

kurbo

by 

**Helping kids lead
healthy lives**

Wellness that Works.™



Today's Presenter



Gary Foster, PhD

Chief Scientific
Officer, WW
International, Inc.



Joanna Strober

Senior Vice President
of Kurbo by WW

Today's Agenda

- **Our Journey**
- **Kurbo by WW**
 - How the program works
 - Eligibility and monitoring
 - Supporting research
- **Questions & Discussion**

Our purpose

**We inspire
healthy habits
for real life.***

*** For people, families, communities,
the world—for everyone.**



Our Global Youth & Family Advisory Board

Evelyn Attia, MD
USA

Jennifer Baker, PhD
Denmark

Robert Berkowitz, MD
USA

Christopher Bolling, MD
USA

Rachel Bryant-Waugh, PhD
UK

Linda Delahanty, MS
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Elissa Jelalian, PhD
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Aaron Kelly, PhD
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USA

Marian Tanofsky-Kraff, PhD
USA

Stephen Touyz, PhD
Australia

Thomas Wadden, PhD
USA

Billy White, PhD
UK

Denise Wilfley, PhD
USA

Terence Wilson, PhD
USA

24 Experts in
pediatrics,
psychology, eating
disorders, and
healthy weight
management

7 Countries Represented
(US, Canada, Germany,
UK, Sweden, Australia,
Denmark)

7 Meetings this Year

Progress

WW Impact Manifesto

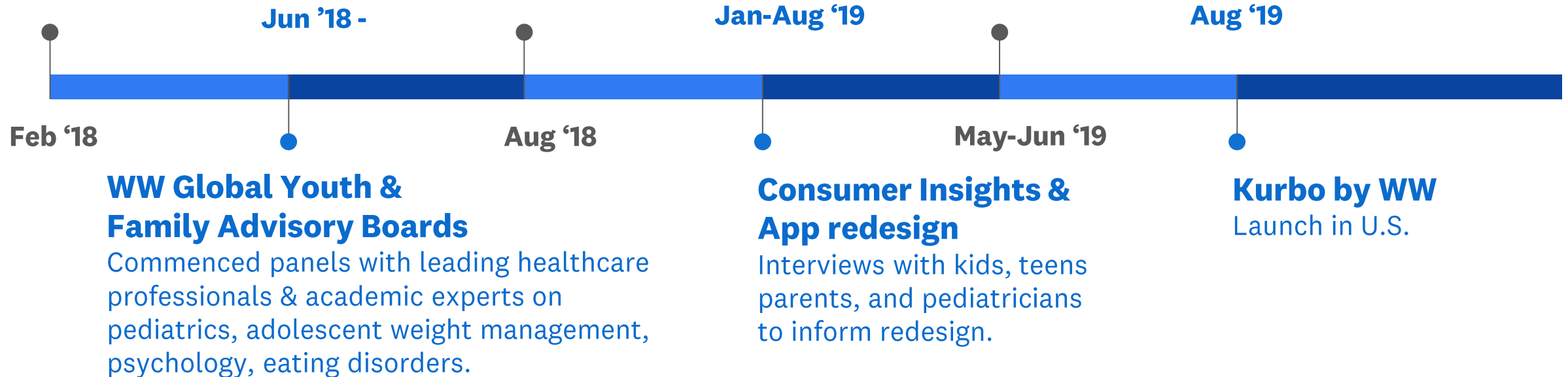
Announced bold initiative to expand WW's impact and become a powerful partner for families in establishing healthy habits.

Acquisition of Kurbo

Science-based, mobile platform for pediatric weight management.

