

# Introducing the BRANDengine<sup>SM</sup> National Brand Equity Benchmarks Dashboard

BRANDengine is the only true measure of health care organization brand equity based on the theory of commitment. Strong brands create an emotional bond with their customers and potential customers. BRANDengine measures that bond (or lack of) and what you can do to maintain or improve it.

We are excited to announce our BRANDengine national benchmarks dashboard with scores for more than 500 health care brands across the country. Now you can see how your brand stacks up to BRANDengine scores nationally by peer group (e.g., AMCs, children’s brands, large systems, etc.) and by market size (because market size does influence scores). Scores are shown by the overall Benchmark as well as top-25% and top-10%. This report will be included with the main BRANDengine report and also will include a summary analysis of where your brand is strong and where it needs improvement.

**BRANDengine KPIs included in the national report include: Share of Experience, Loyalty, NPS, Brand Equity Score, Attachment, Attraction, and Market Strength.**

BRANDengine KPIs	Your Brand’s Scores	National Average Score <sup>^</sup>	Top-25% Quartile Score <sup>^</sup>	Top-10% Quartile Score <sup>^</sup>
Brand Equity		21	30	43
Attraction	How	19	29	39
Attachment	do	44	54	63
Market Strength (no barriers)	your	70%	77%	83%
Share of Experience	scores	18%	23%	37%
Loyalty	compare?	62%	72%	79%
NPS		42	49	65

To learn more, contact:

**Rob Klein, Founder & CEO**  
 (630) 455-1773 | rob@kleinandpartners.com

**Toni Klein, Co-Founder & Chief Marketing Officer**  
 (312) 315-3955 | toni@kleinandpartners.com

