

# Case study

## Concierge medical service company

**OBJECTIVE:** A Concierge Medical Service Company needed help creating & promoting wellness programs for their members

- They contact Experian to gain an understanding of their member's attitudes towards health

**SOLUTION:** Using health related data, Experian identified key indicators and lifestyles that resonated with members:

- Experian's variety of lifestyle and health indicators helped shape the structure of the program as well as its targeted messaging to members

**RESULTS:** Experian assets indicated that members:

- Spending a lot on personal health products,
  - Offering discounts and incentives for using such products may prove effective
- Are enthusiastic about fitness and interested in healthy living,
  - Indicates, providing members with opportunities or tips to stay active and eat well would resonate with them

## Healthy Living Elements

