



# Healthcare Market Updates



Symbol	Change
TMX	+0.15
CHK	+2.35
AAPL	+0.14
PRTG	-0.73
AMZN	+1.08
TSLA	-0.87
AVGO	-3.00
SIRI	-0.65

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# Wearables

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# Fitbit's female health tracking app goes live as its wearables get smarter (May 07, 2018)

Applicable Product Categories: **Wearables**

 <b>Technologies</b>	Wearables (digital app)	 <b>Therapeutic Areas</b>	Women's Health (Menstrual cycle, ovulation and pregnancy)
 <b>Applications</b>	Predictive Female Health Tracking	 <b>Geographic Focus</b>	North America / Global
 <b>Segment Focus</b>	Consumer Grade	 <b>Topics (News type)</b>	New Application Launch
 <b>Companies</b>	Fitbit Inc.	 <b>Others</b>	NA

## ANALYST TAKE

- **Synopsis:** In a scenario where there is increasing focus on technology to promote women's health, Fitbit has revealed its upcoming female health monitoring app for its Ionic and Versa wearables to specifically track fertility and menstrual cycles; to be launched by the end of May 2018.
- **Industry Need:** Based on industry estimates about 30% of women around the globe face the challenge of irregular periods. According to a recent Fitbit reported survey, 80% of the women surveyed did not know how many phases there are in the menstrual cycle and more than 70% were unable to correctly identify the average length of a cycle. These uncertainties impact a woman's daily activity, body characteristics, emotional state, social well-being, and even affect their decisions about having children.

# Fitbit's female health tracking app goes live as its wearables get smarter (May 07, 2018) (continued)

- **Value Proposition / Key Features (Use Case):**

- As the menstrual and ovulation cycle tracking apps segment gets crowded, since there are over 200 curated apps (both Android and iOS store) in the market, innovative companies are differentiating their value proposition by going beyond the calendar logging features to improve prediction accuracy and user-engagement. For example, [Flo Period Tracker](#), one of the 'Top 5 Most Popular Health & Fitness Apps' of 2017 (ranked by [CNBC](#)), leverages artificial intelligence to provide 54.2% accurate predictions for the menstrual cycle to its growing user base of over 30 million women across 30 countries worldwide.
- In a recent study published in [Obstetrics & Gynecology](#) only 3 apps, namely, Clue, iPeriod, and My Days, were able to accurately predict when a woman is most likely to get pregnant.
- In response to this industry need for accurate menstrual tracking situations, Fitbit's new menstrual cycle tracking app is also positioned as a predictive solution and would provide notifications two days prior to and on the day it predicts one's cycle will start. Additionally, unlike a majority of the current standalone mobile applications in this category, Fitbit's new app will also host a curated knowledge base developed by expert physicians. This is aimed at helping women understand topics related to the menstrual cycle and fertility better. The aim is to eventually create a customer-to customer (C2C) virtual community to discuss various women's health topics such as menopause, pregnancy, and birth control.
- Fitbit touts 3 health benefits for users of the health monitoring app:
  - Better body knowledge
  - More productive doctor visits
  - Personalized insights

- **Target End User:**









Couples trying to conceive are a primary target for Fitbit. The new female health tracking in-app experience will be available to all Fitbit users aged 13 years and above.

WEBLINK: <https://bit.ly/2CankEr>, <https://bit.ly/2G6xNkf>, <https://bit.ly/2oyRGHF>

# Garmin Health Collaborates with the University of Kansas Medical Center on Innovative Digital Health Research (May 01, 2018)

## Applicable Product Categories:

Wearables

 <b>Technologies</b>	Wearables (Device)	 <b>Therapeutic Areas</b>	Sleep apnea and atrial fibrillation (AF)
 <b>Applications</b>	Predictive analysis of wearable health data	 <b>Geographic Focus</b>	North America
 <b>Segment Focus</b>	Not disclosed (Medical/Consumer grade)	 <b>Topics (News type)</b>	Research Partnership
 <b>Companies</b>	Garmin International, Inc.	 <b>Others</b>	Research Partner - University of Kansas Medical Centre (UKMC)