Expert consultations

Follow-up with subgroups of advisory boards.



kurbo

by ®

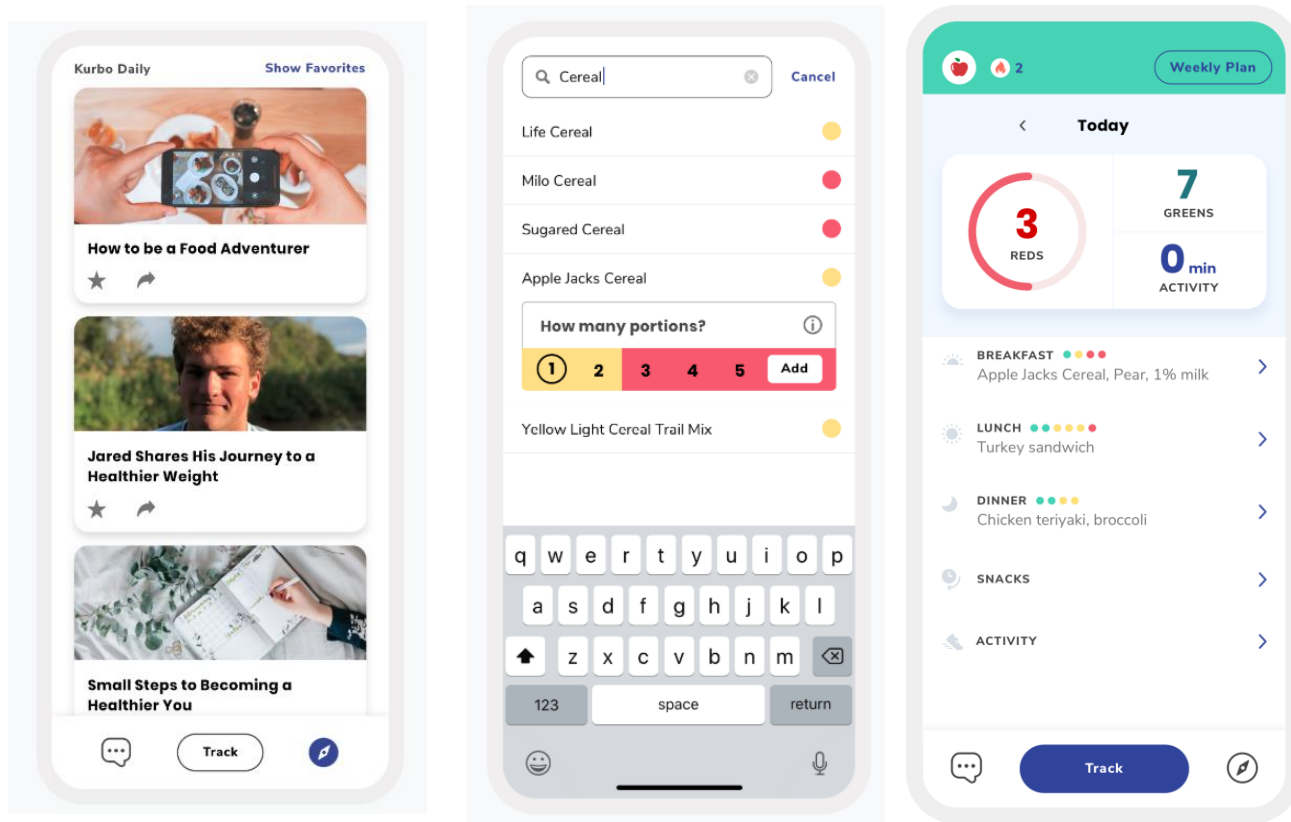


How Kurbo by WW Works

Wellness that Works.™

Kurbo by WW:

A mobile program offering inspiration and education to live healthier on a platform kids and teens are comfortable



Engaging and Scalable

Only 100% mobile solution for kids with remote coaching, education, and AI personalization

Evidence-based

Licensed from Stanford Children's Hospital and backed by 30 years of research



Designed for Kids and Teens

Aids in learning healthy habits through coaching sessions and an intelligent mobile app with games, challenges and videos

Recognized

As the only solution with 8 evidence-based strategies

Wellness that Works.™

Rivera J, et al. Mobile App for Weight Management: A Scoping Review. JMIR Mhealth Uhealth. 2016;4(3):e87.

