

# Case study

## Medical service company

**Objective:** A concierge medical service company needed help creating & promoting wellness programs for their members

- **To gain an understanding of their member's attitudes towards health they contacted Experian**

**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

