

UNITED STATES OF AMERICA
Before the
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Rate and Service Changes To Implement)
Baseline Negotiated Service Agreement)
With Life Line Screening)

Docket No. MC2007-5

OFFICE OF THE CONSUMER ADVOCATE
INTERROGATORIES TO LIFE LINE SCREENING
WITNESS ERIC GREENBERG
(OCA/LLS-T1-1-11)
(August 27, 2007)

Pursuant to Rules 25 through 28 of the Rules of Practice of the Postal Rate Commission, the Office of the Consumer Advocate hereby submits interrogatories and requests for production of documents.

If data requested are not available in the exact format or level of detail requested, any data available in (1) a substantially similar format or level of detail or (2) susceptible to being converted to the requested format and detail should be provided.

The production of documents requested herein should be made by photocopies attached to responses of these interrogatories. If production of copies is infeasible due to the volume of material or otherwise, provision should be made for inspection of responsive documents at the Office of the Consumer Advocate, 901 New York Avenue, N.W., Washington, D.C. 20268-0001, during the hours of 8:00 a.m. to 4:30 p.m.

If a privilege is claimed with respect to any data or documents requested herein, the party to whom this discovery request is directed should provide a Privilege Log (see, e.g., Presiding Officer Ruling C99-1/9, p. 4, in *Complaint on PostECS*, Docket No. C99-1). Specifically, “the party shall make the claim expressly and shall describe the nature of the documents, communications, or things not produced or disclosed in a manner that, without revealing information itself privileged or protected, will enable other parties to assess the applicability of the privilege or protection.” Fed. R. Civ. P. 26(b)(5).

The term “documents” includes, but is not limited to: letters, telegrams, memoranda, reports, studies, newspaper clippings, speeches, testimonies, pamphlets, charts, tabulations, and workpapers. The term “documents” also includes other means by which information is recorded or transmitted, including printouts, microfilms, cards, discs, tapes and recordings used in data processing together with any written material necessary to understand or use such punch cards, discs, tapes or other recordings.

“All documents” means each document, as defined above, that can be located, discovered or obtained by reasonable diligent efforts, including without limitation all documents possessed by: (a) you or your counsel; or (b) any other person or entity from whom you can obtain such documents by request or which you have a legal right to bring within your possession by demand.

“Communications” includes, but is not limited to, any and all conversations, meetings, discussions and any other occasion for verbal exchange, whether in person

or by telephone, as well as all documents, including but not limited to letters, memoranda, telegrams, cables, or electronic mail.

“Relating to” means discussing, describing, reflecting, containing, analyzing, studying, reporting, commenting on, evidencing, constituting, setting forth, considering, recommending, concerning, or pertaining to, in whole or in part.

Responses to requests for explanations or the derivation of numbers should be accompanied by workpapers. The term “workpapers” shall include all backup material whether prepared manually, mechanically or electronically, and without consideration to the type of paper used. Such workpapers should, if necessary, be prepared as part of the witness's responses and should “show what the numbers were, what numbers were added to other numbers to achieve a final result.” The witness should “prepare sufficient workpapers so that it is possible for a third party to understand how he took data from a primary source and developed that data to achieve his final results.” Docket No. R83-1, Tr. 10/2795-96. Where the arithmetic manipulations were performed by an electronic digital computer with internally stored instructions and no English language intermediate printouts were prepared, the arithmetic steps should be replicated by manual or other means.

Please especially note that if you are unable to provide any of the requested documents or information, as to the interrogatory, provide an explanation for each instance in which documents or information cannot be or have not been provided.

For purposes of these interrogatories, please interpret the phrase “Life Line Screening of America Ltd” to mean “Life Line Screening of America” or “Life Line Screening” where necessary and/or appropriate.

Respectfully submitted,

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OCA/LLS-T1-1. Please confirm that the full name of your employer is Life Line Screening of America Ltd, registered in Ohio as a limited liability company. If you do not confirm, please explain any and all differences between “Life Line Screening of America” and “Life Line Screening of America Ltd”.

OCA/LLS-T1-2. Please confirm that Life Line Screening of America Ltd has never made a filing with the SEC. If you do not confirm, please provide a copy of the most recent SEC filing.

OCA/LLS-T1-3. At page 3, lines 12-17, of your testimony, you discuss the effect of adding an ultrasound team to Washington, DC. Is Life Line Screening of America Ltd currently registered to do business in the District of Columbia? If not, state the calendar year in which Life Line Screening of America Ltd expects to commence doing business in the District of Columbia.

OCA/LLS-T1-4. Please define and give examples of “affinity partners” as that term is used at page 8, line 15, of your testimony.

- a. Is Memorial Hermann System of Houston, Texas, an affinity partner? (“Memorial Hermann System and Life Line Screening Partner to Promote Healthier Communities in Houston Area” <http://www.memorialhermann.org/newsroom/060807.htm>) If not, please describe the relationship between Life Line Screening of America Ltd and Memorial Hermann System.

