



Kyra Bobinet is a behavior designer, innovator, physician and entrepreneur who translates neuroscience into behavior change and health engagement. With over 20 years of experience and training from UCSF and Harvard, leading as a [top 3] insurance company executive, creating health start-ups, and teaching at Stanford, Dr. Bobinet focuses her energies on studying why people don't do what they aspire to do for their health—and how they can!

Dr. Bobinet is the CEO/founder of engagedIN, a behavior design firm that makes engaging products, programs, and communications for the health and wellness industry. Her clients include government, Fortune 100, fitness, health IT, payers, providers, medical device, and biotech/pharma.

Dr. Bobinet received her Masters of Public Health from the Harvard Chan School of Public Health, conducting her thesis on the ROI of Population Health Management strategies. She received her MD from UCSF School of Medicine and her BA in Molecular Cellular Developmental Biology from CU-Boulder.

Dr. Bobinet teaches at Stanford School of Medicine and d.school in patient engagement, mobile health technology and health design. She is a member of the Stanford AIM lab with Dr. Larry Chu and Persuasive Tech Lab with Dr. BJ Fogg.

Dr. Bobinet has created blockbuster products, health apps, and evidence-based programs in mind-body & metabolic medicine for which she was published. As a corporate executive medical director of innovation for over 18 million lives, she designed numerous health and wellness products and a big data algorithm for population health management that has been patented.

Dr. Bobinet lives to change the world and reduce suffering. She serves on the board of directors for the ...

Kyra Bobinet, MD

Speech Topics

- Innovation
- Healthcare
- Entrepreneur



Testimonials

“ engagedIN’s behavioral lens and workshops have completely changed the way our clients view and evaluate their marketing communications efforts. It’s all about the actions/behaviors driven, and that is now the yardstick by which we measure our success. In addition to engagedIN’s fun, stimulating workshops to unearth practical, effective marketing tactics, their approach has led us to rethink our industry’s entire approach to customer research. We are moving away from motivation-based research into action-based research. ”

- EDP, Director of Patient Strategy and Communications Triple Threat Communications.

“ Dr. Bobinet and the engagedIN team performed above my expectations in shaping and facilitating a meeting of diverse, high-level stakeholders. Their application of techniques from behavioral science and user-centered design greatly informed our shared strategy for scaling the Blue Button Initiative nationwide. They have helped us to apply scarce resources in a way that dramatically maximizes impact and strengthens the links in the community we are working with. ”

- Director for the Office of Consumer eHealth HHS Office of the National Coordinator for Health IT (ONC)