Three Key Elements



Fun Mobile App

Designed for **kids and teens** to track food and activity, learn healthy mindset habits



Data Driven

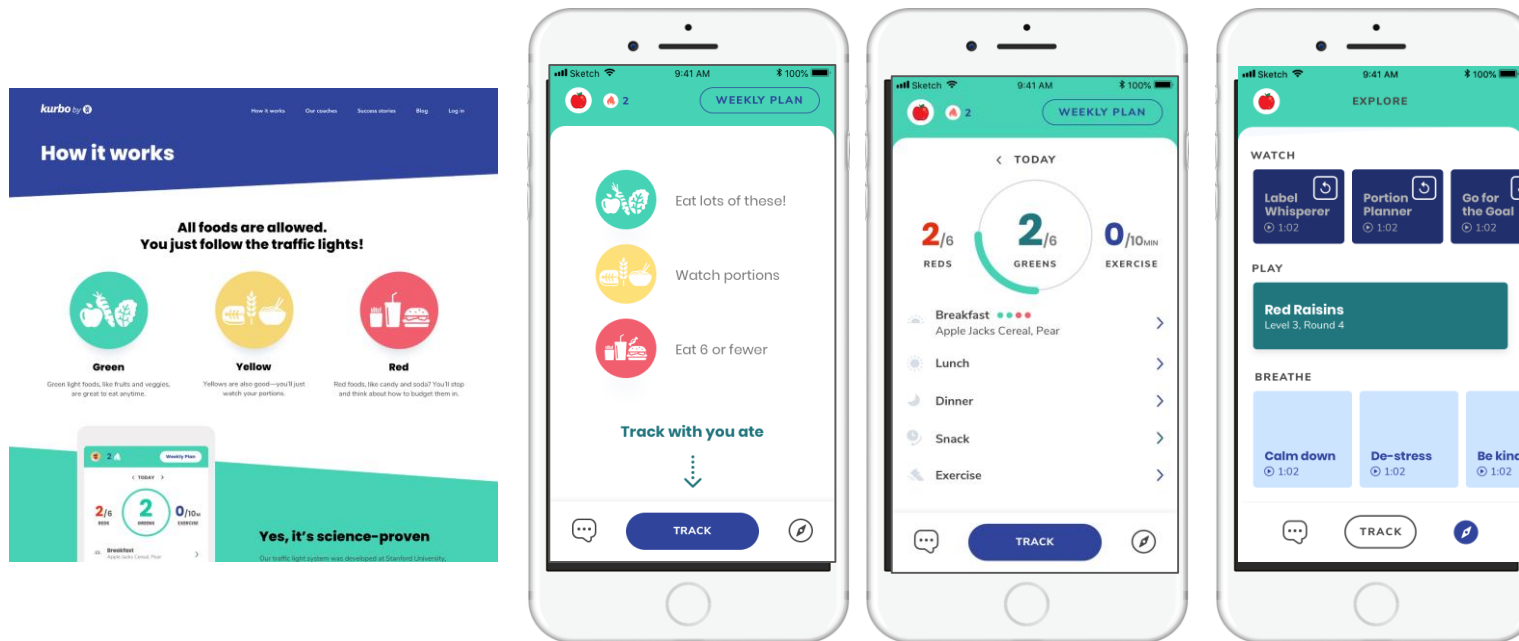
Platform that creates **responsive, personalized messaging** with integrated trackers



Personal Coach

Weekly individual/family **video coaching** plus **in-app chat** with the Kurbo Coach who has access to a dashboard of participant's dietary, activity, and weight data

