

## **LIFELINE SCREENING**

### **Marketing Strategies**



## **ANALYSIS**

Lifeline Screening is the largest healthcare screening company in the world. The client wanted to update its brand, design a means to communicate with customers on an ongoing basis and obtain customer experience data from observational research (mystery shopping).

## **RESEARCH METHODS**

To meet these challenges, a series of one-on-one interviews to understand the existing brand was designed and implemented. Customer focus groups offered insight into customer perceptions of the company and the brand. Focus group findings were validated with telephone surveys of 550 customers. Concurrently, a national—and subsequently international—mystery-shopping program was designed and implemented that covers all Lifeline Screening sites. Trained researchers reported on customer service, aesthetics, the process and the staff.

## **RESULTS**

As a result of these efforts, Lifeline Screening has a transformed brand (new logo, media approach and community outreach) and improved customer service and has experienced a growth in profits from 2004 to 2008.