



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

August 10 – 14, 2015

A Friendly Reminder:

There are 59 days remaining to provide feedback on the Vitality Institute's [Guidelines for Personalized Health Technology](#)

Submit your comments [here](#) or email Gillian Christie at gchristie@thevitalitygroup.com

The Apple Watch is Causing Non-Apple Watch Sales to Drop

[Read more here](#)

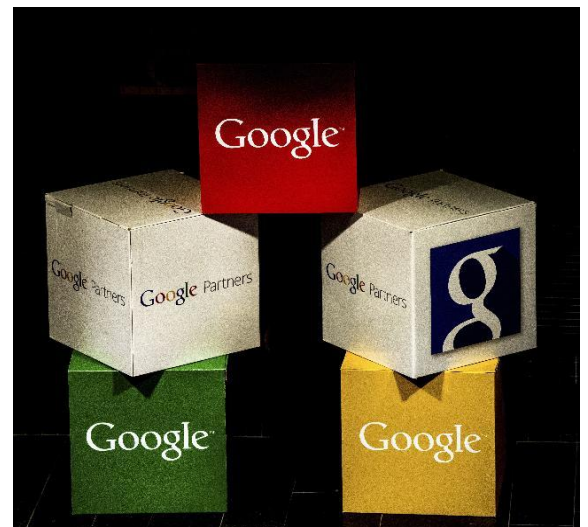


Retailers sold \$375 million of watches in June 2015, 11 percent less than in June 2014 – the largest decline in seven years. Analysts say the market for watches that cost less than \$1,000 is most vulnerable, as consumers in that price range have indicated that they are the most likely to buy an Apple Watch. NPD's U.S. watch data includes about 70 brands sold through department stores, national chains, and independent jewelers. It does not include boutiques owned by watch brands, supermarket chains such as Wal-Mart Stores Inc. or online retailers such as Amazon.com.

Google is Now Alphabet, and that Means Advancements in Healthcare

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Last week Google announced a major reorganization, including the formation of the holding company Alphabet. The goal of a holding company is to empower individual business units to maximize their performance. In Google's case, that includes an increasing number of health related ventures. For example, Google's hedge fund invested only 9% of its funds in 2012 and 2013 in health care companies, but about 36% of its dollars went toward health care in 2014. In 2015, the company has mentioned a pill to detect cancer, unveiled a plan to map all the biomarkers in the human body, along with other wild inventions that could change health care forever.



RecycleHealth Finds Unused Wearables Homes With Underserved Populations

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Last year, a study suggested that a third of activity tracker users abandon their devices within six months. Many people viewed this as poor news for wearables and health, but Lisa Gualtieri saw an opportunity. This past April, the Assistant Professor of Public Health and Community Medicine at Tufts University, started RecycleHealth with the goal of giving unused activity trackers a second life. The organization plans on donating the devices to a local YMCA, where they will be used to help older and lower income individuals access devices, as well as to learn about how those populations interact with activity trackers. Gualtieri estimates that there could be millions of unused devices sitting in people's drawers and hopes to give people an opportunity to reuse them in a way that helps others.

Other Health Technology Headlines:

[Apple's fitness guru opens up about the watch](#)

[Apple's ResearchKit expands internationally](#)

[Apple Watch The Complete Guide: Part VII – Battery Optimisation And Watch Faces](#)

[DexCom taps Google for smaller, cheaper diabetes devices](#)

[Microsoft jumps on Android and iOS to boost its wearable strategy](#)

[European researchers developing health-sensing mirror](#)

[Startups Vie to Build an Uber for Health Care](#)

[Nudge theory: when your smart gadgets nag you](#)

[9 ways wearables could change health and fitness](#)

[With PillDrops, a group of high schoolers wants to make taking meds easier](#)

[Fitbit releases Windows 10 universal app; Windows 10 Mobile support coming later this year](#)

[Samsung teases round Gear S2 smartwatch](#)

We would be interested to receive your comments on our Weekly Wearables Newsletter!

Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at gchristie@thevitalitygroup.com with your feedback and suggestions.