Kurbo by WW Offers an Evidence-based Approach to Healthy Eating



Traffic Light Food Classification System

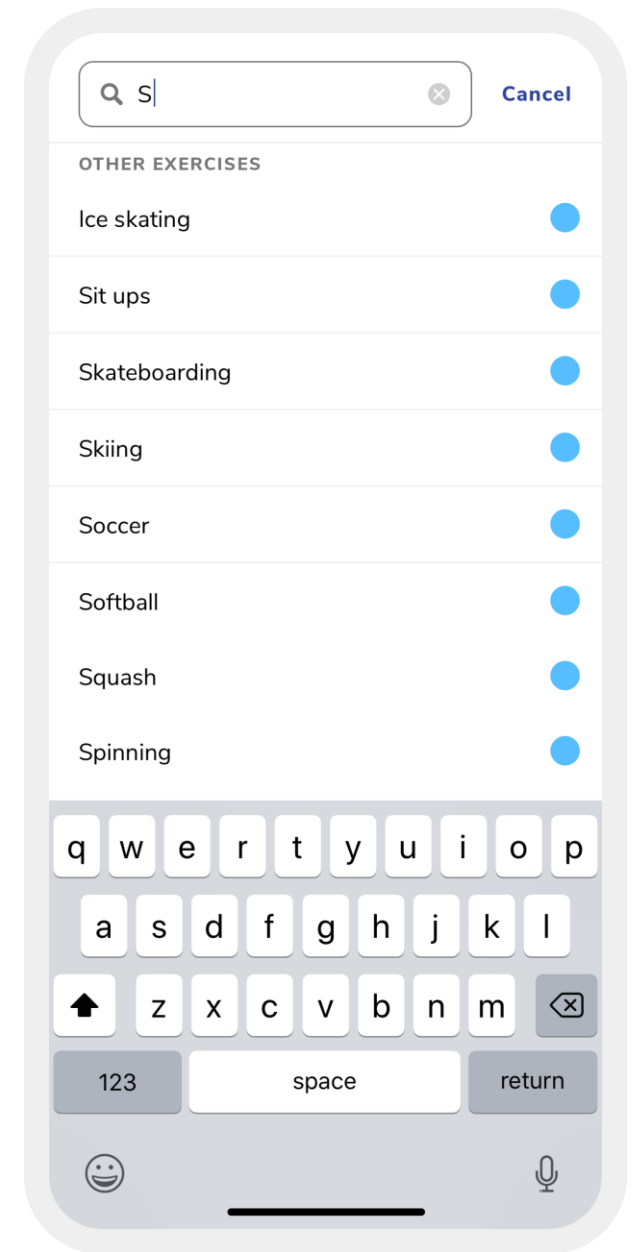
- Backed by 40 years of research
- Categories of **red**, **yellow**, **green** based on:
 - Nutritional value
 - Calorie density

