



Wearables Weekly

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Hot off the press: a new study yields promising results on older adults' attitude towards wearable fitness trackers. In other news, Apple reveals its anticipated life cycle for the Apple Watch and Aetna debuts a new wellness program initiative focused on improving employees' sleep habits. Read the latest below!

[Older Adults' Experiences Using Fitbit](#)

In a study of 95 older adults using the Fitbit One, most participants agreed or strongly agreed that the device was easy to use, useful, and acceptable. The participants received the activity tracker as part of randomized controlled trial piloting a fall-reducing physical activity promotion intervention. While most participants 80+ years of age also rated the device positively, their ratings were significantly lower than participants in younger age groups.

Importance: While younger adults are generally the early adopters of new technologies (including wearables) older adults stand to benefit greatly from using personalized health technologies. Special considerations must be given to designing products for older adults in addition to other populations.

[Apple thinks you'll only use your Apple Watch for three years](#)

In a recently released document focused on environmental impact, Apple revealed that it assumes an average product life of four years for MacOS and tvOS devices and three years for iOS and watchOS devices. Because the Apple Watch is only a little over a year old, the Apple Watch product life assumption is based on an internal model whereas the other product life assumptions are likely based on actual user data. This product life assessment is part of a larger document that details how Apple considers the environmental impact during the manufacturing, transport and recycling processes.

Importance: The Apple Watch is one of the more expensive wearables on the market. Potential customers might be less likely to purchase the device if they anticipate having to upgrade more frequently. However, it is promising that Apple is making a concerted effort to focus on the environmental impact of its business.

[An insurance giant pays its employees to sleep](#)

As part of its broader wellness initiatives, Aetna employees will receive just over a dollar for each night they sleep more than 7 hours. For every 20 nights employees get 7 hours or more of sleep, they earn \$25 (or \$1.25 per night). The reward is capped at \$300 a year. If employees wear devices like a Fitbit, the sleep data is collected automatically. Employees also have the option of manually entering the information into the company's system. Aetna CEO Mark Bertolini hopes this program will boost employee productivity. According to the CDC, 35 percent of American adults get less than 7 hours of sleep per night.

Importance: This initiative is indicative of more wellness programs capturing a more holistic view of health beyond physical activity. Lack of sleep is associated with heart disease, diabetes, stroke, and other adverse health outcomes.

Other Health Technology Headlines

[18 more clinical trials using Fitbit activity trackers right now](#)

[AliveCor, Columbia University launch remote monitoring trial for AFib](#)

[Autism Glass Takes Top Student Health Tech Prize](#)

[Boston Children's Hospital launches KidsMD, an app for Amazon's Alexa](#)

[Fitbit spikes as analysts warm up to new product sales](#)

[HealthTap joins new Facebook Messenger 'chat bot' platform](#)
[Livongo raises \\$45M to support customer growth in diabetes management](#)
[Nats take first steps toward World Series with FitBit title](#)
[Not many startups are focused solely on women and children's health](#)
[Opportunities for health tech in CMS' new value-based payment model for primary care](#)
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