



## **Seeking Value: Meaningful Use of Wearables as Part of Employer-Sponsored Health and Well-being Initiatives**

This study features findings from an online survey HERO fielded with 188 employers using physical activity trackers (wearables) as part of their wellness program. Themes explored in the survey included what types of wearables employers were using, who wearables were offered to, how much employers charged end users, why they decided to offer wearables, participation levels and perceptions from end users, and how employers evaluated their efforts. This article also shares the top ten research questions employers identified having about the use of wearables as part of a wellness program.

These findings were published in The Art of Health Promotion section of the May 2017 issue of The American Journal of Health Promotion.

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