## ANALYST TAKE

- **Synopsis:** Garmin has voiced an on-going interest in focused healthcare applications by announcing a partnership with University of Kansas Medical Centre to research and develop connected wearable solutions to help sleep apnea and atrial fibrillation (AF) patients in proactive management of their health conditions.
- **Industry Need:** Sleep apnea alone affect as many as 18 million people in America alone. Research suggests that undiagnosed sleep apnea costs \$30 billion annually to health systems due to increased health care utilization and medication costs related to these comorbid health risks. One in four people over 40 are at risk of developing AF; about 30% of AF patients go undiagnosed. Research suggests that 2 of the 3 strokes related to AF can actually be prevented with regular monitoring.

# Garmin Health Collaborates with the University of Kansas Medical Center on Innovative Digital Health Research (May 01, 2018) (continued)

- **Value Proposition/Key Features (Use Case):**

- As a result of increasing consumerism in healthcare, patients today want to assume increased responsibility of their own healthcare (self-health).
- Garmin's prospective wearables solution could help proactively detect sleep apnea and AF conditions, which often go unrecognized.
- As part of this partnership, UKMC which is one of the leading digital health research centres globally, would help Garmin undertake validation studies with clinical data, aiding the development of algorithms capable of identifying conditions such as sleep apnea and AF.
- The UKMC scientific team will also augment Garmin's technical team to enhance the core features of the developmental wearables such as a long battery life, high water rating, and high-quality sensor data.
- Ultimately, this could allow patients and caregivers to meaningfully translate wearables data, enabling preventive care practices and reduction of the care cost burden.







- **Target End User:**

- If positioned as a consumer-grade device, the target users will be insurance and corporate wellness programs and consumers/patients with a high risk profile for sleep apnea and AF. If Garmin chooses to seek US Food and Drug Administration (FDA) or European Medicines Agency (EMA) approval (that is, produce a medical-grade device) then they can position the device as a competing product for home health and telehealth applications.

WEBLINK: <https://bit.ly/2G5zYVg>

# Google, Fitbit, startups storm into healthcare AI (May 07, 2018)

## Applicable Product Categories: Wearables

 <b>Technologies</b>	Wearables (Sensors)	 <b>Therapeutic Areas</b>	Diabetes, hypertension, cancer
 <b>Applications</b>	Wearable data integration with electronic health record (EHR) or electronic medical record (EMR); Smartwatch integration with health and wellness apps	 <b>Geographic Focus</b>	North America/Global
 <b>Segment Focus</b>	Medical and Consumer	 <b>Topics (News type)</b>	Competitive Intelligence
 <b>Companies</b>	Fitbit Inc.	 <b>Others</b>	Deals with Google, Twine Health, Limeade app, Dexcom app, Fitabase, One Drop, Go365, Sickweather, Walgreens

## ANALYST TAKE

- **Synopsis:** To revive its depleting market share in the consumer health wearable segment against competitors (such as Apple and Samsung), Fitbit has collaborated with Google and multiple digital health startups to quickly expand its smartwatch-based platform solutions, for both the consumer and clinical healthcare spaces.
- **Fitbit Business Challenge:** Fitbit Inc. reported a 17% drop in the first-quarter revenue on 2 May 2018 (net losses of \$41 million, compared to Q1 2017; loss of \$34.4 million). Its competitors such as Apple and Garmin, on the other hand, have reported a strong three months of revenue growth.
- **Value Proposition/Key Features (Use Case):** In an effort to arrest the downward revenue trend, Fitbit is following an inorganic growth strategy and has announced the details on its partnership with Google, acquisition of Twine Health, and smartwatch-based app partnerships with 8 other health and wellness app vendors across therapeutic areas, such as diabetes and certain cancers.



