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.

For a complete list of sources and an overview of current research, view the RGA white paper Wearable Technology in Life Insurance.