

BRANDengineSM

Driving Your Brand's Performance

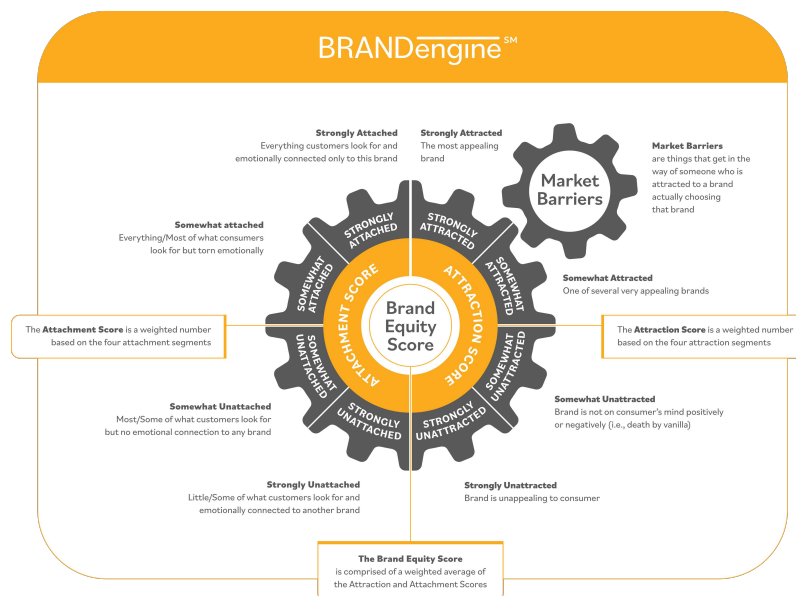
It is critical to understand that loyalty and commitment are two different constructs: loyalty is behavioral while commitment is emotional. And, from a marketing perspective, loyalty can be bought while commitment must be earned. Based on a decade of study on the theory of commitment, BRANDengine in an industry-first major step forward in understanding a brand's equity in the minds of consumers.

What makes BRANDengine different from every other health care brand measurement model?

Only with BRANDengine can you measure:

- Brand equity across the entire brand family, not just at the hospital level
- Emotional attachment to the brand they have used
- Emotional attraction to brands they haven't used
- The impact of market barriers on growth potential
- Behavioral brand loyalty across the entire brand family
- Share of visits across multiple care settings, not just hospital
- Consumer connection at the hospital vs. system level across care setting (i.e., brand architecture)
- The impact of attachment on 'share of wallet'
- Which competitors you are most vulnerable to, and which ones are most vulnerable to you
- Your scores compared to our national database of your peers in like-sized markets

Satisfaction is transactional while Commitment is relational. BRANDengine more accurately predicts loyalty and advocacy than satisfaction alone.



With BRANDengine, you will learn if you have an acquisition or retention challenge, what is causing it, and how to correct it.

To learn more, contact:

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