



# ROBERT YURKOVIC

## US Patents

- Space-Time portals for computer systems
- Integrated application bus
- Streaming media over Internet

## Inventions

### UnitedHealth

- Biometric health engagement platform (2011)
- Consumer kiosk for medical offices (2011)

### Bell Labs

- First Voice gateway “Mobile Media Platform” - voice request, acquisition, and response (2001) pre-Alexa and Siri
- AudioRunner app: personalized radio (2000) pre-iTunes
- First 3G smartphone (2000) pre-iPhone

## Lehigh University

- Electrical Engineering and Computer Science

Bob is a strategist and pioneer in healthcare B2C/B2B driving better business models, digital excellence in operations, customer experiences, revenue generation, and engagement solutions. As a business and technology hybrid, he brings a combination of strategy, customer focus, product, operations, and technology expertise to address industry shifts, consumer needs, and business challenges.

His 2015 book, *Commercializing Consumer Engagement*, is a cookbook that provides unique approaches and best practices to patient engagement for chronic diseases using digital and personalization techniques.



He is a former vice-president of Customer Experience and Engagement with UnitedHealth and built a profitable business by deploying digital, customer-centric solutions that focused on usability and automation for healthcare, biotech, Life Sciences, and federal.

He also held leadership roles at Lucent Technologies, Bell Labs, and AT&T by:

- Supporting business growth and market share
- Focusing on the customer success and relationships
- Integrating digital into the business
- Going where others fear