



# BRANDengine<sup>SM</sup>

## Driving Your Brand's Performance

Brand equity is the sum of your Brand Strength + Market Strength + Financial Strength as perceived by your key stakeholder groups. Brand Strength may create interest in your brand but Market Barriers (i.e., lack of Market Strength) can impede growth or keep others out of your market. This is why preference does not always lead to utilization. And, brands cannot create Brand or Market Strength without Financial Strength (both real and perceived).

It is critical to understand that loyalty and commitment are two different constructs: loyalty is behavioral while commitment is emotional. Commitment is comprised of two elements: Attachment (among patients) and Attraction (among non-patients). A patient can be behaviorally loyal to your brand, using it again and again, but not be emotionally committed to it. These patients are vulnerable to attrition unless commitment can be developed, or environmental switching barriers exist. Committed patients are more loyal.

But even commitment can be impacted by environmental factors. Someone could be committed to your brand (i.e., uncommitted to another brand), but still choose that other brand based on availability or even affordability. According to Jannie Hofmeyr, author of Commitment-Led Marketing, *"From a marketing perspective, loyalty can be bought but commitment cannot."* And, because 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.

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### What makes BRANDengine different from every other healthcare brand measurement model?

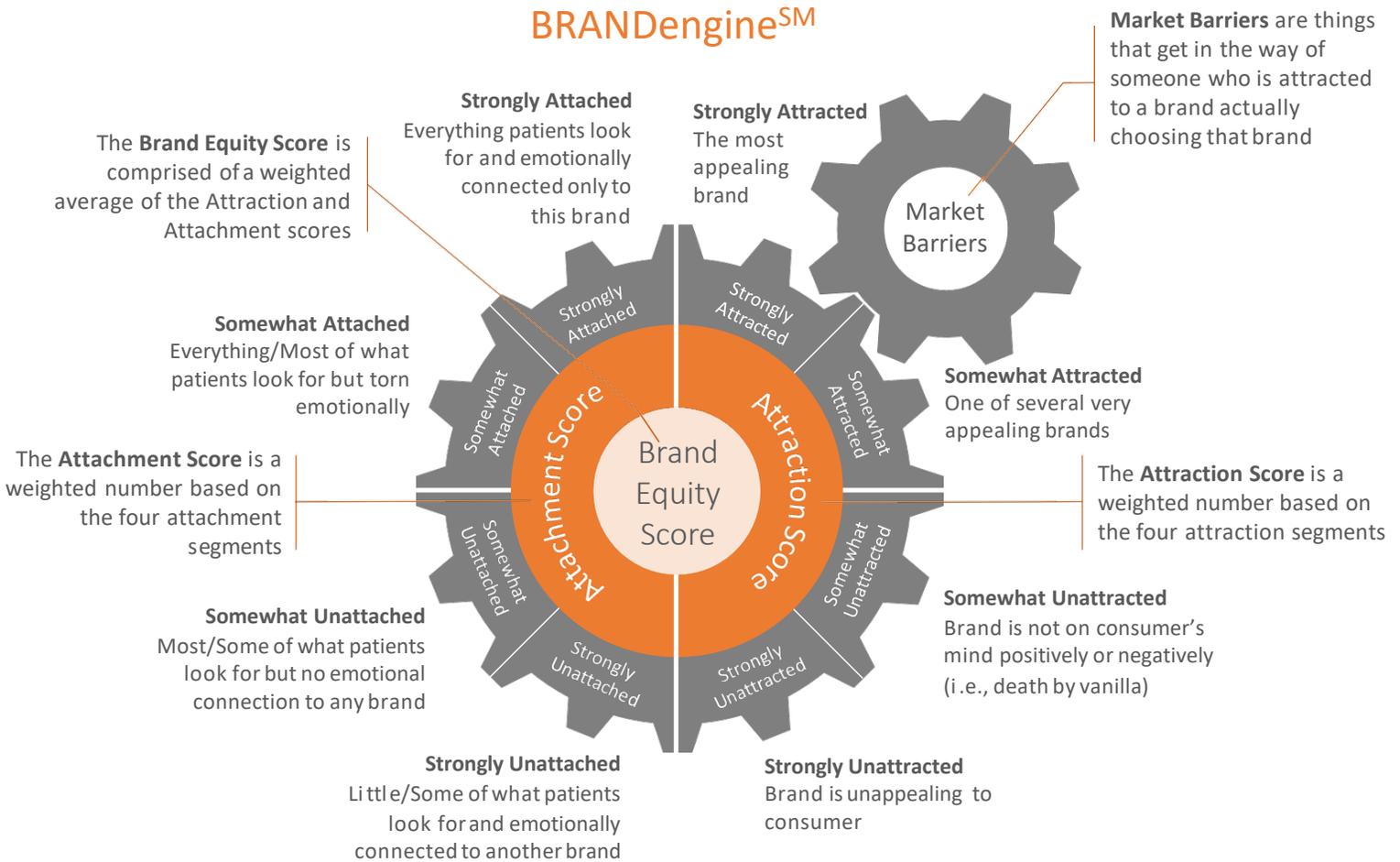
Only with BRANDengine can you measure:

- 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 recently
- 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

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 fix it.

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To learn more, contact:

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