Wearable Fitness Devices

Disclosure: Riverview Health does not endorse any particular brand of fitness device in this presentation, but only providing educational resources and comparison options in order for consumers to choose an appropriate device to fit his/her own needs.
Summary

Fitness Device Market
How to Pick a Fitness Device
Comparing Popular Fitness Devices
2016 Top 10 Fitness Devices
Purchasing a Fitness Device
Smart Phone Apps
Riverview Health Applications & Fitness Devices
Discussion & Questions
Intro into Fitness Trackers

- FitBit
- Jawbone
- Nike Fuel & Band
- Garmin
- Apple
Intro to Fitness Trackers

- About 3.3 million fitness bands & activity trackers were sold between April 2013 and March 2014 in the U.S. through bricks-and-mortar retailers or large-scale e-commerce sites, according to an NPD group.

- **Fitbit dominates the market.** NPD estimates that Fit’s line of devices, including the Force, Fit, One and Zip models, accounted for 67% of sales for the period.

- **Jawbone and Nike are a distant second and third**, respectively. Jawbone held about 18% of the market and Nike’s share is down at 11%. Altogether, these three companies make up 96% of the whole fitness tracker market; the gadgets typically cost $60 - $250 each.

Source: NPD Group, BI Intelligence Estimates; Annual Data From April Through March
Fitness Trackers Hardware Annual Unit Sales

By Device Maker, US Only

Thousands of Fitness Trackers Sold

- 3,500
- 3,000
- 2,500
- 2,000
- 1,500
- 1,000
- 500
- 0

2010-2011
2011-2012
2012-2013
2013-2014

Other
Nike
Jawbone
Fitbit

Source: NPD Group, BI Intelligence Estimates; Annual Data From April Through March
Intro to Fitness Trackers

You could spend hours comparing every single feature in the 25+ fitness trackers on the market but for most people, just keep the following three things in mind:

1. Get Something that Looks and Feels Good
2. Get Something that Syncs Automatically
3. Get Something that Works with Your Device(s)
Features, Features, Features

- Step Counter
- Number of Calories Burned
- Floors Climbed
- Active Minutes
- Sleep Alarm
- Sleep Tracking
- Caller ID
- Continuous Heart Rate Monitoring
- Connected GPS
- GPS Tracking
- Music Control & Notifications
- Clock
- Syncs Wirelessly
- Wrist Band vs. Waist
- Smart Phone Syncing Options
- Supporting Applications
- American Express Payments
- Color Options
- Heart Monitor
- Screen Size & Options
# Fitbit Product Comparison

<table>
<thead>
<tr>
<th></th>
<th>Steps, Distance, Calories Burned</th>
<th>Floors Climbed</th>
<th>Active Minutes</th>
<th>Sleep Tracking &amp; Alarms</th>
<th>Caller ID</th>
<th>Continuous Heart Rate</th>
<th>Connected GPS</th>
<th>GPS Tracking</th>
<th>Music Control &amp; Notifications</th>
<th>Clock</th>
<th>Syncs Wirelessly</th>
<th>Approximate Cost $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zip</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$60</td>
</tr>
<tr>
<td>One</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$100</td>
</tr>
<tr>
<td>Flex</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$100</td>
</tr>
<tr>
<td>Charge</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$130</td>
</tr>
<tr>
<td>Alta</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$130</td>
</tr>
<tr>
<td>Charge HR</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$150</td>
</tr>
<tr>
<td>Blaze</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$200</td>
</tr>
<tr>
<td>Surge</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>$250</td>
</tr>
</tbody>
</table>

Source: Fitbit, 2016 website information
## Jawbone Product Comparison

<table>
<thead>
<tr>
<th></th>
<th>Free UP App</th>
<th>Smart Coach</th>
<th>Activity &amp; Step Tracking</th>
<th>Calories Burned &amp; Food Logging</th>
<th>Sleep Tracking</th>
<th>Goal Setting</th>
<th>Leaderboards</th>
<th>Time</th>
<th>Smart Alarm</th>
<th>Idle Alert</th>
<th>Advanced Sleep Detection</th>
<th>Heart Health Monitoring</th>
<th>Amex Payments Syncs Wirelessly</th>
<th>Approximate Cost $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up Move</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ $50</td>
</tr>
<tr>
<td>Up2</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ $100</td>
</tr>
<tr>
<td>Up3</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ $180</td>
</tr>
<tr>
<td>Up4</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ $200</td>
</tr>
</tbody>
</table>

