Saluting Innovation @ Fitbit

by Karime Nasser

Saluting Innovation at Fitbit for using their products to help fight breast cancer. A leader in wellness consumer devices, Fitbit has recently shown interest in moving into the med tech space. To support that effort, they partnered with the Dana-Farber Cancer Institute, the world leader in adult and pediatric cancer treatment and research. Together, they will conduct a study that analyzes the correlation between obesity and breast cancer recurrence. By monitoring heart rate and weight loss, they hope to establish if losing weight after breast cancer treatment can help prevent relapses and potentially increase survival rates.

As Fitbit tries to fill a gap and become a leader in digital health, it plans to invest more in innovation and research and development, despite the possible regulatory hurdles and potential costs. Kudos to Fitbit for expanding their market and striving to improve the lives of those battling breast cancer, an illness that affects about 1 in 8 women in the United States.

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