FOX | MANAGEMENT CONSULTING

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CASE STUDY

Low Dose CT Scan for Lung Cancer Screening

FOX CHASE CANCER CENTER
TEMPLE HEALTH

Client Profile

Fox Chase Cancer Center (FCCC) is one of the most highly regarded cancer research and treatment institutions in the United States. Established in 1904, FCCC was one of the pioneers of programs operating purely as a cancer treatment center and has been "perfecting the science of compassionate cancer care" since then. It is 1 of 41 cancer centers throughout the country carrying the NCI designation of being a "Comprehensive Cancer Center," which recognizes excellence in a variety of intricacies related to cancer research. In August 2011, the National Cancer Institute released the results of an extensive study with over 50,000 people at risk of lung cancer called the National Lung Screening Trial (NLST). As a result, FCCC launched a lung cancer screening pilot program in July 2012.

The Project

FCCC engaged Fox Management Consulting (Fox MC) to assess the market and the available offerings for low dose CT scan lung cancer screening and provide a comprehensive research report and business plan.

Recommendations

In order to raise both the awareness of LDCT among the target market (patients and their friends/family) and referring physicians, Fox MC recommended developing a message that is consistent, coordinated and creative. This message should be delivered through a comprehensive marketing plan that contains elements of the following:

- Traditional marketing: TV, radio and print sources
- Non-traditional marketing: "guerilla" marketing, online marketing and search engine optimization
- Physician marketing and outreach
- Community outreach
- Branding and brand awareness efforts

Fox MC developed a detailed financial model and identified opportunities for grant funding as a part of this program in the hopes of drawing increased funding and publicity for the LDST program.