 3) Guide interpretation of health data; 4) Protect and secure health data; 5) Govern the responsible use of health technology and data. Vitality is collaborating with other organizations to explore how best to pilot, implement, and report on the guidelines, which will ultimately be measured independently using tangible metrics.

Importance: With the increasing use of wearables and mobile health apps, massive amounts of data are being generated. These guidelines seek to build on existing best practices and create a standardized approach towards data management and stewardship.

Pebble's Smartwatch Price Drop

Pebble has lowered the price of its Pebble Time and Pebble Time Round smartwatches by \$50. Pebble Time is now \$149 and the Pebble Time Round will sell for \$199 in the US. In addition to the price drop, Pebble has expanded retail availability for the Time Round in the UK and EU. Pebble recently added activity tracking capabilities to the Time lineup. Previously, users either had to install a third-party application to collect this information. According to Pebble, about 90% of Time users use Pebble Health and nearly 66% of users access the app weekly.

Importance: A price decrease could help Pebble become more competitive in the smartwatch market. The price drop also comes as Fitbit prepares to start shipping its fitness-first smartwatch the Blaze, priced at \$199.

Other Health Technology Headlines

[Accenture: Use of Health Apps and Wearables Doubled in Past Two Years](#)

[Carolinas HealthCare monitors Fitbit data to intervene with CHF patients](#)

[IBM Watson launches app to explore connection between health and sleep](#)

[In healthcare technology, it's patient, patient, patient](#)

[Investors: Dumb money for digital health will vanish as quickly as it came in](#)

[Mount Sinai launches data sharing initiative for digital health pilots](#)

[New pact to make electronic health records work better](#)

[UnitedHealthcare, Qualcomm launch mobile-enabled wellness program](#)

[Veritas Genetics announces the world's first whole genome test for less than \\$1,000](#)

[WebMD: Millennials and seniors are least likely to use wearable fitness trackers](#)