Sustainable Behavioral Modification

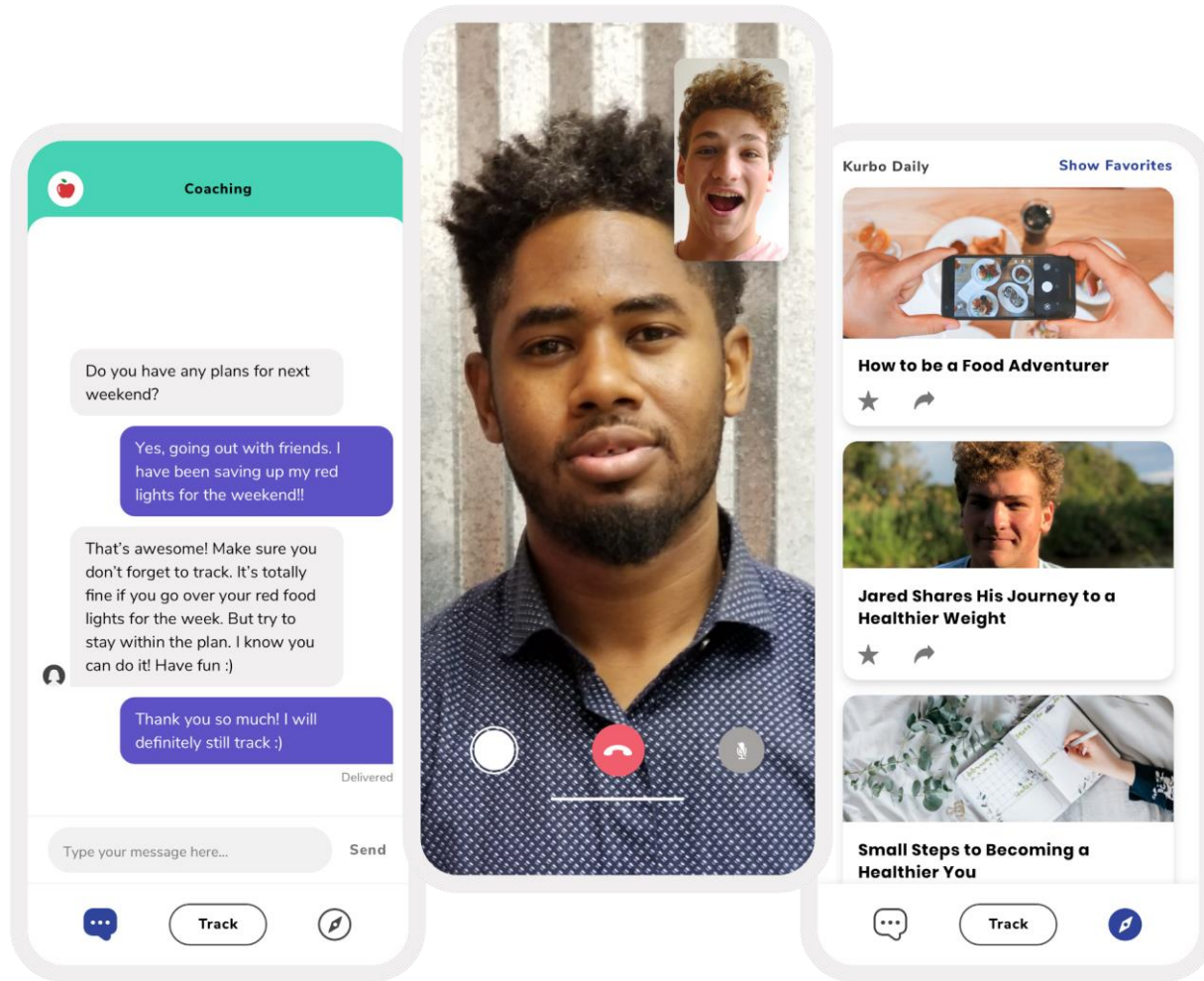
- Gradual habit change
- Strategic thinking – Mindful eating
- Simplicity – Low cognitive load

Activity Is Seamless Integrated and Encouraged

- Physical activity is built into the program
- Participants are encouraged to complete daily activity based on 10-minute increments, with a goal of 60 minutes of activity per day
- Kurbo by WW is integrated with fitness trackers, like FitBit, making it easier for users to track their activity



Personal Coaching



Kids and teens receive expert guidance, emotional support, and positive feedback.



Parents receive advice and a personalized curriculum that improves the eating habits of the entire family.

Supportive Coaches



Kids receive weekly individual video coaching and can chat with their Kurbo coach in the app.



Kurbo coaches are...

- Olympians
- Teachers
- Nutritionists
- Yoga instructors
- Pro Athletes



Coach Training

6-8 hours initial Basic Education training

Online platform

Topics ranging from behavior modification, health coaching, portions, activity, nutrition, and eating disordered behaviors

3.5 hours of Continuing Education

Online platform

Topics range from mindfulness, to sleep, to challenging scenarios

Ongoing Coach Mentor Sessions

Supervision calls to discuss Coaching best practices, common scenarios, and Coaching progression

Do Childhood Obesity Programs Cause Eating Disorders?

- A recent comprehensive review shows pediatric behavioral weight management programs do not cause eating disorders. These programs provide kids with tools to make balanced food choices and manage their weight in a healthy way.
- One-on-one coaching makes Kurbo more effective and safer.
- Program software detects unusual shifts in weight change.



