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Proven Results Summary

Productization

Innovation

Marketing Strategy

Go To Market

Culture shaping

Application Development

Human Centered Design

Usability

Business Planning

UnitedHealth Group

Customer Experience and Engagement Practice

Focus

Business plan, go to market plan, and portfolio productization plan for new market entry with consumer oriented professional services business serving UHG, government, and commercial accounts. The services assisted healthcare organizations by expanding their solutions, fixing their solutions, and going to market with new solutions.

Role

VP of healthcare Business Practice for Customer Experience and Engagement.

Responsibilities

Head of practice (business strategy, P&L financials, sales, portfolio, support, operations, organization) and strategic advisory.

Services

Business analysis, development, technology (hosting), design (UI, product), strategic advisory, engagement solutions, UX, online portals, print communications, mobile apps, quality testing, and project mgmt., and professional services.

Results

YEAR	Rev (\$M)	Growth	
2007	0.8		
2008	1.7	113%	
2009	2.8	65%	
2010	8.5	204%	
2011	9.3	9%	shifting from design to engagement solutions
2012	11.2	20%	

288 SoWs - averaged 40-50 projects per month

- Customer satisfaction rating 4.8/5.0
- Brand developed as a trusted partner
- Most profitable practice in the 1000 person consulting group
- Fastest growing practice in the company
- The only practice offering solutions instead of staff aug

Innovative Consumer Products

Focus

Business plan, go to market plan, and productization plan for new market entry consumer prototypes focused on healthcare operations and health management.

Role

Strategist, inventor, and integrator - Asked by executives to create new services and show them on working models for CES participation. Partnered with T1 Visions and Idea Company to create the interactive touch platform and UI based on my design and concept model.

Products

(1) Consumer engagement table for doctor offices, clinics, and hospitals capable of sign in, bill pays, entertainment, information look up, front end office management, ecommerce food bar

(2) Biometric unit for doctor offices, clinics, employers, hospitals capable of capturing consumer biometric heard data through devices and soft data for personal profiles

Results

Showed at CES 2012 and received as top innovative approach to consumer health and market shifts. Chief Medical Officer viewed the demonstrations and wanted to own the concept and push it to the market. Showed UHG as innovative and adapting to new consumer health needs. Positive brand image boost for UHG.

Myuhc Consumer Portal

Focus

Received a directive from C Suite to fix the new site design and simplify it to make it consumer friendly. New design was created by Cooper Int'l for over \$100K and deemed to be unusable by C Suite. The site was 100% over budget and would be over a month late missing the launch window.

Role

Chief advisor, program lead

Took over VP position of the group and re-organized the teams (directors), culled useless functions, added processes and accountability measures. Reset direction of consumer site.

Results

Launched a successful site that was on time and within budget targets. Usability feedback from members was extremely positive. Added a nav pad for top 4 key reasons consumer came to site serving over 80% of incoming requests. Site page was consumer friendly with key information displayed on main page for usability. Lowered call to call center since information was easier to locate on the site.

All about what company wants



Current state

All about what customer wants



Desired state



Personalization:

- Exposed the most relevant information.
- Greeted user by name and showed a friendly healthcare person.
- Nav pad assisted users in finding what they want.
- Removed text heavy irrelevant information
- Eliminated errors showing on pages
- Simplified navigation

OnePortal

Focus

Directive from C Suite to create a consumer site made of consolidated UHG consumer sites into one easy to use, consumer-based site.

Role

Program lead, strategist and concept designer

Results

Created an easy to use, friendly, site that could be customized and personalized by each user. The site included a welcoming video to make UHG appear more approachable and trustworthy. Consolidated all content and functionality from 150+ customer facing sites into one site making it easier for customers to interact with UHG. Lowered maintenance functions by reducing the number of sites.

Integrated Card

Focus

Combine insurance cards into one care to save money and simplify user experience.

Role

Chief technology and business strategy advisor to CEO

Results

Developed a single card concept and added MasterCard financial capabilities as well as Smartcard capabilities to store relevant health information for Exante bank.

Corporate Culture Shifts

Focus

Help to transform the corporate culture through company-wide program to help CEO grow the company from \$100B to \$200B.

Role

Culture facilitator, Certified by Senn Delaney in cultural transformation, On of 50 chosen senior executives to deploy the cultural transformation program throughout UHG.

Responsibilities

Facilitate cultural transformation sessions at UHG facilities to management work force.

Results

One of 50 Senior Executives that was certified as cultural transformation facilitator helping to drive the business revenue from \$100 Bn to \$200 Bn through culture change.

OpenGate

Focus

Create a vision and direction for UHG's offers to shift from plans to health based services.

Role

Strategist, inventor, and concept creator

Responsibilities

Create a new consumer-based service model for UHG as a request from C suite. Develop an animated proof of concept using 4 scenarios.

