

Fact Sheet

About Kurbo

Kurbo is a mobile/online program dedicated to helping kids, teens, and their families eat healthier, be more active, and lose weight.

How It Works

Kurbo created an award-winning mobile app that incorporates evidence-based behavior modification strategies such as daily food and exercise tracking. Once per week, a personal health coach provides specific education and feedback via phone or video chat. Progress is monitored through an online dashboard.

Program Structure

The two main components are 1) a mobile app with a food & exercise tracker, educational videos and progress charts and 2) a behavior health coach who provides feedback, motivation, and support. Coaches schedule meetings once a week via phone or video chat and can be reached anytime via SMS or email. Users also receive customized text and push notifications to keep them engaged.

Curriculum

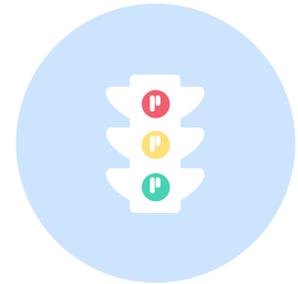
The Kurbo curriculum involves best practices in behavior-based weight management using simple nutrition concepts. Our traffic light food classification system was developed at Stanford University, based on more than 30 years of research. Coaches help participants set personal goals and action plans to promote long-term, sustainable lifestyle changes.

Coaches

Coaches come from a variety of health-related backgrounds and are required to complete extensive training in the traffic light system, behavior modification, and supportive health coaching. All coaches must complete a criminal background check and are frequently audited for safety and adherence to protocol.

Commitment

In an effort to keep people engaged, the time commitment for Kurbo is minimal. Participants generally spend 10-15 minutes a day tracking their food and exercise in the app combined with weekly 15-minute meetings with their health coach. Additional time may be spent playing games or watching videos in the app. The average program length is 3 months.



Follow the traffic light system



Track on your phone



Work with a certified coach

Fact Sheet

Research and Outcomes

Kurbo has helped thousands of young people develop more self-confidence and develop healthier eating habits. A recent study by Stanford Hospital reviewed data from 1300 Kurbo users showing very high engagement and statistically significant BMI reduction.

How Kurbo is Different

Kurbo does not use special diet food or count calories, which is believed to be unsafe for kids and teens. Instead, Kurbo uses a simple traffic light food classification system, which was licensed from Stanford University, and behavior modification tools to make the healthy choice the easy choice and to impart lifelong nutrition and exercise habits.

Customization

Kurbo has the ability to customize foods in the database to accommodate cultural preferences, and translate supporting materials into other languages. In addition, Kurbo hires local coaches recognizing that an understanding of common attitudes and beliefs, especially around food and exercise, are critical to success.

Who We Work With

Kurbo works with employers, healthcare organizations, and government agencies in the United States, Canada, Bermuda, and Singapore. These organizations pay for their patients, members, or employees to participate in the Kurbo program at no additional cost to the family. Kurbo also works directly with consumers.

Data Safety and Security

Information collected about Kurbo participants is for internal use only. We have strict protocols to ensure the privacy and safety to protect participating families. We are HIPAA and COPPA compliant and all health coaches are required to complete background checks.

Technology Access

At sign up, each family member can create their own personal Kurbo account. If smartphone access is limited, family members can easily share one device. If an internet connection is unavailable, coaches will help find a solution, such as accessing internet at a public library or school. Kurbo currently works on Apple (iPhone, iPad, iPod Touch) and Android devices.

For more information about the Kurbo program, visit kurbo.com or email info@kurbo.com.