Kurbo Eligibility



Participants

Youth ages 8-17*

**OEBC/PEBC eligible
ages are 10-17*



Inclusion criteria

**Based on parent or self-reported
age, height, weight**

BMI% \geq 85th percentile (unless
recommended by a doctor at a lower BMI)

*You may have a health condition
that makes Kurbo by WW
inappropriate for you. Please
speak with your health care
provider or pediatrician about a
program best suited for you*

Exclusion criteria

- Self-induced vomiting
- Use of diuretics or laxatives for weight loss
- Diagnosed eating disorder
- Heart disease
- Insulin for type 1 or type 2 diabetes
- Follow a post-bariatric surgery routine
- Medical problem that makes it unsafe to exercise or change the foods you eat

Change in weight status

Weight

General guidance:

weight loss to <85th% across the age continuum

Total weight loss < 85th%:

transition to maintenance

Monitored data

Weight submitted weekly via app, and 2 measurements of height required over 3 months with automatic recalculation of BMI percentile

Monitoring and alerts

Coach monitoring

Coach monitoring of self-reported dietary intake and behavior, weekly from data entered through the app and observations.

Ongoing assessment of behavior and attitudes collected during coaching calls.

Alerts

Weight Loss > 2 lbs for > 2 consecutive weeks or total weight loss exceeding 8 lbs/month

Weight Gain > 5 lbs

Response

Coach contact and review

Coach consultation with a supervisor



Supporting Research

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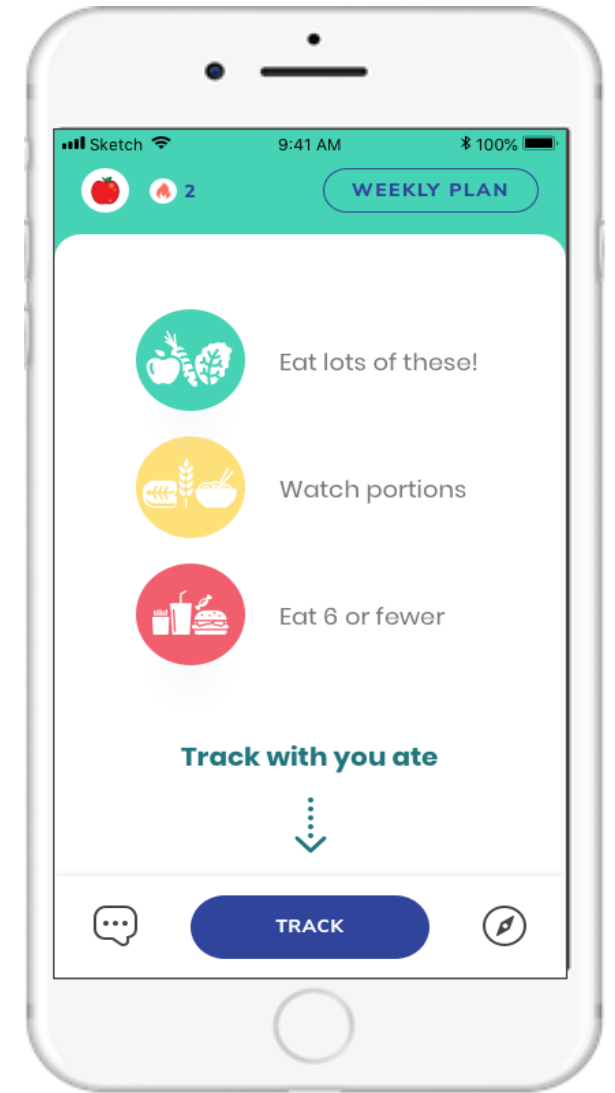
Kurbo Recognized as Highly Effective Weight Management Mobile Program

As reported in the *Journal of Medical Internet Research* in the published study entitled, “Mobile Apps for Weight Management: A Scoping Review,” out of 393 Apps in the final analysis, Kurbo was specifically recognized:

“only 0.3% of apps (1/393), Kurbo Health, stated the involvement of a regulated health care professional in the app’s development. This app reported involving a medical advisory board consisting of pediatricians, psychologists, and psychiatrists.”

