



## Jeffrey Urkevich

*Senior Product Line Manager  
Carestream Dental*

Jeffrey Urkevich is the senior product line manager for Carestream Dental's CS SoftDent and CS OrthoTrac practice management software solutions. With over 24 years in healthcare IT, management, development and design of medical/financial systems for community health centers and private practices, Urkevich has the background and credentials necessary to oversee software enhancements and developments that help the way practitioners run their dental offices.

Urkevich oversees the entire CS SoftDent and CS OrthoTrac product lines, including monitoring voice of customer (VOC); internal and external training and documentation; relations with corporate partners; software development; and quality assurance processes. Ideal for multi-doctor practices, CS SoftDent features a full set of robust practice management software tools to improve productivity, while CS OrthoTrac allows orthodontic practices to easily manage day-to-day administrative tasks, financial reporting and patient records.

Both are available on Carestream Dental's secure cloud environment.

With strong ties to the global product development community, Urkevich is a certified New Product Development Professional (NPDP)—one of approximately 1,100 professionals worldwide—as well as a member of the Product Development Management Association (PDMA). Urkevich also served on the Certification Commission for Healthcare Information Technology (CCHIT) in 2010.

Urkevich holds an associate's degree in information systems; a Bachelor of Science in psychology; and a Master of Business Administration with a dual focus in global business and technology, all from Excelsior College in Albany, N.Y.