

Life Line Screening of America

This company is visiting communities across the country with a goal of saving lives through the early identification of disease.



Screening to Save Lives

Cardiovascular disease is the number one killer of both men and women in the US, but because its symptoms are often silent, most people don't know they are at risk until it's too late. As the country's leading provider of community-based preventive health screenings, Life Line Screening of America (LLSA) is doing its best to inform people that although the symptoms are silent, making it difficult to recognize, cardiovascular disease is preventable.

Once a patient is aware of warning signs, he can meet with his primary care physician and begin preventive procedures. In addition, LLSA offers screenings for strokes, abdominal aortic aneurysms, peripheral arterial disease, bone density loss, cholesterol, glucose, and c-reactive protein.

At LLSA, educating the public is an ongoing effort. According to the National Stroke Association, 80% of strokes are preventable. "We can save a lot of lives by recognizing these diseases early on," said Eric Greenberg, vice president of marketing. "If we can catch a fraction of that 80%, a significant number of lives are saved."

The majority of public education is done through direct marketing, which explains aspects of certain diseases along with what LLSA is and how it works. Each year, the organization delivers upward of 100 million pieces of mail to people across the US. Additionally, the organization advertises through newspaper, radio, and TV.



Eric Greenberg, vice president of marketing

www.lifelinescreening.com
HQ Cleveland, Ohio
Employees 1,000
Services Preventive health screenings



"We make sure our marketing is reaching a certain demographic," Greenberg said. "The average age of the people we screen is 62, so we keep that in mind when we design the campaigns."

To complement advertising, health service coordinators perform thousands of free workshops in conjunction with host sites. These host sites, which include community hospitals, YMCAs, and churches, are where LLSA's screenings are held.

Although its headquarters is located in Cleveland, Ohio, the organization has more than 80 teams situated across the US, which are responsible for regional territories. Covering all 48 continental states, LLSA conducts screenings in nearly 20,000 locations per year.

Typically, Medicare and private health insurance companies don't pay for these screenings, unless the patient is already exhibiting symptoms. "It's a weakness in America's health-care system," Greenberg said. "Insurance companies will only cover health costs after an individual begins to suffer symptoms of a disease. By that point, it's often too late."

Because insurance companies don't cover the cost of these screenings, LLSA works hard to make them inexpensive. The cost of a basic screening package, which includes four to five screenings, is \$139, and payments can be made by phone with a credit card.

Who's who

After a decade of success in the states, LLSA launched a branch in England last year and has plans to expand into Ireland and Scotland in upcoming months. Between its US and English locations, the organization screened approximately 1 million people this past year and more than 6 million people in the past 10 years.

To help keep track of their target population, employees at LLSA developed a promotional history database, which stores



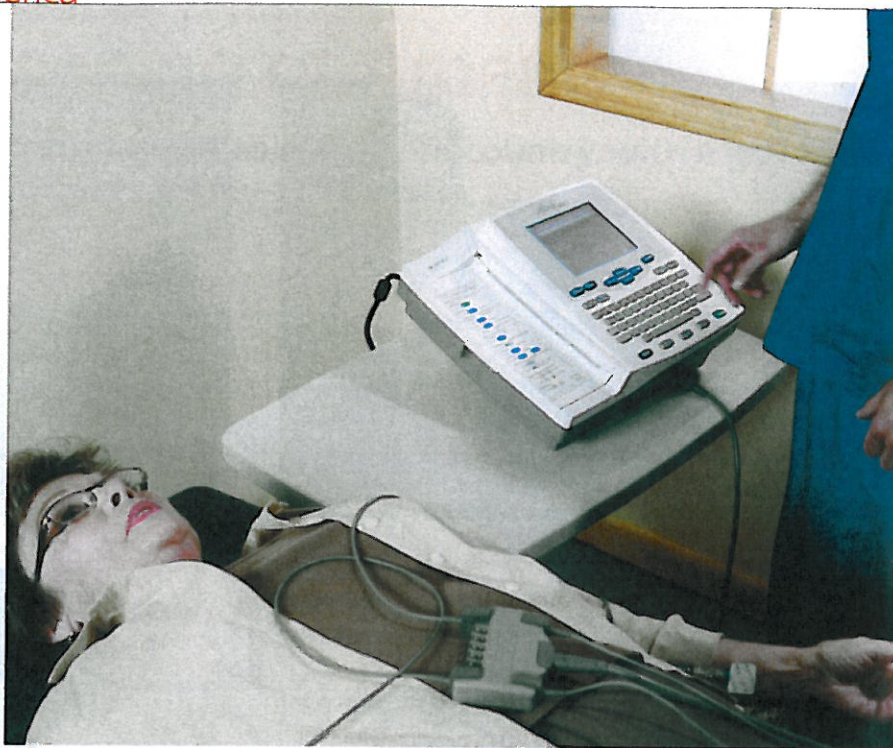
information about people they've screened and people who have declined invitations. As one of the largest direct marketing companies in the country (aside from financial service organizations), the database, which was completed in March, is a huge investment.

LLSA partnered with Merkle to develop the database, which can store up to 200 million personal histories. With this system, employees at LLSA can keep track of the people they've contacted, making their marketing more efficient and their communication more personalized.

In accordance with the company's privacy policy, LLSA does not disclose patient information to anyone without their permission. "All the information is kept private," Greenberg said.

Always on the go

As a community-based provider, all of LLSA's equipment is mobile. For ultrasounds, the organization uses a GE laptop device. "We always invest in the newest products," said Joelle Reizes, communications director. "Electronics tend to get smaller as they advance, which is important for us because we are community-based and therefore have to move our equipment each day."



To ensure the company's equipment and performance were of the same quality as that of a hospital or vascular lab, the team at LLSA conducted side-by-side clinical studies with the University of South Florida and the Cleveland Clinic. The results of both studies were favorable. "We spend a lot of time on protocol, and we want our customers to be confident in the results we give them," Greenberg said. "The only difference between LLSA screenings and hospital screenings is convenience."

Although LLSA, one of the largest employers of ultrasound technologists in the country, hires qualified individuals, the company also puts each new employee through an extensive training program. This training ensures that all employees are following standardized protocols. In addition, all of Life Line Screening's healthcare professionals have completed formal medical and ultrasound programs, clinical rotations, and specialized training.

As an organization dedicated to saving lives, LLSA takes pride in its customer service. The call center in Canton, Ohio, where more than 100 customer service representatives work, receives roughly 2 million inquiries per year. Members of the public can call the center to schedule an appointment, ask about prices, and locate the nearest screening event. Representatives also help patients decide which package of tests best suits their needs.

"Our call center is helpful for the public because it's a convenient outlet of information," Greenberg said. "Primary care physicians often ask patients about their prostate screenings

or mammograms, but they don't usually ask about vascular screenings. This is going to change soon—it has to.

"Prevention is where healthcare is headed," he continued. "It saves money, and more importantly, it saves lives." +

—Ashley McGown



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