Kurbo Health possessed (all) 8 behavioral modification strategies:

- self-monitoring
- goal-setting
- physical activity support
- healthy eating support
- social support
- Gamification
- personalized feedback
- support via a health coach

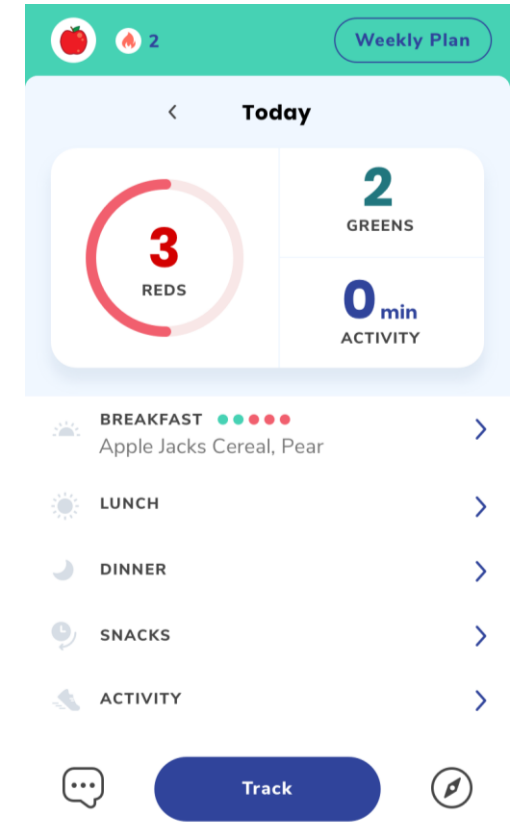
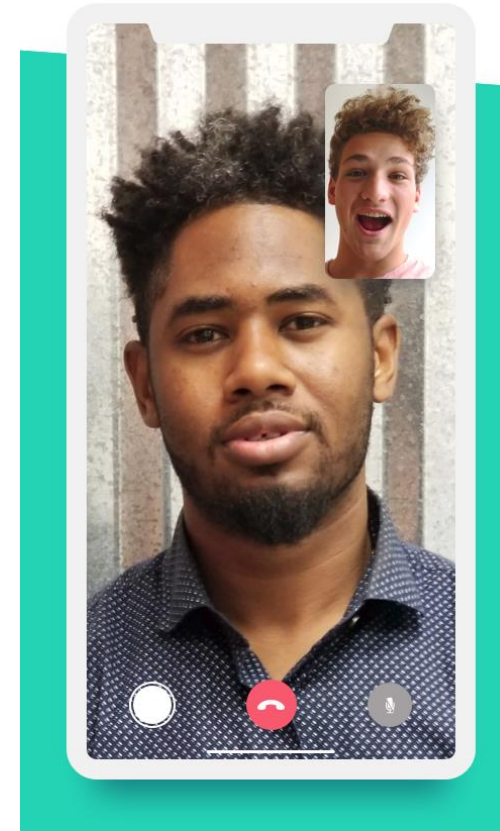


Source: JMIR Mhealth Uhealth. 2016 Jul-Sep; 4(3): e87.

A Promising Model for Behavior Change and Weight Management

Findings from a soon to be published paper, in a cohort of 1,120 children with a mean age of 12 years old and BMI percentile of 96.6, respectively, and over two-thirds with obesity:

- **Program retention was high and overall attrition was lower than traditional in-person programs 20.1% versus 37-41%**
- **84% of participants reduced their BMI percentile**
- **Program resulted in a reduction of approximately 6-point reduction in %BMI 95th**
- **Increased engagement was associated with longer voluntary commitment periods and increased number of coaching sessions was associated with decreased weight status**





Questions

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Appendix



OEBB/PEBB & Kurbo by WW Integration

Integration with WW: Summary of Benefits

Account Management

- Your WW AE will remain your point of contact for Kurbo and WW

Reporting

- Your WW AM/AE will provide you with program-specific results via a special Kurbo report

Engagement

- Kurbo-specific engagement tools available to drive awareness and enrollments
- WW marketing tools will incorporate Kurbo to enable easy, joint promotion

Eligibility

- OEBB/PEBB's eligibility files from each carrier will be utilized for Kurbo eligibility validation.