- b. Is Life Line Screening, as used in the quotation above, the same entity as Life Line Screening of America Ltd? If not, please explain any and all differences between “Life Line Screening” and “Life Line Screening of America Ltd”.
- c. Has the relationship with Memorial Hermann System caused an increase in Life Line Screening of America Ltd’s volume of letter-shaped Standard Mail? If so, by how much. If not, why not?

OCA/LLS-T1-5. During calendar year 2007, how many affinity partners has Life Line Screening of America Ltd acquired?

- a. How has the acquisition of affinity partners during calendar year 2007 affected Life Line Screening of America Ltd’s volume of letter-shaped Standard Mail?
- b. Please confirm that the website of Life Line Screening of America Ltd makes the following statement: “These partnerships demonstrate the credibility of our organization and provide us the access *to market our services in a much broader arena.*” <http://www.lifelinescreening.com/Partnerships/Pages/Index.aspx> (emphasis added).
- c. Please confirm that Life Line Screening of America Ltd will not seek affinity partners or other partnerships during the period of calendar years 2008-2010. If you do not confirm, please explain.

OCA/LLS-T1-6. During the effective period of the NSA, how many affinity partners does Life Line Screening of America Ltd expect to acquire? How will the acquisition of

affinity partners during the effective period of the NSA affect Life Line Screening of America Ltd's volume of letter-shaped Standard Mail?

OCA/LLS-T1-7. Please define and give examples of "major US market," as that term is used at page 6, lines 18-19, of your testimony.

- a. What was the last major US market that Life Line Screening of America Ltd entered?
- b. On what date did Life Line Screening of America Ltd commence operations in that major US market?
- c. How many major US markets are there?

OCA/LLS-T1-8. Please define and describe "ultrasound team," as that term is used at page 2, line 7, page 3, line 7, and page 6, line 17, of your testimony.

- a. As of December 31, 2006, how many ultrasound teams existed?
- b. As of August 31, 2007, how many ultrasound teams existed?
- c. Are all members of ultrasound teams employees of Life Line Screening of America Ltd?
- d. As of December 31, 2006, what was the total number of all employees of Life Line Screening of America Ltd?
- e. As of August 31, 2007, what was the total number of all employees of Life Line Screening of America Ltd?

- f. Have the employees of Line Screening of America Ltd been informed that the company will not grow during the period of calendar years 2008-2010? If not, why not?

OCA/LLS-T1-9. At page 7, lines 6-8, of your testimony, you state,

Very little growth in screening events is expected to take place in 2008 and beyond because we will already have teams in all 48 continental states. . . . Thus, in the absence of this NSA, significant direct mail volume growth is not anticipated, as the number of our screening events each year are not expected to increase substantially.

- a. Please list the states in which there is only one ultrasound team.
- b. How many ultra sound teams are in Arizona?
- c. Please confirm that four of the top thirty-five fastest growing US cities are in Arizona.
http://money.cnn.com/2007/06/27/real_estate/258_fastest_growing_cities/index.htm) If you do not confirm, please explain.
- d. How many ultrasound teams are in Texas?
- e. Please confirm that nine of the top thirty-five fastest growing US cities are in Texas.
http://money.cnn.com/2007/06/27/real_estate/258_fastest_growing_cities/index.htm). If you do not confirm, please explain.
- f. Please list the consolidated metropolitan statistical areas (CMSAs as defined by the US Census Bureau) in which there is more than one ultrasound team.

- g. Please list the CMSAs in which a new ultrasound team will be placed during calendar years 2008-2010.

OCA/LLS-T1-10. Please confirm that Polaris Venture Partners holds an interest in Life Line Screening of America Ltd

(<http://www.polarisventures.com/Portfolio/CompanyDetail.asp?CompanyID={4A39D7FD-7FB9-427D-99A6-586B0C7ABC69}>). If you do not confirm, please explain the appearance of Life Line Screening of America Ltd on the Polaris website.

- a. Please confirm that the Polaris website states, “We invest in seed, early stage, and high growth middle market companies.”
- (<http://www.polarisventures.com/WhoWeAre/MissionStrategy.asp>)
- b. At page 3, lines 19-20, of your testimony, you state, “[W]e have territorial coverage in all the places we need to be in.” Please confirm that Life Line Screening of America Ltd will not be a high-growth company in the period 2008-2010. If you do not confirm, please explain.
- c. Please explain why Polaris would retain a stake in a company that expects flat growth over the next three years.

OCA/LLS-T1-11. At page 2, line 23, through page 3, line 1, of your testimony, you state, “Our customers are typically aging baby boomers and senior citizens.”

- a. At what age does one become an aging baby boomer?
- b. Is a retiree likely to be an aging baby boomer or senior citizen?

- c. How many people over the age of 60 live in Florida?
- d. How many ultrasound teams are in Florida?
- e. How many people over the age of 60 live in the New York City CMSA?
- f. How many ultrasound teams are in the New York City CMSA?
- g. How many people over the age of 60 live in Texas?
- h. How many ultrasound teams are in Texas?
- i. What state has the highest ratio of people over the age of 60 to ultrasound teams?
- j. What state has the lowest ratio of people over the age of 60 to ultrasound teams?
- k. Please explain why the difference in these ratios does not signal growth opportunities for Life Line Screening of America Ltd.