

# AIG Reduces Worker Injury Rates by 60% with Kinetic's Wearable Technology



## SITUATION

AIG is a leading provider of workers compensation insurance and a pioneer in the use of innovative technology to help underwrite and manage risk. When one of AIG's customers requested help achieving a 25% reduction in workplace injuries, AIG knew the old methods wouldn't work. To achieve this ambitious goal, they decided to propose a more innovative approach: wearable technology.

## SOLUTION

After reviewing several vendors, Kinetic's wearable device was selected for AIG's customer, a staffing agency that places hundreds of thousands of workers to employers each day. "The Kinetic device was by far the simplest to use, and comfortably attached to our associate's belts," recalled the Director of Risk Management involved in the project. Kinetic's belt mounted wearable combines real-time feedback to the workers as well as data analysis and insights through an engaging dashboard.

The goal was to reduce injuries through three mechanisms:

- Real-time feedback: workers received a light vibration each time they performed a high-risk posture, creating awareness about how they move
- Gamification and competition: workers were given goals to stay under in terms of daily high-risk postures, and competed on who improved the most
- Impact on Safety Culture: with workers engaged in their own safety data, safety becomes top of mind

## RESULTS

500 workers at an industrial manufacturer were recruited to conduct the study over a 12 month period. The participants were split into two groups: one which wore the Kinetic wearable and the other that didn't. After 12 months, AIG's analytics team evaluated the data across the 2 groups, and the results were conclusive.

- The group that wore the Kinetic device had a 62% lower incident and injury rate compared to the other group.
- That same group had a 49% reduction in the cost of workers' comp claims.



**"Kinetic reduced injury rates by over 60%, which has had an incredible impact on the wellness of our workforce and on our bottom line."**

Director of Risk Management,  
Staffing Agency



**"Workers found the device engaging – it's great to see your workers competing to be the safest."**

Account Manager  
Industrial Manufacturer

## SUMMARY

AIG and a staffing agency partnered together to evaluate Kinetic's wearable technology at an industrial manufacturer. With over 500 workers enrolled in the study, Kinetic's combination of real-time feedback, gamification and data driven insights led to a reduction in injury rates of over 62% and 49% in claims costs.

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If you'd like to learn how your company can also benefit from the Kinetic REFLEX wearable, please contact us today.

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