



OUR NEWEST PRODUCT!

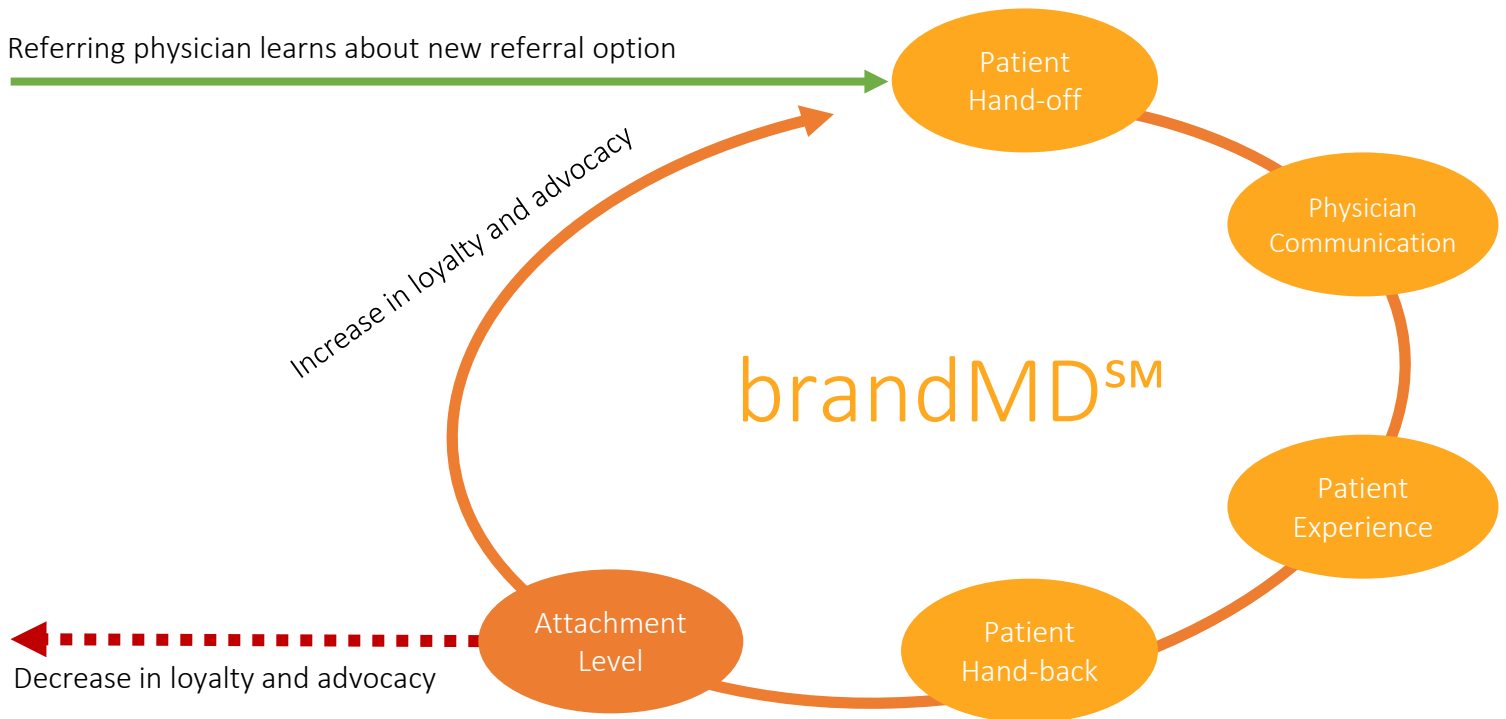
# brandMD<sup>SM</sup>

## A physician loyalty loop framework

Creating consumer demand alone can't build and sustain a strong brand - physicians are a critical pillar. Based on the framework of our market leading consumer commitment model - BRANDEngine<sup>SM</sup>, Klein & Partners' new physician loyalty loop research tool helps system brands understand how they are performing across the four key physician experience touchpoints and where they should prioritize improvement efforts to maximize physician commitment to their brand.

The model is simple - How you perform across the physician experience journey creates a level of emotional attachment with your brand among each physician, and that leads to one of two divergent paths – an increase or decrease in loyalty and advocacy. In a less than 15-minute survey, you will have all the information needed to drive your brand's performance among this critical stakeholder group.

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



To learn more, contact:

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