

A 'Life Line' to a Future

by Kimberly Bonvissuto

In the early 1990s, preventive health was a relatively new concept.

Flash-forward a decade and the novel idea has become a fast growing trend in the health care industry. Life Line Screening, which recently moved its headquarters to Independence, is at the head of that trend.

Life Line Screening provides community-based preventive health screenings focused on vascular health and osteoporosis. The goal of these tests is to identify risk factors for stroke, heart attack and bone fractures. Teams of five to six Life Line sonographers perform painless ultrasound screenings



Life Line Executive Vice President Tim Phillips (left) and Chairman and Chief Executive Officer Colin Scully. Photo by K. Bonvissuto.

at community-based locations, including churches, libraries and community centers. Ultrasound images are reviewed by board

certified physicians.

The company has screened more than five million people nationwide for carotid artery blockage, which can constrict or stop blood flow to the brain and cause a stroke; peripheral artery disease, or hardening of the arteries; abdominal aortic aneurysms, which can lead to a ruptured abdominal aorta and possible death; osteoporosis; atrial fibrillation, or an abnormal heart beat; and blood testing for total cholesterol, LDL, HDL, triglycerides, blood glucose and C-reactive protein. Screenings cost around \$140.

"The services we offer add a lot and help people, and we fill a void in the health care system," said Chairman and CEO Colin Scully.

The majority of people who participate in Life Line Screenings are over the age of 50 and/or have a family history of cardiovascular disease or osteoporosis, as well as risk factors including smoking, high blood pressure, obesity and inactivity. Screenings take 60 to 90 minutes and participants receive a full report

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Business Brief

Namasté Yoga Studio is relocating from Richfield to Sagamore Hills. The new Namasté Yoga Studio and Shoppe will open on Nov. 1 at 367 W. Aurora Road (Route 82) in Sagamore Hills. For more information, call 216-970-3641, or visit namasteyogastudio.net. ∞

In the mail within three weeks that they are encouraged to share with their doctors.

Communications Director Joelle M. Reizis said Life Line screenings are a cost effective way for individuals with risk factors for stroke, heart attack and osteoporosis to work more effectively with their own doctors to receive early intervention if necessary.

The company began in 1993 in an 8,000- to 10,000-square-foot office in Garfield Heights. Scully and Executive Vice President Tim Phillips joined the company in the mid-1990s when it was a franchise. They bought the company and quit the franchising business in 1999, concentrating on growing and expanding the business out of Northeast Ohio. The fact that Northeast Ohio houses some of the world's health care giants didn't hurt business either as the company began to reach beyond Ohio and the United States.

Today the company has grown to 28,000 square feet in the Park Plaza II building on Oak Tree Boulevard, with expansion opportunities on other floors. Life Line has a workforce of 225 employees at its Independence headquarters, about 100 employees at its Canton call center and about 700 employees in the field who work the community screenings. Elizabeth Boettcher, director of client contact services, oversees the call center, which also employs disabled home-based operators to cover peak times.

International growth is a main focus for Life Line, which recently expanded to the United Kingdom, where it employs about 100 people. As Phillips mentioned, stroke is not solely an American condition.

Phillips said Independence met the company's criteria for expansion, including housing the entire company on one floor, operating in a professional setting and minimizing the commute for its current employees. Add to that a region exploding with health care opportunities and it was an ideal move for the company.

"It's a good place to have a growing, health care related business," Phillips said.

For Life Line screening locations call 877-237-1354 or visit the website at lifelinescreening.com. ∞

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