



# BRANDengine<sup>SM</sup>

## Driving Your Brand's Performance

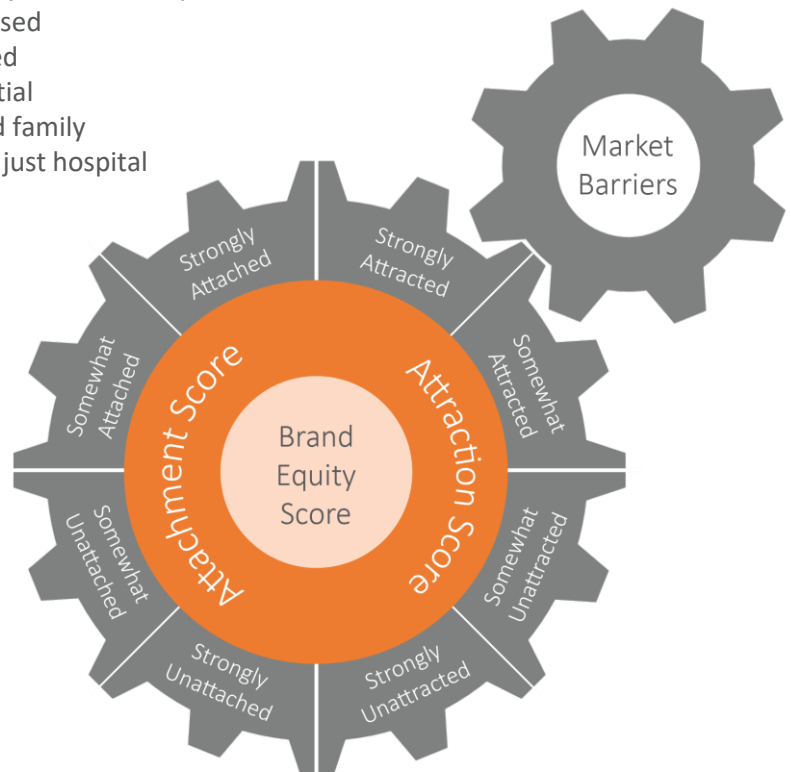
It is critical to understand that loyalty and commitment are two different constructs: loyalty is behavioral while commitment is emotional. And, from a marketing perspective, loyalty can be bought while commitment must be earned. Based on a decade of study on the theory of commitment, BRANDengine in 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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