Wearable Fitness Devices

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
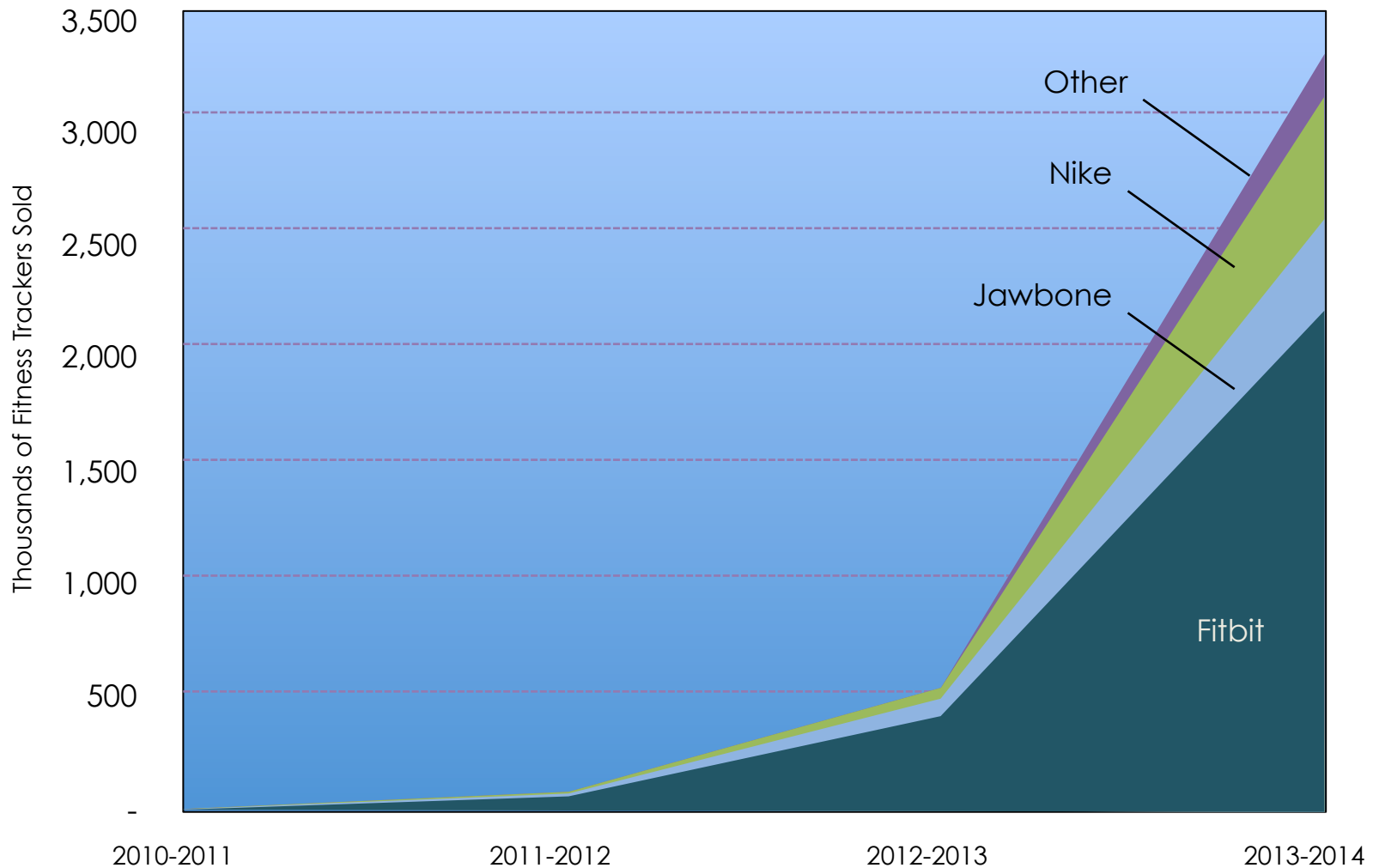- 👟 Garmin
- 👟 Apple

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
-

Other
Nike
Jawbone
Fitbit

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

Riverview
HEALTH

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

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

Source: Fitbit, 2016 website information

Jawbone Product Comparison

Riverview HEALTH

	Free UP App	Smart Coach	Activity & Step Tracking	Calories Burned & Food Logging	Sleep Tracking	Goal Setting	Leaderboards	Time	Smart Alarm	Idle Alert	Automatics Sleep Detection	Advanced Sleep Tracking	Heart Health Monitoring	Amex Payments	Syncs Wirelessly	Approximate Cost $
Up Move	✔	✔	✔	✔	✔	✔	✔	✔							✔	$50
Up2	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔				✔	$100
Up3	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔		✔	$180
Up4	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	$200

Source: Jawbone, 2016 website information

Other Fitness Device Products

	Approximate Cost $
Nike Fuel	$168+
Garmin - Vivo Fit2	$100
Garmin - Viviosmart HR	$150
Garmin - Vivoactive	$220
TomTom Runner Cardio	$190+
Apple Watch – Sport	$349+
Google – Moto 360 Sport	$300+

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

Application	Functionality	Cost
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 it's 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:*
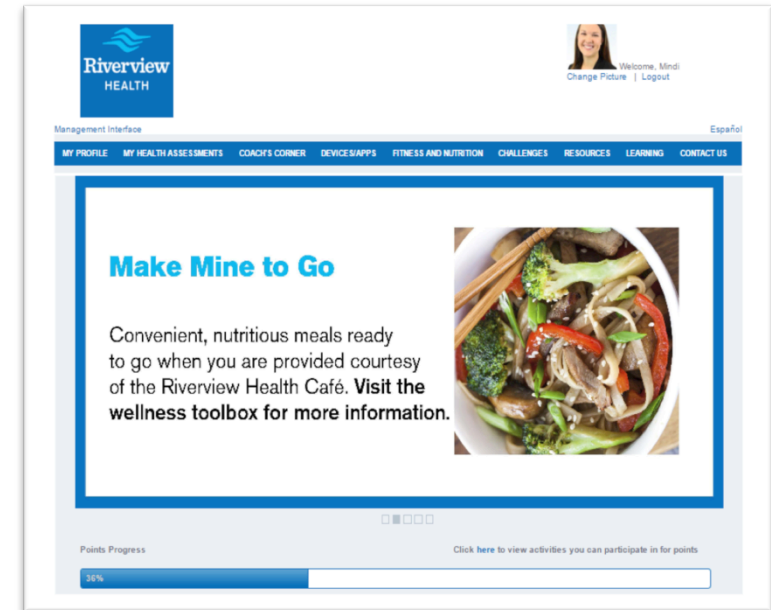
- BodyMedia
- FatSecret
- Daily Mile
- FitBit (activity trackers, scale and mobile app)
- Fitbug
- Garmin
- Glooko (Lifescan One Touch, Bayer, Abbot, FreeStyle, Roche, Accu-Chek)
- HealthGraph
- iHealth (scales, blood glucose, blood pressure and pulse oximeter)
- Jawbone (activity trackers, mobile app)
- 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

Medical ID

- 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.