

Track, Share and Compare: The Hot Trend of Self-Tracking

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Description: Do you weigh yourself regularly? Do you note your miles run or menstrual cycle? If so, you're a self-tracker! Self-tracking is growing, and is embraced by both pro athletes and the chronically ill. Tracking technology is evolving rapidly from pedometers to an amazing array of gadgets and sensors that can be woven into clothes or implanted into our bodies. Add in the power of smart phones and social networking, and you have the hot trend of 'track, share and compare.' In this session learn about the opportunities that tracking offers you to engage, educate and motivate your clients.

Introduction and overview

Definitions and basics

What self-tracking is, other names

Why you should care!

Who's tracking?

Wide spectrum:

Patients (asthma, cancer, diabetes, mental health, etc)

Professionals (athletes, astronauts, soldiers, firefighters, etc)

Self-tracking by the numbers (Recent stats to be presented)

Why are people tracking?

Awareness

Behavior change

Preventive

Specific goal

Social aspect

Gaming aspect / competitive

Because they can

What are people tracking?

Nutrition - calories in

Physical activity - calories out

Mood, behavior, mental health, sleep

Signs and symptoms of diseases and conditions

The general public doesn't want to track the same things that health professionals want them to track!

How are people tracking?

Pedometers, paper and pencil, "how my clothes fit" technology

Smart phones: Apps and more

Sensor gadgets: examples include Jawbone Up, Nike Fuelband, Basis, Withings, Zeo, Polar, Fitbit

Smart clothes and e-textiles: examples include Under Armour, Adidas, underwear

Internal: examples include thermometer pill, heart failure device

What do people do with their information?

Share
Compare
Compete / gamification
Build communities
Data donation

Major opportunities for health and fitness professionals

Data coaching
Health literacy
Chronic diseases
Communities
Age groups
Workplace health
Global health

Major issues and barriers

How accurate is the information? Context, signal vs. noise
Cost
Security, Privacy, Policies
Quantify vs. qualify
Data visualization
Just because you can, should you?
Are there people that shouldn't track?

Real world examples and how to apply

The future of self-tracking

Key take away messages for participants:

- (1) Understand the basic concepts of self-tracking and learn about the science of sensor technologies.
- (2) Become familiar with the key steps of helping individuals to determine what to track, assess what the information means, and take actionable steps to take to improve health outcomes.
- (3) Learn about integrating the power of smart phones and social networking to create the hot trend of 'track, share, and compare' plus become familiar with future opportunities.

Questions to think about:

Do you recommend apps or gadgets? Should you? How do you know what's accurate?
What price point would you feel comfortable spending, or asking your clients to spend?
What do you want your clients measure? What do they measure? Is it what you want them to measure?
How do you make the data meaningful and actionable for your clients?
If you could design the perfect app and/or tracking gadget for your clients, what would it do?

Recommended resources and references

(NOTE: an updated resource list will be available at www.caroltorgan.com)

Examples of Tracking communities and organizations

- 23andMe <https://www.23andme.com/>
- Asthmapolis <http://asthmapolis.com/>
- Cure Together <http://curetogether.com/>
- MedHelp <http://www.medhelp.org/>
- PatientsLikeMe <http://www.patientslikeme.com/>
- Quantified Self <http://quantifiedself.com/>
- TuDiabetes <http://www.tudiabetes.org/>
- Tweetwhatyoueat! <http://www.tweetwhatyoueat.com/>

Lists of tracking tools

- MedHelp http://www.medhelp.org/health_tools
- Personal Informatics <http://www.personalinformatics.org/tools>
- iTunes app store, Healthcare & Fitness apps <http://itunes.apple.com/us/genre/ios/id36?mt=8>
- Quantified Self <http://quantifiedself.com/guide/>

Examples of Sensors

- Adidas adizero f50 <http://www.adidas.com/football/uk/pages/f50>
- Basis <https://mybasis.com/>
- BodyMedia <http://www.bodymedia.com/>
- Cardiomems <http://www.cardiomems.com/>
- Fitbit <http://www.fitbit.com/>
- Green Goose <http://www.greengoose.com/>
- IDEAL LIFE <http://www.ideallifeonline.com/>
- iHealth <http://www.ihealth99.com/>
- Jawbone Up <http://jawbone.com/up>
- Nike Fuelband <http://www.nike.com/fuelband/>
- Polar <http://www.polarusa.com/us-en/>
- Sleeptracker <http://www.sleeptracker.com/>
- Under Armour e39 shirt <http://www.underarmour.com/shop/us/en/E39>
- Withings <http://www.withings.com/>
- Zeo <http://www.myzeo.com/sleep/>

Reports & publications

- Healthcare unwired: New business models delivering care anywhere. PricewaterhouseCoopers, September, 2010 <http://www.pwc.com/us/en/health-industries/publications/healthcare-unwired.jhtml>
- Boomers, technology & health: Consumers taking charge! MIT Enterprise Forum Northwest, January, 2011 (pdf) <http://www.mitwa.org/sites/default/files/files/MITEF%20NW%20Boomers%20Technology%20and%20Health%20Report.pdf>
- The future of connected health devices. Liberating the information seeker. IBM Global Business Services Executive Report, 2011 <http://www-935.ibm.com/services/us/gbs/thoughtleadership/ibv-connected-health-devices.html>
- Pew Internet reports <http://www.pewinternet.org>
 - The Social Life of Health Information, 2011, Susannah Fox, May 12, 2011
 - Peer-to-peer Healthcare, Susannah Fox, Feb 28, 2011
- Innovations in health literacy research, workshop summary. Institute of Medicine, The National Academies Press, 2011 <http://www.iom.edu/Reports/2011/Innovations-in-Health-Literacy.aspx>