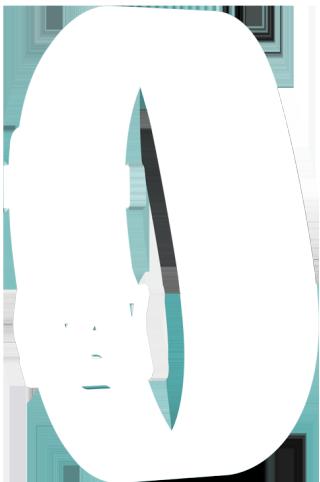


## Fitbit, Google partner for smarter fitness bands

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**The two companies will also look to help better manage chronic conditions like diabetes and hypertension using Fitbit's recently acquired Twine Health.**



Fitbit has announced a historic partnership with Google which will enable it to get deeply involved in the healthcare industry.

The fitness tracker has announced that it would use Google's recently announced health data standard for apps, Cloud Healthcare API, to connect its fitness tracking devices to the electronic medical record (EMR) systems used by the healthcare professionals. This would provide the doctors a more comprehensive view of the patients health and help in early detection of medical conditions.

The two companies will also look to help better manage chronic conditions like diabetes and hypertension using Fitbit's recently acquired Twine Health.

Apart from this, Fitbit also announced that it would move to Google's cloud data storage platform, majority of which, including services like Google Cloud IoT Core, are already certified as Health Insurance Portability and Accountability Act (HIPPA) compliant. This would enable Fitbit to develop more advanced healthcare devices without developing a platform compliant with HIPPA.