

KLEIN & PARTNERS

Driving Your Brand's Performance



Klein & Partners provides research and consulting services solely to the health care industry that help clients optimize their brand's voice.

What is my Brand Equity Score?

A single brand equity number that reveals your brand's overall strength compared to your competitors. Plus, it can be peeled back to reveal your acquisition and retention strengths and weaknesses.

BRANDengineSM

Where are you most likely to see physicians spiraling out of the loyalty loop?

This survey tool will help you learn where you should prioritize improvement efforts to maximize physician commitment to your brand.

brandMDSM

What are Americans thinking about health care these days?

Each year, we conduct a national online survey among health care decision-makers to learn how they think about a myriad of health care topics. The findings are available on our website at no charge. Happy reading!

Annual National Consumer Insights Study (NCIS)

Will my communication efforts work?

A collection of ad testing tools that offers protection from ineffective advertising and is designed to meet your timing and budget needs. Want something quick? Need to A/B test digital ads? Or a more comprehensive campaign test?

ADviceSM

Did my communication efforts work (in the short-term)?

Through an online survey in your market, quickly assess the short-term effectiveness of your advertising efforts, including the all-important metric of brand linkage.

ADsightSM

How do I better discover the voice of my digital customer?

From a website customer experience survey with expert insights, identify customer improvement areas. Learn where to prioritize improvement areas, where redesign efforts have been successful, and measure how your website experience is impacting your overall brand.

gSightSM

To learn more, contact:

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