

Media Contacts:

Rich Gallagher / Frank PR / US and Canadian Press
richgallagher@frankprusa.com
646-790-4752

Jean-François Kitten / Withings / International Press
ifkitten@withings.com / M: +33 (0) 6 11293028

Withings

Inspire health

82 Percent of Americans Believe Tracking Vital Signs at Home is Important, But Fewer than Half Can Identify One

Withings Study Explores Awareness of Vital Signs and Monitoring Habits

July 15, 2014 – NEW YORK. Withings, the leader in connected health devices that monitor and help improve overall health, today revealed the results of its research into Americans' knowledge of vital signs and personal habits in monitoring them. The study showed that 82% of Americans believe tracking vital signs at home is important, however one fifth do not track any vital signs outside of the doctor's office.

Tools of the Trade

According to Withings' study, 50% of those who do not own any equipment to measure vitals would consider tracking their levels if they had the proper devices at home. Currently, the most commonly owned at-home diagnostic equipment, in rank order, are thermometers, blood pressure monitors, pulsometers, blood sugar readers, BMI calculators and Blood Oxygen Monitors. The vital signs that are monitored the most by individuals are:

- Body temperature – 59%
- Blood pressure – 45.7%
- Pulse – 37.7%
- Body mass index (BMI) – 18.2%
- Blood sugar – 16.8%
- Respiratory rate – 7.5%
- Blood oxygen – 2.9%
- Cholesterol level – 2.2%

“Most Americans are not actively monitoring their vital signs outside of the doctor's office. But it's heartening to see that so many more would pay closer attention to their health if they had the right tools,” said Withings Chief Marketing Officer Julien de Préaumont. “It's our responsibility to design devices that help people better understand their health, and fit elegantly into their lives. Our users can track their heart rate by simply stepping on their scale or placing their finger on their iPhone's camera lens. They can measure their blood oxygen level by placing their finger on the Pulse O2 activity tracker, and easily check their blood pressure from our wireless monitor. These tools can help those suffering from chronic conditions like high blood pressure, diabetes and asthma take control, and inspire healthier decisions for every user, every day.”

Media Contacts:

Rich Gallagher / Frank PR / US and Canadian Press
richgallagher@frankprusa.com
646-790-4752

Jean-François Kitten / Withings / International Press
ifkitten@withings.com / M: +33 (0) 6 11293028

Withings

Inspire health

When asked to identify specific vital signs, respondents could correctly recall the following, unprompted:

- Blood pressure - 49%
- Pulse - 28.3%
- BMI – 22.4%
- Blood sugar – 21.8%
- Cholesterol level – 20.9%
- Body temperature – 12.4%
- Respiratory rate – 8.8%
- Blood oxygen saturation – 7.8%

To raise the national IQ around vital signs and daily monitoring habits, Withings recommends consulting your doctor about simple ways to track health at home, and ask your employer or insurer about reward programs for regular monitoring.

Methodology

Withings 2014 Vital Signs Survey conducted in June 2014 using the world's largest panel provider, Survey Sampling International. Feedback was collected from an online general consumer panel in all 50 states to survey 1515 adults over the age 21 about general trends in preventative medicine.

About Withings

Withings is the company that leads the connected-health revolution. Founded by visionary innovators Cédric Hutchings and Eric Carreel, Withings create products and services that empower people to track their lifestyle and improve their everyday well being for a better long-term health. Emotional, flawlessly designed and simple-to-use, they seamlessly introduce cutting-edge innovation into people's daily routine. Since 2009, Withings has built a range of products that covers the whole health spectrum including the Withings Pulse (activity tracker), the Smart Body Analyzer, the Wireless Blood Pressure Monitor and Withings Aura. Every piece of collected data comes to life into the Withings Health Mate application where users get coaching and motivation tools to shape every aspect of their health.

Read more about Withings on www.withings.com.

For high res. images and press releases, visit www.withings.com/press