



# CASE STUDY

## NeuLine Health **Messaging**

**Company:** NeuLine Health

**Role:** Senior Vice President, Strategy

**Collaborators:** CEO and executive leadership, business development and account teams, patient services leaders, human resources, product development

## The **Challenge**

NeuLine Health is a neurodiagnostic company that offers ambulatory (in-home) electroencephalogram (EEG) testing. In 2024, the company experienced rapid growth.

As NeuLine Health looked to expand its footprint and service offerings—including a proprietary SaaS platform and innovative data insights offerings—it faced a disconnect between how the brand was positioned internally and how it was perceived externally. Messaging varied across departments and teams, leading to risks and missed opportunities that included:

- No clear articulation of NeuLine’s unique value for specific audiences
- Missed opportunities to highlight NeuLine’s patient-centric model and point of view on the promise of diagnostics for brain health
- Inefficient marketing execution due to constant rework and unclear brand voice
- Sales and account development teams using ad hoc messaging, creating confusion, credibility gaps, and outreach that didn’t “land”
- Internal misalignment across functions, causing friction in cross-department collaboration and campaign rollout
- Underutilized proof points and market advantages in competitive sales conversations

To support national expansion, new market entry, and go-to-market alignment, the organization needed a clear, consistent, and compelling messaging framework rooted in research and relevance.

# The Strategy

I led the development and rollout of NeuLine's first comprehensive brand messaging framework. This work spanned brand positioning, competitive differentiation, voice and tone, and practical tools to support adoption and alignment across marketing, sales, account development, and leadership.

The approach was collaborative and research-driven, validating data with real-world conversations and balancing high-level brand clarity with frontline needs. The goal wasn't just consistency; the messaging needed to resonate with multiple audiences.

**Market Research & Discovery | Framework & Tools | Training & Enablement**

## The Approach

### Research & Discovery

Conducted deep qualitative and quantitative research, including:

- Interviews with sales and account teams, cross-functional stakeholders and leadership
- Surveys with referring providers
- Competitive messaging analysis and market mapping

### Framework and Materials Development

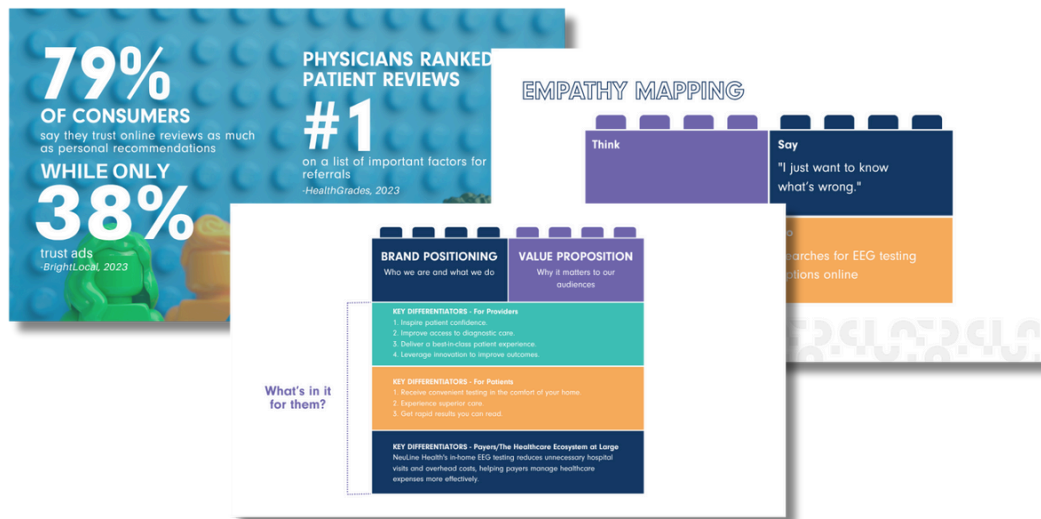
Created a modular messaging platform that included:

- Brand positioning and value proposition
- Key differentiators with validated proof points
- Ideal customer profiles (ICPs) and audience personas
- Audience-specific messaging by segment (neurologists, non-neuro specialists, patients)
- Voice and tone guide adaptable across formats
- Competitor battle cards

### Rollout & Training

Empowered and enabled teams and their work

- Designed and led an interactive training workshop for cross-functional teams
- Introduced empathy mapping exercises to help teams practice message adaptation in real-world scenarios
- Developed job aids and message playbooks to support adoption across the company
- Conducted message mapping and infusion training with marketing team
- Developed project plan, internal tools, and process for updating and managing collateral



## The Results

Consistent and research-backed messaging meant NeuLine could streamline marketing execution and plan more effective campaigns. Teams had a shared language, strategic direction, and core brand story that:

- Enabled targeted provider outreach and patient-facing (DTP) marketing campaigns
- Enhanced internal alignment across strategy, product, and marketing functions
- Differentiated NeuLine as a credible, patient-centric partner
- Built relevant audiences for campaign activity: Increased organic search traffic by 18% YOY and organic social traffic by 51%

**+18%**

traffic from search

**+51%**

traffic from social

## The Tools

Messaging development, brand strategy, marketing strategy, market research, SEO, collaboration, interviewing, market insights, training, presentation development

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