



## **Bob Tavares, VP & General Manager, HealthPivots**

As the VP & General Manager for HealthPivots, Bob oversees product strategy and client success. Prior to HealthPivots, Bob was the Chief Strategy Officer at Cyft, an artificial intelligence platform focused on improving care for seniors with advanced illness. Bob also led the digital health strategy at UnitedHealthcare and held senior roles at Emmi (patient engagement platform acquired by Wolters Kluwer) and HealthShare (data analytics provider acquired by WebMD). During his career, Bob has helped over 100 health plans and Accountable Care Organizations implement technology enabled population health programs. Bob received a BS in Marketing from the University of Connecticut and lives in the Boston area with his wife and two daughters.

<https://healthpivots.com/>

<http://hospicemeasuresthatmatter.org/>