Kurbo Program Pricing Structure

Enrolled Participant Package

- Twelve weekly 1:1 video coaching sessions with Kurbo Coach
- 24/7 in-app chat with personal Kurbo Coach between sessions
- Kurbo App to enable tracking, teaching, and progress monitoring
- Interactive, in-app personalized communications to support new health behaviors
- Emailed coach session summaries, family cookbooks, newsletters, webinars
- Participant support – personalized coach assignment, phone & email customer service support

Dedicated customer service team

- Account Executive, Communications Specialist, Tech Support

Standard progress and outcomes reporting

- Monthly participation reports, quarterly outcomes reports, QBRs

\$180

per enrolled
participant,
per 3 months of
personal coaching

OEBB & PEBB will not incur any additional cost for the Kurbo by WW program during the Initial Term. When the Fixed Price fee is reviewed for subsequent plan years, the price will be adjusted to incorporate fees for the Kurbo by WW program.

Pre-enrollment communications

Sign Up For Kurbo

- If participant completes the quiz on [kurbo.com/company name](https://kurbo.com/company_name) and does NOT enroll, will receive up to 3 emails

Post-enrollment communications

Welcome! Getting Started

- Welcome to Kurbo! (email, SMS, phone call)
- Coach assignment (email)
- Kurbo resources (email)

Scheduling

- Scheduling first coaching call (email and SMS)
- If no response from participant, unreachable campaign (email and SMS)

Ongoing

- Coaching session summary (weekly email)
- Education series (weekly emails)

End of Program

- Option to extend Kurbo Coaching
- End of coaching plan with option to renew
- End of 12 months of coaching with no option to renew
- Program survey (email)

Sample Reporting

Participant Outcomes

Kurbo at COMPANY

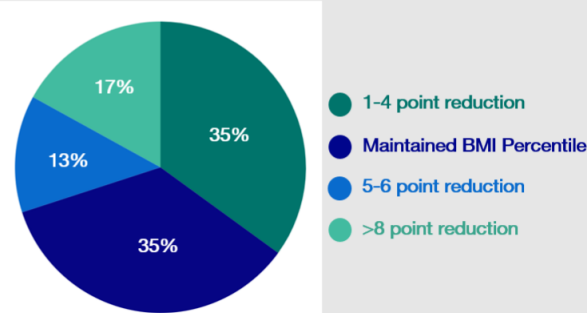
258

Total pounds lost

276

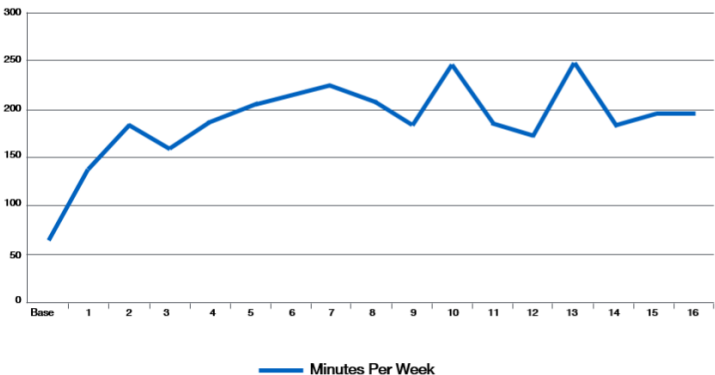
Total BMI percentile points reduced

% of Participants with Reduction in BMI Percentile



The American Academy of Pediatrics (AAP) and the U.S. Centers for Disease Control and Prevention (CDC) recommend using Body Mass Index (BMI) overweight alone for diagnosing children who are 2 years of age and older as overweight or obese because it accounts for changes in height during growth and development.

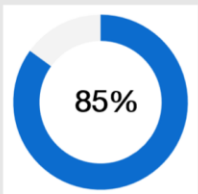
Median Workout (in Minutes) Over Time



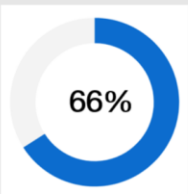
Kids are exercising more

Kurbo COMPANY Outcomes

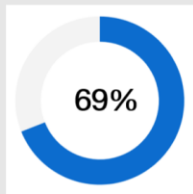
Participant Program Survey Results



rank program **satisfaction** good, very good or excellent



report they are more physically **active**



report they have **healthier** eating habits