Source: Jawbone, 2016 website information
# Other Fitness Device Products

<table>
<thead>
<tr>
<th></th>
<th>Approximate Cost $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike Fuel</td>
<td>$168+</td>
</tr>
<tr>
<td>Garmin - Vivo Fit2</td>
<td>$100</td>
</tr>
<tr>
<td>Garmin - Viviosmart HR</td>
<td>$150</td>
</tr>
<tr>
<td>Garmin - Vivoactive</td>
<td>$220</td>
</tr>
<tr>
<td>TomTom Runner Cardio</td>
<td>$190+</td>
</tr>
<tr>
<td>Apple Watch – Sport</td>
<td>$349+</td>
</tr>
<tr>
<td>Google – Moto 360 Sport</td>
<td>$300+</td>
</tr>
</tbody>
</table>

*Source: Various vendor website information, 2016*
2016 Consumer Reports

Devices Were Rated By:
- Tracking Accuracy
- Progress Monitoring
- Supporting Apps & Connectivity
- Battery & Design
- Help Support

1. Fitbit Charge
2. Jawbone UP4
3. Fitbit Flex
4. Garmin Vivosmart
5. Striv Fusion
6. Garmin Vivofit 2
7. Withings Pulse O2
8. Polar Loop 2
9. Withings Activite Pop
10. Basis Peak
Purchasing a Fitness Device

Options:
- Brick and Mortar Stores (i.e. Best Buy, Wal-Mart, Target, Dick’s Sporting Goods, etc.)
- Amazon
- Direct from Company

Consider the Following:
- Return Policy
- Warranty of Device
## Smart Phone App Options

<table>
<thead>
<tr>
<th>Application</th>
<th>Functionality</th>
<th>Cost</th>
</tr>
</thead>
</table>
| My Fitness Pal      | • Food tracking  
                      • Meal planning  
                      • Easy to manage and use.                                                  | $0                    |
| Charity Miles       | • Earn $ for charities every time you run, walk or bike.                      | $0                    |
| Map My Fitness      | • Uses GPS to track your routes you travel, and shows you a map of the ground you covered when you are done.  
                      • Displays length (time & distance), as well as pace and maximum speed. | $0 - $5.99 per month |
| Rock my Run         | • Changes tempo to your running or walking based on your footfalls or heart rate. | $4.99 per month       |

*Source: Various vendor website information, 2016*
Riverview Health Applications & Fitness Devices

Riverview Health offers its employees and several external Riverview client’s a unique personalized online wellness portal. As of August 2015, the portal is compatible with the following services:

- BodyMedia
- FatSecret
- Daily Mile
- FitBit (activity trackers, scale and mobile app)
- Fitbug
- Garmin
- Glooko (Lifescan One Touch, Bayer, Abbot, FreeStyle, Roche, Accu-Chek)
- HealthGraph
- iHealth (scales, blood glucose, blood pressure and pulse oximeter)
- Jawbone (activity trackers, mobile app)
- MapMyFitness (all apps)
- Misfits (all devices)
- Movable
- Moves
- My FitnessPal
- RunKepper
- Strava (all apps)
- VitaDock
- Withings (scales, blood pressure cuff, activity tracker)
- 23&ME

The Riverview Health Rehab & Fitness Center locations have various pieces of equipment that is compatible with Polar devices and applications for user tracking.
Riverview Health – Wellness Portal

- Wellness toolbox
- Programs and events
- Integrated technology
- WellBalance
- Work Week Meal Plans
- Challenges
- Mobile App Integration
- Incentive Tracking (if applicable)
- Health Screening Results (if applicable)
- Resources
Log and keep personal medical information on your iPhone in case of an emergency including who to contact on your behalf.

Available for free through Apple’s iOS mobile 8 operating system.