# Google, Fitbit, startups storm into healthcare AI (May 07, 2018) (continued)

## The details of a few critical deals:

- **Fitbit's partnership with Google to leverage AI and cloud analytics:** This partnership marks the next step in Fitbit's shift to healthcare to revitalize its growth strategy. As part of this partnership, Fitbit will use Google's new Cloud Healthcare API, which is based on the Fast Health Interoperability Resources (FHIR) health data sharing standard. The partnership will allow users to seamlessly integrate data from Fitbit wearables with their electronic medical records (EMRs), to enable more clinically meaningful applications and provide doctors with a more comprehensive view of a patients' health status. The collaboration is also part of Fitbit's quick capability expansion strategy into the growing population health arena. The company is making an attempt to leverage AI and cloud technologies to meaningfully address interoperability challenges for wearable data integration with clinical IT systems (EMR/EHR). The partnership is also an effort to counter growing competition (e.g. from Apple, which recently announced high-profile moves in healthcare with its personal health record (PHR) function on the Health app).
- **Fitbit's acquisition of acquired Twine Health (a health coaching platform) in February 2018:** This acquisition will allow Fitbit to use its wearables and provide outcome-based health coaching programs for patients with conditions such as diabetes and hypertension.
- **Limeade's app for Fitbit smartwatches:** This is a new employee burnout indicator that leverages AI (or machine learning to be specific), and a Limeade-led consortium for tackling caregiver burnout in the healthcare sector. This new addition will specifically target Fitbit's expanding partnership with employee health programs.
- **Fitbit and Dexcom app:** This app offers continuous glucose monitoring for diabetes patients. Fitbit users can integrate and compare their activity with their blood glucose levels to get actionable insights and control their diabetes associated health risks.
- **Fitbit and Diplomat Pharmacy app:** This tool is designed to help patients with cancer integrate the care management platform data into their Fitbits, resulting in medication and prescription reminders.
- **Fitbit and Fitabase (a data collection platform):** This partnership will help Fitbit to advance research efforts to build custom feedback and prompts into wrist-based studies.
- **Fitbit and One Drop (a diabetes monitoring company):** The app provided by One Drop provides patients with evidence-based and clinically effective glucose monitoring abilities by syncing data from the Fitbit device as well as other sources.

# Google, Fitbit, startups storm into healthcare AI (May 07, 2018) (continued)

- **Fitbit and Go365 (by Humana):** Fitbit devices will be integrated across Humana's Go365 wellness program to track improvement and rewards.
- **Fitbit and Sickweather:** The Sickweather application will provide “illness forecasts” to keep Fitbit users aware of potential contagions.
- **Fitbit and Walgreens:** The integration of Walgreens's new app with Fitbit Ionic will enable the tracking of health-related activity and behavior and reward healthy practices with Balance® Reward points.

## Target End Users:

- Fitbit is targeting consumers, physicians, and insurance or employee wellness programs. Adding Google's Cloud Healthcare API to the platform will allow clinicians and patients to collaborate more closely and easily on long-term health management issues.
- Fitbit has strengthened its focus on medical data by jumping from mere fitness tracking to clinical information gathering. The company also reported that more than 18,000 developers have joined its third-party app community. In-line with Fitbit's increasing focus on clinical-grade applications, some of the apps it has acquired or partnered with are oriented toward health plans, employers, and clinical researchers, and are intended to help them support users' health outside of clinical settings. Some of these apps also use healthcare AI.

WEBLINK: <https://bit.ly/2rzXRji>



# Mobile Phones/mHealth

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# CTA and Xcertia to develop rules of the road for mobile apps (May 09, 2018)

## Applicable Product Categories: Mobile Phones

 <b>Technologies</b>	Sensors, mHealth	 <b>Therapeutic Areas</b>	All
 <b>Applications</b>	mHealth Apps, Software Solutions	 <b>Geographic Focus</b>	North America
 <b>Segment Focus</b>	Clinical Grade	 <b>Topics (News type)</b>	Regulatory, Business/Monetization Model Innovation
 <b>Companies</b>	Xcertia; Consumer Technology Association (CTA)	 <b>Others</b>	NA









