

**HEC Paris Connected Care Project and iHealth Labs join the 2016 MBAT Sports Tournament**

Jouy en Josas, May 6 2016

HEC Paris continues to explore how wearable health and well-being devices drive better cognitive performance while improving the health and happiness of managers. The [26 Annual MBA Tournament](http://www.mbat.org/mbat/home/) (MBAT) will bring over 1500 sports enthusiast from the leading MBA schools in Europe to the HEC Paris Jouy-en-Josas campus for three days of sporting competitions and social networking. [IHealth Labs](http://www.ihealthlabs.eu/en/) will accompany the HEC Paris team by providing it with iHealth Edge activity trackers and iHealth Air pulse oximeters. The biodata generated during the event will be added to the data already collected since early February to build a comprehensive understanding of the role of physical activity on cognitive performance.

[Michael Segalla](http://www.hec.edu/Faculty-Research/Faculty-Directory/SEGALLA-Michael), Ph.D., Professor of Management in HEC Paris's Department of Management and Human Resources directs the Connected Care Project. Supporting the goal of promoting healthy lifestyles made possible by advanced wearable technology, Uwe Diegel, the CEO of iHealth Labs Europe, offered to equip each of the nearly 500 HEC Paris MBA and EMBA students with devices to measure movement (walking, running etc.), sleeping pattern, pulse rate, and blood oxygen levels. Our MBA and EMBA students will enjoy this unique opportunity from February 2016 to June 2017.

The project collects this bio-performance data along with psychosocial online assessments of health, happiness, and personal stress. This data helps the researchers identify situations that might contribute to lower personal cognitive performance. Continuously measuring the effects of physical activity, sleep, and cardiac function is the key benefit of using these advanced tracking devices. Upon the conclusion of this experiment, HEC Paris will be releasing a white paper containing the results of this experiment.

“Our students will directly benefit from this experiment, made possible by the equipment donated by iHealth Lab as well as financial support by Intel and the HEC Foundation. These resources allow the research team, which includes [Gilles Montalescot, MD, Ph.D.](http://www.action-coeur.org) (Professor of Cardiology at the University of Paris VI, and Director of the Cardiac Care Unit at the Pitié-Salpêtrière Hospital in Paris) and [Dr. Donna Spruijt-Metz, MFA, Ph.D.](http://ipr.usc.edu/faculty.php?faculty_id=42)  (Co-Director of the USC mHealth Collaboratory at the University of Southern California’s Center for Economic and Social Research) to access high quality, near real-time physical performance data. The diversity of nationalities and lifestyles across the HEC PARIS MBA and EMBA cohorts provide optimal conditions for such an experiment. It will allow us to uncover results reflecting a representative sample in a real-world situation”, outlined Professor Segalla.

“Taking a measurement is easy”, added Uwe Diegel, President of iHealth Labs Europe. “it’s what you do with the measurement that is important. Initiatives such as this program from HEC are hugely important in that they are a first step into understanding the power of big data and how it affects daily behavior of people taking part in the study. iHealth is proud to work with HEC on this program”.

**About HEC Paris:**

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

HEC Paris was ranked second business school in Europe by the Financial Times’ overall business school ranking in December 2015.

 [www.hec.edu](http://www.hec.edu/) [@HECParis](https://twitter.com/HECParis)

**About iHealth:**

iHealth, established in Silicon Valley in 2009, is a world leader in connected health, producing and distributing innovative health products that allow users to better understand their bodies’ vital signs. Clinically approved, iHealth has created a complete ecosystem of products, from blood pressure monitors, glucometers, body analysis scales and pulse oximeters, through to activity and sleep monitors. With the free iHealth MyVitals app, available on iOS and Android, users can analyse and follow their health statistics, trends and simultaneously share them with their doctors or families.

iHealth also offers a product line for health professionals, paired with a dedicated application called iHealthPro; connecting doctors and patients. Directed by Uwe Diegel in Europe, iHealth benefits from its experience of over 20 years in the manufacturing of medical devices.

For more information please visit [www.iHealthLabs.eu](http://www.ihealthlabs.eu/) and follow us on [Twitter](https://twitter.com/iHealthLabsEU) and [Facebook](https://www.facebook.com/iHealthEU?fref=photo)

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