Consumer wearable technology has advanced to the point where it is accurate enough for some medical purposes and use cases. In some ways consumer wearable technology is actually outpacing medical technology, particularly in the area of optical PPG sensors. With lower costs, better form-factors and new features, advanced wearable technology is now enabling ambulatory mobile healthcare delivery, with a focus on prevention, screening, and disease management. One point of friction is merging the chaotic exploration and rapid innovation of consumer wearables with the methodical discipline of clinical validation. This session will address these topics and identify how the application of clinical data collection and use case validation to these innovative wearable sensor technologies is advancing both the consumer wearables and medical device markets.