



# KLEIN & PARTNERS

## Driving Your Brand's Performance

**Klein & Partners** provides research and consulting services solely to the healthcare industry that help clients find 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.

#### **BRANDengine**<sup>SM</sup>

### 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.

#### **brandMD**<sup>SM</sup>

### How do I put in place an objective brand management process?

Complete brand management information gathering (i.e., qualitative and quantitative) and synthesis process to guide your brand strategy and operationalization initiatives.

#### **BRANDprint**<sup>SM</sup>

### Will my communication efforts work?

Through an online survey in your market, quickly and cost-effectively evaluate communication efforts. Learn your message and creative's comprehension, engagement, and persuasion before you launch your campaign.

#### **ADvice**<sup>SM</sup>

### 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.

#### **ADsight**<sup>SM</sup>

### 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.

#### **gSight**<sup>SM</sup>

### What are Americans thinking about healthcare these days?

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

#### **Annual Consumer Omnibus Study**

To learn more, contact:

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