

# Kurbo FAQs

## **What is Kurbo?**

Kurbo is a mobile health and weight management program created specifically for children, teens, and adults. Our program is based on 30 years of research supporting children and teens in achieving their health and weight management goals. Kurbo combines the use of a mobile app with expert health coaching to help members build healthy habits, for life.

## **How is the Kurbo program organized?**

The two main components of Kurbo are a mobile app, which includes a food and activity tracker, educational videos and fun games, and a Kurbo health coach, who provides personalized tips and encouragement. Participants meet with their coach via FaceTime or Skype weekly and can also contact their coach anytime via in-app messaging. Progress is monitored through an online dashboard.

## **What will the Kurbo member learn?**

Kurbo participants learn basic nutrition skills to help them make healthier choices around food and exercise. Members track food using the traffic light system, developed at Stanford University and based on more than 30 years of research. Topics include portion control, understanding food labels, and the benefits of exercise. Members also work with their coach to set personal goals around food and exercise to promote long-term lifestyle changes.

## **What is the time commitment?**

Members spend 10 – 15 minutes a day tracking food and exercise, plus weekly 15-minute coaching sessions. The basic program lasts 3 months, but many find coaching helpful for longer periods. Company will support a maximum of an additional 3 months of coaching.

## **Who is eligible?**

Kurbo health coaching is available at no cost to all individuals enrolled in a BF&M group or individual health plan, including covered spouses and dependent children, ages 5 and above. Enroll directly at [kurbo.com/bfm](http://kurbo.com/bfm). A BF&M group number and certificate number are required.

## **How is Kurbo different?**

Kurbo's weekly coaching calls keep members motivated and accountable. Kurbo offers a fun mobile app with an easy-to-use food and exercise tracker, and games to keep the member engaged. Kurbo does not teach to count calories as other programs do. Instead, Kurbo provides simple tools for members to change their eating habits without feeling deprived. All foods are categorized by nutritional value. Kurbo has proven to be safe and effective for kids and teens by Stanford's Pediatric Weight Control Program.

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## **How do you ensure privacy and security?**

Any information collected about Kurbo participants is used for Kurbo program purposes only. We have strict protocols to ensure HIPAA and COPPA compliance and to protect the member. We conduct background checks on all health coaches and work closely with company to ensure the integrated Kurbo program is safe, secure, and effective for members of all ages.

## **If only the child is enrolled, are parents expected to participate?**

Parent education and involvement is very important to a child's success in Kurbo. In fact, the entire family is encouraged to participate, so everyone in a family gets free access to the Kurbo app when a child is enrolled. Parents also receive a weekly email newsletter and access to an expert parent coach to answer specific questions and concerns.

## **How do I talk to my child about trying Kurbo?**

We suggest presenting Kurbo to your child as a fun, interactive tool that will help your whole family get healthier. You can suggest it in a way that doesn't single out any one child. Show your child some of the videos on our site so that they can learn about how it works, hear from kids who have experienced success and meet the Kurbo coaches. We often find that if a child is willing to try one coaching call, they are more willing to participate. If your child is not interested in being coached or too young, we offer a Parent Coaching option wherein you are given the tips and tools to help create a healthy home environment. We know that every family's situation is unique. Please contact Kurbo to talk to one of their expert coaches if you have additional questions.

## **What if my family only has one smartphone?**

Families can share one device allowing multiple family members to use Kurbo. Each family member will receive their own login so when one person logs out, the other person can log in and see their personal tracking information and goals.

## **What devices does Kurbo work on?**

Kurbo currently works on Apple devices (iPhone, iPad) and Android. Note: Kurbo is constantly working to support popular Apple and Android devices. If you cannot find the app through Google Play, please give Kurbo a call on 1-800-444-7158 to confirm whether your device is supported.

**Learn more and get started:**  
**[kurbo.com/bfm](https://kurbo.com/bfm)**