



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

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Last week was a busy week for wearables and digital health with Apple finally unveiling specific CareKit apps and Nokia acquiring Withings, a French digital health company. Read the latest below!

[Apple's First CareKit Apps Are Here](#)

Although Apple introduced CareKit last month, it has finally unveiled specific apps using its new platform. The Apple CareKit team has been working with three startups that received early access to its code: One Drop, an app for diabetes management; Glow, a maker of reproductive health apps; and Iodine, a medication management app for people with depression. Apple is also working with the Cleveland Clinic on an app for patients with respiratory conditions such as asthma, which should be available in the coming days.

Importance: More hospitals and healthcare providers are exploring mobile health because of the policy shift toward value-based care (payment based on outcomes rather than volume). A major challenge is whether these apps will integrate effectively with clinician workflow—doctors are already overwhelmed with technology, and many are concerned about liability surrounding the data generated by these technologies.

[Connected fitness is losing Under Armour money, but CEO says data will pay off](#)

In a recent investor call, Under Armour revealed that although overall revenues increased by about 30 percent this quarter, the company's Connected Fitness business is still not turning a profit. UA says it lost \$16.5 million in Q1 on Connected Fitness. The UA Connected Fitness business is made up mostly of its 2015 fitness app acquisitions, including MyFitnessPal, MapMyFitness, and Endomondo. Under Armour also launched HealthBox earlier this quarter, a bundled offering of three digital health devices. HealthBox was the second best-selling product on Under Armour's website this quarter.

Importance: Although this division is currently losing money for UA, CEO Kevin Plank still believes that the future of Connected Fitness is very bright. Plank believes that the real value of the business is in the data, remarking that "data is the new oil." The UA Connected Fitness community includes more than 160 million users with 100,000 new users registering every day.

[Tech giant Nokia to acquire digital health device maker Withings for \\$191 million](#)

Nokia Technologies announced that it is acquiring Withings, a French connected health device manufacturer for \$191 million (170 million euros). Withings makes smartphone-connected weight scales, blood pressure cuffs, activity trackers, and thermometers. Cedric Hutchings, Withings CEO, assured users that the acquisition would not lead to any change in the experience of using current products or apps.

Importance: The Withings acquisition shows that digital health will be a major new direction for Nokia, which sold its mobile phone business to Microsoft in 2014, and is part of a broader trend of companies entering the digital health space – Adidas, Fossil, Under Armour, and more.

Other Health Technology Headlines

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[Dana Farber, Fitbit to study the impact of weight loss on breast cancer recurrence](#)

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