



Wearables Weekly

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There is more evidence that wearable devices are moving beyond activity tracking. Apple files a patent that would allow the Apple Watch to come to the rescue in a medical emergency and another device demonstrates that it can help smokers meaningfully reduce cravings. Read the latest below!

[JAMA study is the latest to examine health app privacy policies](#)

According to a study of 211 apps published in the Journal of the American Medical Association (JAMA), 81 percent of diabetes apps in the Google Play store did not provide privacy policies to users. Of the apps that did have privacy policies, 17 percent said data could be disclosed to advertisers and 48 percent said cookies would be used. According to the researchers, medical professionals should consider these implications prior to encouraging patients to use health apps as patients might believe that health information entered into an app is private even though that generally is not the case.

Importance: There are currently no US federal legal protections against sharing data from medical apps with third parties. Vitality's recently released Guidelines for Personalized Health Technology aim to address this ambiguity by creating a standardized approach towards the management and stewardship of data from personalized health technologies.

[The Apple Watch could save your life](#)

Apple has filed a patent application for a feature that would allow the Apple Watch to detect medical emergencies using the accelerometer and heart rate sensor. For example, a sudden movement followed by an absence of heart rate might indicate a heart attack. In order to prevent false positives, the device would ask for a response using voice, motion, or gesture. If a user failed to respond, a linked iPhone could then take action such as calling emergency services or notifying a trusted contact.

Importance: Although the Apple Watch is currently focused on fitness tracking and mobile notifications, the company has already partnered with many healthcare entities to use the watch and HealthKit for clinical and research purposes. This patent demonstrates Apple's intentions to expand its medical applications.

[Wearable for smoking cessation reduces cravings in small trial](#)

In a randomized, double-blinded study of 24 adult men who smoked more than 10 cigarettes per day, participants who used a wearable, smartphone-connected drug delivery device for smoking cessation showed a statistically significant and clinically meaningful reduction in cravings compared to the placebo group. The device, manufactured by Chrono Therapeutics, delivers nicotine replacement therapy in a similar manner as nicotine patches. However, rather than a gradual timed release, Chrono's device delivers the drugs at specific times that coincide with the user's cravings. The companion app also helps users cope with cravings by delivering messages, which are also timed to coincide with cravings.

Importance: Adherence is a major challenge for smoking cessation products. The Chrono device can detect non-adherence and provide real-time reminders to users. The product also addresses the psychological symptoms of addiction by providing behavioral support through the companion app.

Other Health Technology Headlines

[50 percent of employers use mobile apps to engage employees in their health](#)

[Apple Watch 2: How the world's best smartwatch might make its great leap forward](#)

[Constant Therapy raises Series A to expand applications for stroke rehab app](#)

[Employers enticing workers to have fitness monitored](#)

[Nestle and Medidata to use fitness trackers in study of activity and nutrition](#)

[The next big tech revolution will be in your ear](#)

[Theranos competitor HealthTell raises \\$26M](#)