## ANALYST TAKE

- **Synopsis:** CTA and Xcertia have paired up to develop guidelines to assess an mHealth app's operability, privacy, security, and content.
- **Industry Need:** An [AHRQ study](#) has pointed out the ineffectiveness of the innumerable mHealth apps that have exploded into the healthcare scene without a corresponding development of regulation and proper evaluation methods, raising serious quality and patient safety concerns. Having the right guidelines and assessment tools for mHealth apps—which are currently not available--will enhance the effectiveness of the available apps.
- **Value Proposition:** The company plans to involve various stakeholders, such as consumers, developers, payers, clinicians, academics, and others, to develop guidelines covering issues such as app accuracy, transparency, privacy, security, regulatory compliance, interoperability, and user experience. This is expected to specifically target specialized players looking to develop specific health condition management apps instead of general wellness tools. The solution will work on a membership-based business model with annual updates in guidelines.
- **Target End User:** mHealth app developers, smartphone companies, tech companies, telecom companies, and local authorities.

WEBLINK: <https://bit.ly/2K6wOTt>

# Fox Foundation to Use mHealth Wearables in Parkinson's Research (May 10, 2018)

## Applicable Product Categories: Mobile Phones

 <b>Technologies</b>	Sensors, mHealth	 <b>Therapeutic Areas</b>	Neuro and Mental Health
 <b>Applications</b>	mHealth Apps, Data Analytics	 <b>Geographic Focus</b>	North America
 <b>Segment Focus</b>	Clinical Grade	 <b>Topics (News type)</b>	Care Delivery Innovation; M&A / Collaborations / Investments
 <b>Companies</b>	Verily Life Sciences	 <b>Others</b>	Research partner: Michael J. Fox Foundation for Parkinson's Research

### ANALYST TAKE:

- **Synopsis:** Verily Life Sciences and Michael J. Fox Foundation have partnered for a project to gather mHealth data from more than 800 people living with Parkinson's, through the Verily Study Watch.
- **Industry Need:** Passive collection of investigational disease data is intended to offer valuable insights for the multi-year program to improve understanding of Parkinson's disease and research new care and treatment strategies.
- **Value Proposition:** Verily through its Study Watch, offers researchers at the Fox Foundation's Parkinson's Progression Markers Initiative (PPMI), the ability to gather seamless, real-time and actionable patient data across its 33 clinical sites around the world. In addition to offering significant synergies in terms of reduced costs and efficient data collection, the partnership aims at further enhancing the available understanding of Parkinson's disease and create better therapeutic strategies.
- **Target End-User:** Clinical trial agencies, researchers and regulatory authorities.

WEBLINK: <https://bit.ly/2wuB25d>











# Smart Home Devices & Appliances

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# Alcove: This Founder Builds Smart Homes that Save Lives And She's Hitting The US (May 08, 2018)

Applicable Product Categories: Smart Home Devices

 <b>Technologies</b>	Sensors, AI	 <b>Therapeutic Areas</b>	Elder / Senior Care
 <b>Applications</b>	Data Analytics, Software Solutions, IoMT	 <b>Geographic Focus</b>	North America, European Union
 <b>Segment Focus</b>	Consumer	 <b>Topics (News type)</b>	Competitive Intelligence, Care Delivery Innovation
 <b>Companies</b>	Alcove	 <b>Others</b>	NA

## ANALYST TAKE:

- **Synopsis:** A British startup targeting the aging-in-place smart home market in UK, Poland, Germany, France, and Spain, Alcove is now eyeing the US market for expansion.
- **Industry Need:** Aging-in-place (the trend of the elderly living independently in their own homes) is a growing trend globally, and sensors and controlling/analyzing software that ensure seniors' wellbeing and safety are in high demand.
- **Value Proposition:** Apart from the older technology of personal emergency response systems, Alcove has a variety of packages which include care check-in apps, and apps that address safety at home, dementia concerns and wandering management systems, as well as chair and bed sensors. All packages and sensors work with Amazon Alexa so the elderly user can use voice control to interact with the technology. Alcove is also planning an AI-enabled insurance product, released in 2018 – we can speculate that it will be a senior health insurance related product, though no details are available.
- **Target End-User:** Individuals (carers and seniors), local authorities, social housing organizations, and care providers.

WEBLINK: <https://bit.ly/2wD0ANZ>