Pattie Kushner joined LabCorp in 2016 to build and lead a global corporate communications and brand management discipline. She has led a significant enterprise-wide brand transformation to positively position this highly acquisitive company with more than 61,000 employees worldwide as a mission-driven global life sciences leader. LabCorp offers one of the largest test menus in the world. It also has been involved in the development of all current top 50 drugs on the market as measured by 2018 U.S. sales revenue.

In 2018 and 2019, LabCorp was named to Fortune’s List of World’s Most Admired Companies and also earned the designation as a Best Place to Work for LGBTQ Equality by the Human Rights Campaign Foundation.
LabCorp’s Transformation From a Hospital Laboratory to a Global Life Sciences Company

The Brand Edition

September 30, 2020 | 3–4:15 p.m. EDT

By the end of this Case in Point, participants will be able to:

- Define how brand confusion can impact corporate reputation and business decisions.
- Explain the role of stakeholder research in developing and validating brand strategy, organizing principles and visual identity.
- Determine the importance of building internal support for transformation efforts.
- Discern how to anticipate and identify the business implications of a brand change.

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<tr>
<th>Pricing</th>
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<th>Nonmembers</th>
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<tr>
<td>Early Bird</td>
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<td>available eight weeks post-broadcast</td>
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