Results

A concierge model with UHG managing logistics for members during a health event so consumers can focus on their health. This was a sticky service model meant to drive retention and acquisition with new services that affected their lifestyle. Technology included RFID that included proximity services for kids (personal location service), medical equipment use (fraud), and EMT response effectiveness (info). Concierge services included finding medical care, managing logistics for travel, and healthcare system ease of use.

Studio IQ

Applications and Services

Focus

Business plan, go to market planning and application development for corporations as part of professional service and create systems to support on-going income for Studio IQ.

Role

Strategy, inventor, designer, developer, go to market

Products / Results

Applications

- HR tracking system
- Ecommerce system
- Event registration system

Services

- Automated online survey system
- Corporate Web Radio System

Approaches and Methodologies

Focus

Develop new concepts and thinking on adapting to B2C shifts in healthcare and other industries

Results

Channel Unity and CCR concept

Intelligent Engagement Platform concept
Decision stream concept and decision mapping
Customer experience and micro-decisions (DX)
Culture as the new brand
Controlled living and connected devices
Consumer Engagement Book

- Consumer behaviors and decision making (ZMOT) in engagement
- Strategy and go to market planning
- Goal to execution planning and maturity analysis
- New, simple approach to cultural rejuvenation (Cultural Unity)
- Interaction management and customer experience implementation
- Concept models and productization
- Data planes and analytics for profiling
- Content management concepts
- Population health campaigns on engagement platforms

Solutions and Service Models

Telecom

A strategy and new service model for cable TV/Internet companies to provide consumers with assistance and home/personal/health automation supporting their lifestyle. This is a major business shift to B2C as the industry realizes their product portfolio is a commodity. The SaaS model infiltrates the consumer's lifestyle and embeds itself with fun, cost-saving, life enriching services.

Paragon

Healthcare Practice

Focus

Build a new healthcare practice for advisory and solution services focusing on Payers. Go to market strategic plan for new market entry.

Role

Head of practice and healthcare SME

Responsibilities

Strategy, go to market plan, new services portfolio, business development, brand development, new approaches and thought leadership, campaigns, sales tools, marketing (papers, video, web), social channels (twitter, blogs, events), partner relationships (EMC, GMC). Create new communications solution built on a partner platform.

Results

Captured Humana deployment of concept to implementation work. Consumer-Centricity campaign with BCBS Association and BCBS Payers (BCBS RI, BCBS FL). Application contract with BCBS AZ to replace Pitney Bowes communications platform. Communication solutions to support multi-channel. Developed retail health and mobile solutions. Drug adherence mobile solution and consumer approaches for Merck, Astra Zeneca and BMS.

AT&T

Market Management

Focus

Develop key markets and go from minimal player to dominant position. Capture all major carriers and lock into multi-year contracts

Role

Head of developing key markets and capturing large carrier business

Results

\$198M mega-deal for infrastructure with NYNEX Mobile and \$16M mega-deal for infrastructure with SNET in 1992. Turned around the carrier relationships and locked in multi-year business.

Product Marketing

Focus

Go to market strategy, productization, and implementation plan to expand current weak market position (re-entry in an emerging market) for wireless BU.

Role

Head of global product marketing for wireless infrastructure portfolio

Result

Increased wireless infrastructure revenue from **\$0.8 Bn** (1992) to **\$4.0 Bn** (1995)

Successful market expansion and captured NYNEX and SNET carriers. Minimized threat from Eriksson as preferred vendor.

Responsibilities

- Digital strategy (emerging markets and saturated markets)
- Global sales support and tools
- Global event exposure
- Competitive positioning against Eriksson, Nokia, and Motorola
- Rebrand cell site products - poor internal and external Series II image
- Productize cell sites from existing model as a custom job shop - improve time to market, ease of ordering, and reduce costs

Lucent/Bells Labs

Mobile Media Platform

Focus

Go to market strategy for new market entry for hands free/eyes free voice and audio platform for carriers to support new mobile apps and to expand data use in 3G while providing 3G application features on a 2G phone to stimulate advanced use of cell phones (creating sticky applications).

Role

Inventor, designer, head of development

Results

Launched June 2001 with ASR, text to speech, audio aggregation, and streaming services based on an XML layer.

AudioRunner application

Focus

Develop a service that delivers a personalized audio stream (personalized radio) based on user selected content. The service use the MMP and the AudioRunner application. The AudioRunner application is the user interface for selecting and setting up their preferences.

Role

Inventor, designer, head of development

Results

Space-time patent and first app on MMP to demonstrate MMP's ability for carriers. First application that enabled the user to ask the system requests through a mobile phone and it would respond with the answer (predecessor to Siri) as well as stream personalized audio (news, events, tasks, email, music).

Integrated cell phone and audio player/storage

Focus

Create a working prototype to support AudioRunner for "load and go" audio as well as audio over data streaming.

Role

Inventor and designer - worked with Bell Labs Fabrication Lab

Results

First industry integrated mp3 cell phone – 3G mobile phone