



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

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Pebble provides another option to track fitness goals in the New Year with a brand new health tracking app. IBM Watson continues to make moves in the healthcare space, partnering with Novo Nordisk, Nutrino (a nutrition technology platform), and opening a global IoT headquarters in Germany. Read the latest below!

[The Pebble Smartwatch Finally Does Real Fitness Tracking](#)

The smartwatch startup has debuted a new health-tracking system called Pebble Health to track activity and sleep with newer Pebble smartwatches. The app will be compatible with both Apple's HealthKit and Google Fit. Prior to the release of Pebble Health, Pebble devices could sync with third-party apps, like Misfit or Jawbone, to track activity. Pebble is distinguishing itself from competitors by partnering with Stanford University's new wearable health lab. The company is also moving away from the "10,000 steps" standard in wearables and will adjust daily goals based on how active users have been previously.

[Novo Nordisk Chooses IBM's Watson to Harness Diabetes Drug Data](#)

Novo Nordisk, the world's largest insulin producer is partnering with IBM Watson to analyze data on how people are managing their diabetes. Diabetes currently costs an estimated \$245 billion annually in healthcare spending and lost productivity and is projected to affect an estimated 600 million people by 2035. Watson is currently the fastest growing part of IBM's analytics business, accounting for about \$17 billion in revenue last year and 18 percent of sales.

[Ideo Helps Design A Wearable To Treat Chronic Pain](#)

An estimated 100 million people suffer from chronic pain in the United States alone. Medical technology company Neurometrix, in collaboration with design firm Ideo, has introduced Quell, an electrical nerve stimulation device to help alleviate pain. Quell works by stimulating nerves on the upper calf, which activates a part of the brain that blocks pain signals. Distinct from other wearable devices, the device has FDA approval to treat specific conditions. The company also reports that two-thirds of its users report taking fewer painkillers for conditions like neuropathy, sciatica, arthritis, and fibromyalgia.

[Other Health Technology Headlines](#)

[Beyond Fitbit: The quest to develop medical-grade wearables](#)

[Digital Health Funding: 2015 Year in Review](#)

[Does Tracking Our Fitness Habits Actually Save Us Any Time?](#)

[Health Insurers want to nudge you to better health so they're data-mining your shopping lists](#)

[IBM opens Watson IoT global headquarters](#)

[How IBM Is Going to Help Pregnant Women](#)

[Kaiser fund pumps \\$10 million into telehealth platform Vidyo](#)

[Walmart.com Begins Selling The Apple Watch](#)

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