

# THE CASE FOR WEARABLE TECHNOLOGY IN LIFE INSURANCE



## Growing Market



**23%**

U.S. mobile consumers own a wearable fitness device and 13% own a smartwatch

**25.1M**

Wearable devices shipped Q1 2018, a 1.2% increase from the prior year

**300+**

Companies now operate in the wearable computing marketplace

## Measuring Mortality



### Steps

Study: All-cause mortality hazard ratio reduced 6% for every 1,000 additional steps taken per day

### Inactivity

People who sit 8+ hours per day, regardless of how much they exercise per week, exhibit higher mortality



### Sleep

- Seven hours of sleep a night = lowest risk of all-cause mortality
- At five hours per night, mortality increased by 10%
- At nine hours per night, mortality increased by 14%

## Emerging Metrics



### Early detection

Monitoring heart rate and body temperature may provide early indication of illness

Study: Apple Watch's Cardiogram heart rate monitoring app predicted heart rate with 97% accuracy

### Behavior monitoring

In the future, devices may be able to identify smoking behavior and perhaps even psychological changes to the body as the user smokes a cigarette



**Bottom line: Wearables offer tremendous potential for the industry, but life insurers must take care to balance risk and rewards with every new development.**